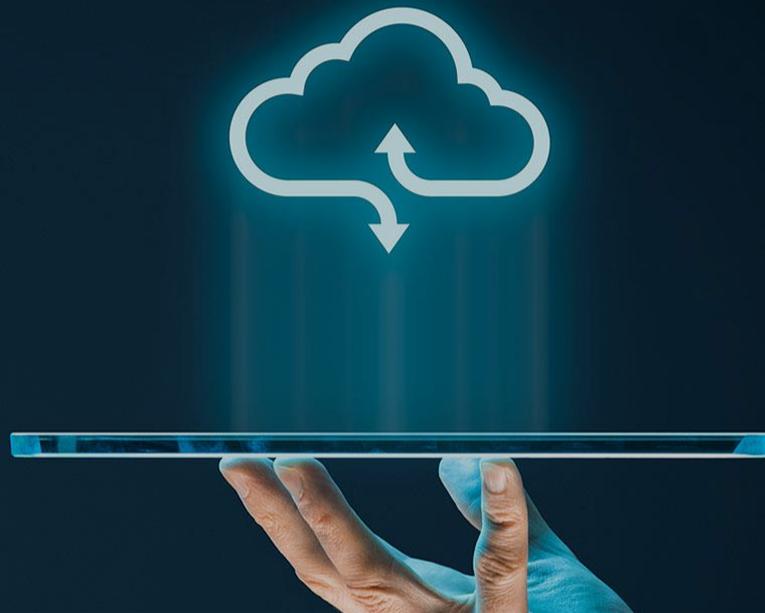


SIFY'S AZURE SERVICES



SIFY is a leading integrated ICT player in India, helping customers to achieve their digital ambition through cloud@core products and services, built on its world class Data Centers, Cloud & Network assets and wide portfolio of professional and digital services

AGENDA

SIFY AS A TRANSFORMATION PARTNER

MICROSOFT PRACTICES

VALUE PROPOSITION

AWARDS & RECOGNITION

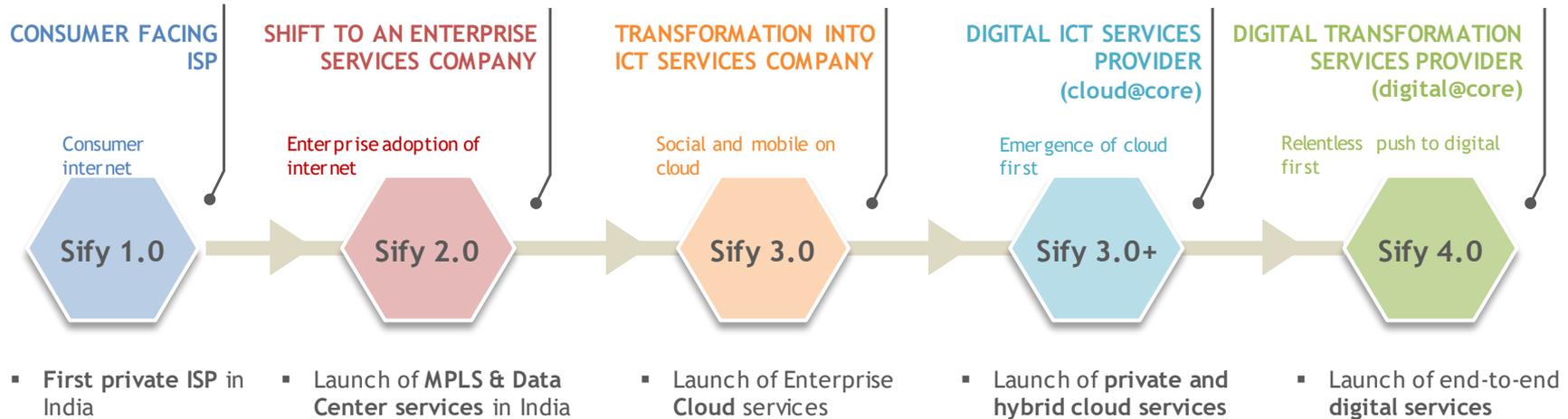
SUCCESS STORIES

The image features a modern glass skyscraper in the foreground, with a city skyline visible in the background. The sky is a clear, light blue. The building's glass facade reflects the surrounding environment, including other buildings and the sky. The overall scene is bright and professional.

sify'

We help customers to achieve their **Digital ambition** through our
“**Cloud @ core**” products and services

SIFY'S JOURNEY: 25 YEARS OF TRANSFORMATION



RELEVANCE

- Products and Services always aligned to market trends and customer need

INVESTMENTS

- Investments in line with market trend and strategic objectives

ACHIEVEMENTS

- Recognized as a trend setter or leader in multiple lines of business

GROWTH

- Consistent growth through investments and customer engagements

SIFY'S SERVICES

20 years of experience in DC and cloud management



CLOUD & DATACENTER CENTRIC SERVICES

- Cloud assessment & migration
- DC (Colocation / White Labelling)
- CloudInfini enterprise cloud
- Hosted SAP Cloud/ AzureStack as a service
- Application migration: on-prem to cloud
- Multi cloud managed services
- CloudInfini multi cloud CMP

15 years of experience in securing enterprise IT



MANAGED SECURITY SERVICES

- Security score to help continually track the security posture
- Implement consistent set of controls to prevent security threats
- Continuously monitor to detect security breaches
- Tactical threat containment and automated response

Experience in Digital Services



DIGITAL SERVICES

- ForumDIGITAL to manage digital and physical Supply chain management
- eLearning services
- Livewire LMS
- Human Capital Management (itest)
- IOT Services
- Digital trust services (Safescrypt)

ICT Pioneer- India's largest MPLS network



NETWORK CENTRIC SERVICES

- Enterprise Connectivity Services - MPLS, Internet
- Cloud connect services
- SD-WAN
- EdgeConnect services for IT + OT + People
- Network transformation services
- Cloud enabled unified communication services

CLOUD@CORE

ALIGNED TO OUR CUSTOMERS' CLOUD TRANSFORMATION PURSUIT



CLOUD ENABLING

- Cloud DC
- Hyper reach/Hyper scale transport
Oracle FastConnect | ExpressRoute |
DirectConnect | Partner Interconnect
- Software Defined Network services
- Cloud build
Private | Hyperconverged | Enterprise
- Security services for cloud
- Migration and Implementation
services



CLOUD INSPIRED

- Sify CloudInfini
 - Enterprise Multi-Tenant
 - Dedicated
 - Hosted SAP/S4HANA
 - Azure Stack as a Service
- Edge Connect Services
- SD-WAN
- Collaboration services on Cloud



CLOUD PURE

- AWS
- Azure
- Oracle
- Multi Cloud Management
platform & services



CLOUD ENHANCED

- Modern Applications
- Kubernetes-as-a-Service
- AI/ML
- Forum DIGITAL
- HCM Digital(i-Test)
- Learning Management
- Internet-of-Things (IOT)
- Industry Solution-as-a-Service

SIFY AS A TRANSFORMATION PARTNER



Cloud assessment service

- Recommend the to-be architecture and approach for a least disruptive and reliable migration



Workload migration service

- Move from on-premise to Public and/or Private cloud / or
- On-premise DCs to Sify's world class Datacenters



Multi cloud managed service

- Multi-cloud infrastructure and applications



Managed security services

- Implement consistent set of controls to prevent security threats
- Continuously monitor to detect security breaches
- Tactical threat containment and automated response

SIFY AS A TRANSFORMATION PARTNER



Sify's cloud expertise extends over

- All aspects of building cloud infrastructure
- Managing public and hybrid cloud services
- CloudInfinitt CMP to provide multi cloud operational best practices
- AWS/Azure/Oracle/Google cloud implementation
- Delivering SaaS - ForumNXT, I-test, Safescrypt and E-learning

Leverage our network services to strengthen your cloud and digital pursuit



- Cloud connect services
- SD-WAN
- EdgeConnect services for IT + OT + People
- Network transformation services
- Cloud enabled unified communication services
- Network security services like clean connect & DDOS protect

SIFY AS A TRANSFORMATION PARTNER



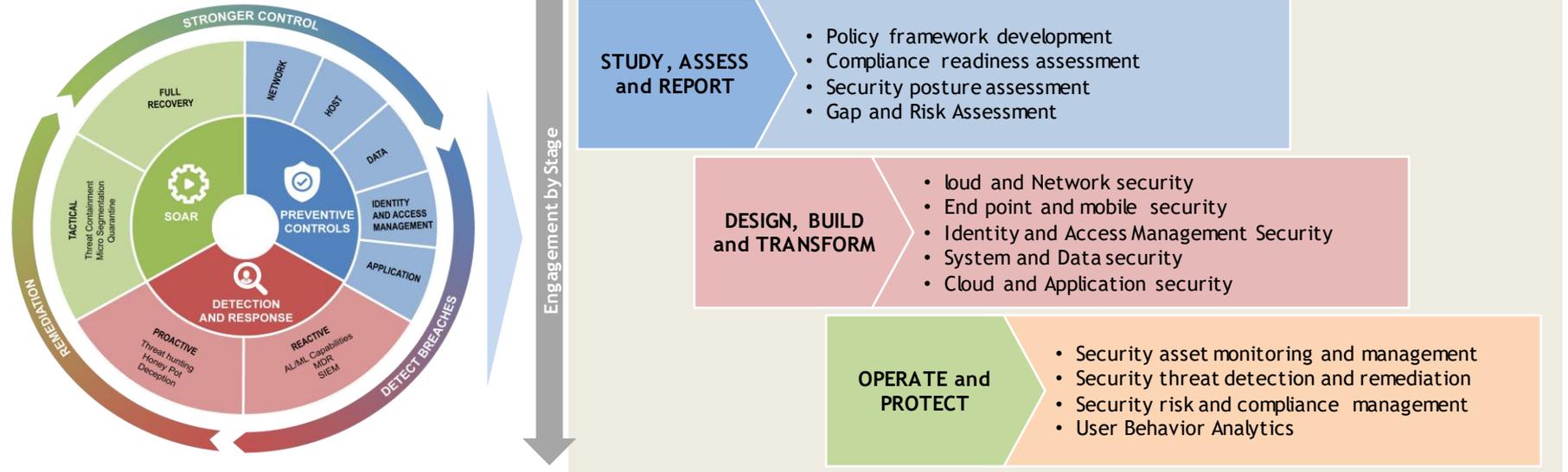
Investments in cloud infrastructure:

- CloudInfinitt (Enterprise multi tenant and private)
- SAP Grid/ Exadata/ Azurestack Infrastructure
- CloudInfinitt CMP
 - Orchestration platform/ Service Now/ CA UIM
- Datacenter fabric
- High performance storage
- High performance compute
- Security platform
- WAN Infrastructure such as metro rings
- SD-WAN technologies
- EdgeConnect technologies

SIFY MICROSOFT PRACTICE



SIFY'S MANAGED SECURITY SERVICES TRANSFORMATION FRAMEWORK



- Security as a service for implementation and management of preventive controls (asset management) - MSSP
- Managed Detection and Response for monitoring and management of security breaches and vulnerabilities - MDR
- AI/ML driven Security Orchestration and Automated Response for security posture recovery and reinforcement - SOAR

SIFY'S MICROSOFT MAPPING TO CLOUD@CORE



CLOUD ENABLING

- New EA Agreements and Licenses Deal
- EA Transfers
- EA to CSP Migrations only for Azure Workloads
- Windows 7 to Windows 10 Upgrade on Premises Licenses only (Services by Partner)



CLOUD INSPIRED

- Sify's Azure Stack as a Service**
- Express Route for Azure
- SD-WAN
- Collaboration services on Cloud using Teams and Office 365
- M365 Windows 10 plus MDM (Intune) of MS



CLOUD PURE

- Azure Cloud IaaS and PaaS
- Multi-cloud Management platform & services**



CLOUD ENHANCED

- Modern Applications on Azure
- Dynamics 365

VALUE PROPOSITION



Ability to migrate and implement large O365 deployments



Ability to construct large multi-year contract around Microsoft workloads

Microsoft
Solution

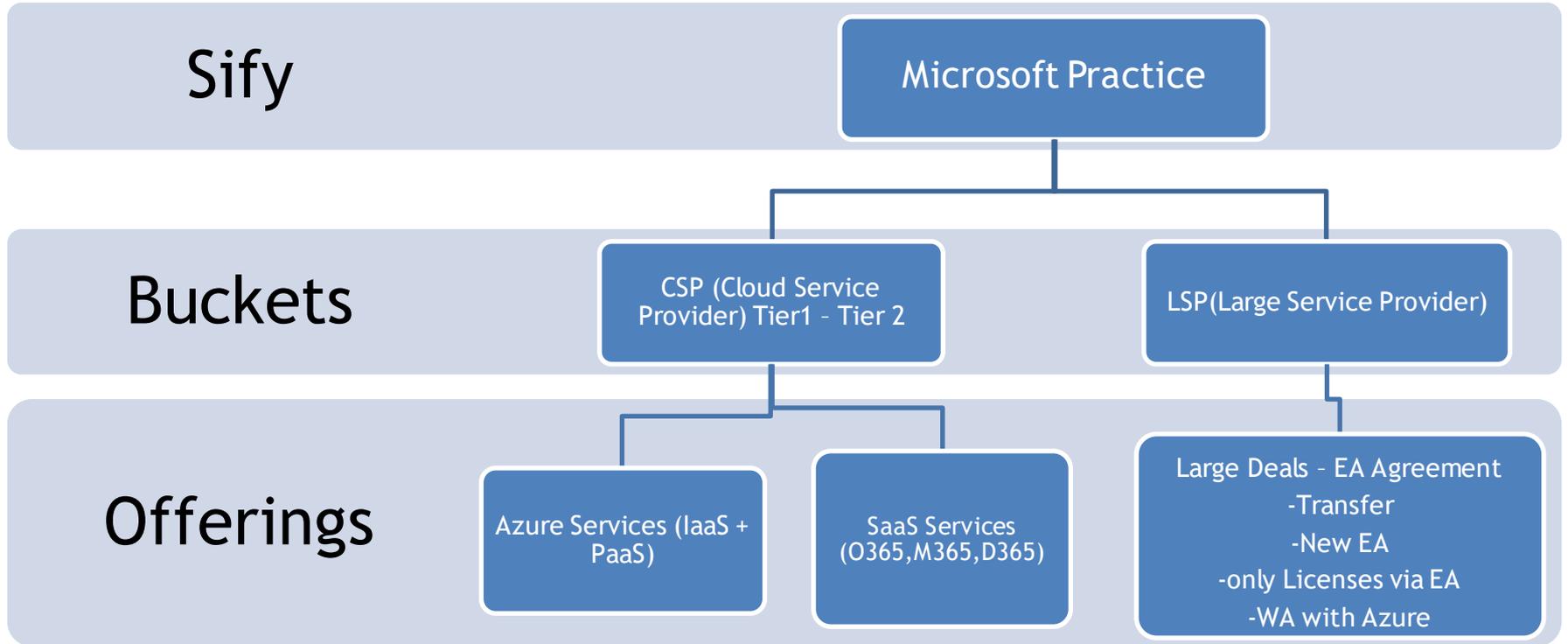


Integrated offering around Azure, Xpress Route and Azure Stack



Leveraging hybrid cloud expertise to offer solutions around Azure

UNDERSTANDING MS - BIRD'S EYE VIEW



All Services like Cloud Managed Services, Consultancy Services, Migration(Lift and Shift) , Cloud Assessment and Deployment , Security etc.

SIFY AS A CSP - ADVANTAGES



Increase/decrease Azure components as per requirement along with configuration change



Dedicated support for Implementation/Services, post sales support etc.



Pay as you go; No Contract



No upfront payment- Quarterly / monthly billing

SIFY AS A LSP - ADVANTAGES



Combination of LSP(Licensing Solution Provider) and CSP(Cloud Solution Provider) Capabilities



Multiyear EA agreement



Large Licensing Contracts for PSU/Govt./Enterprise



Multiyear Price Lock and Fixed Cost

SIFY - AZURE STRATEGIC PARTNERSHIP



Microsoft Gold Partner



45+ customers in India



Azure + Sify Advantage

- Single Window Solution Provider (Network, Security, Azure IT and Management)
- End to end Azure service coverage - Access-Architect-Migrate-Manage-and Secure
- Integrated Azure network and security proposition
- Unified Dashboard across Azure IT
- Simplified Execution and single point of ownership



Only Partner who has Infrastructure and Capability around Private, Public and Hybrid Cloud on Azure



60 + In-house Certified skilled resources on Microsoft platform



Assess, Architect, Migrate, Manage & Secure



One of the 3 Express Route Provider in PAN India and Hosting Govt. Community Cloud on Azure Stack for Maharashtra Govt.

SIFY'S INFRASTRUCTURE ADVANTAGE

SIFY ASSETS

RELEVANCE TO DIGITAL ENTERPRISE



- 10 Pan-India DCs with 71 W capacity
- To add 200 MW in next 4 years, doubling capacity

- Hosting for hyperscale operators
- Centerpiece of the hybrid cloud
- Cloud Adjacency



- Largest MPLS network (by connections)
- 3100+ PoPs across 1600 towns in India

- Internet growth from non-metros
- Platform to move content to “edge”



- “Cloud Connect” data superhighway
- 48 on-net data centers

- Cost-effective terabit network scale
- Interconnect Public and Private clouds



- Enterprise and Hybrid Multi Cloud
- Enterprise Cloud grid fabric

- Public / Private / Hybrid Clouds
- Cost effective and pay-as-you-go model



- Remote Operations Centers
- NOC, SOC, managed services

- Global and domestic IT outsourcing
- Supports outcome-based services model



- Applications and solutions
- iTest, ForumNXT, eLearning, SAP, Oracle, App Modernization

- IT-enablement for distributed businesses
- Supports Digital Transformation initiatives

AZURE | KEY DIFFERENTIATION

Single Window Solution Partner



Network, Azure IT, Security, Backup, DR & private IT

End-to-End Azure Service Coverage



Assess, Architect, Migrate, Manage & Secure

#	Features	Advantages	Benefits
1	Single Window Solution Provider (Network, Security, Azure IT and Management)	Single Window Solution for all your Azure IaaS needs, right from Connectivity (ExpressRoute) to setting up IT on Azure, securing your Azure setup as well as 24x7 monitoring and management	Easy adoption of Azure Cloud and cost savings
2	End-to-End Azure service coverage - Access-Architect-Migrate-Manage-and Secure	Single point ownership to cover all aspects of Azure enablement with defined outcome	Simplified Execution and single point of ownership
3	Integrated Azure network and security proposition	Sify with its DX Connect and Network, SOC capabilities, offers unique advantage of end to end service coverage	One Partner, Single engagement for all Azure needs
4	Unified Dashboard across Azure IT and Private IT	Single dashboard for Azure IT as well as Private IT to give you unified view across your IT state	On-Tap visibility and Control for your complete IT

SIFY'S AZURE CREDENTIALS



Experience

- Amongst Top CSP Partners for Microsoft India Business
- Already a SPLA reseller
- Preferred partner of choice for Strategic engagements like Lotus notes migration program, Exchange upgrade plan etc.
- MS focused Business Development team
- Dedicated MS Practice team
- Strong technology player with end to end solutions



Established Cloud Player

- Microsoft Certified Partner for Cloud & Managed Services
- Certified Deployment Partner for deployment of O365 & Azure services
- Express Route Partnership for seamless connectivity with MS Cloud Azure & Office 365
- Certified team for Migration & Deployment of MS SQL workloads
- Certified team for deployment of Microsoft Hybrid Cloud Platform



Large Customer Base & India presence

- Large customer base across verticals with a **strong India focus**
- Handling large customer base already
- Strong presence in BFSI/Healthcare/Mfg.
- Strong presence in Govt sector
- Strong CSAT focus leading to grow consumption
- Ability to execute large multi year contracts

WHY SIFY TECHNOLOGIES

Winner of Microsoft Hosting Partner of the Year 2016-17

It's not just a Cloud Services Provider, it's the Right Managed Services Product which helps in implementing and optimising the value of platform

Amongst Top SPLA Partner for Microsoft India Business

Amongst Top CSP Partners for Microsoft India Business

Microsoft Gold Certified Partner for Cloud & Managed Services

Certified Deployment Partner for deployment of O365 & Azure services

Express Route Partnership for seamless connectivity with MS Cloud Azure & Office 365

Certified team for Migration & Deployment of MS SQL workloads

Certified team for deployment of Microsoft Hybrid Cloud Platform

Preferred partner of choice for Strategic engagements like Lotus notes migration program, Exchange upgrade plan etc

Focused Approach for enabling State Government & PSUs for Cloud adoption and security

Unique capabilities Azure Stack hence providing you a seamless integration between Microsoft Public & Private Cloud

SIFY ICT SERVICES KEY FACTS POINTS

PEOPLE

700+
DC, Cloud & Managed
Service Team

100+
Certified Security Experts

CUSTOMERS

400+
Enterprise Cloud clients

70+
Private Cloud & DR clients

30+
CDN & Cloud Security
clients

PROJECTS

30+
IT Ops Transformation
projects

500+
Datacenter services
projects executed

300+
Datacenter Migration
projects

80+
Platform Migration Projects

VOLUME

22K+
Managed Tickets per Month

100K+
Network Devices

91k+
Managed Mailbox

5000+
Security Devices

7 Petabyte
Managed Storage and Back-up

INDUSTRY RECOGNITIONS



Source: Gartner (October 2017)

Sify in Challenger Quadrant in Gartner MQ for Managed Hybrid Cloud Hosting APAC 2017

Gartner

- Recognition in Market Guide for Public Cloud Managed and Professional Services Providers APAC 2020
- Recognition in Critical Capabilities for Managed Hybrid Cloud Hosting APAC 2018
- Recognition in Market Guide for Top Data Center Service Providers 2018
- Recognition in Market Guide for Vulnerability Assessment and Penetration Testing Consulting Services in India 2019
- Recognition as a notable vendor in MQ for Data Center Outsourcing and Hybrid Infrastructure Managed Services, Asia/Pacific 2019



Major Player in MarketScape for Cloud Managed Services APeJ 2019



The Economic Times Iconic Brands 2020 Hybrid Multi Cloud



Data Center Transformation Services 2018



Network Transformation Services 2018



Leadership Recognition Cloud Transformation (2018) Network Transformation (2019)





SUCCESS STORIES

IAAS FOR FINTECH CUSTOMER

Client Overview

Customer is a Fintech Major in Eastern Part of India

Scope of Work

- Migration and setup of the current DC for Microsoft ERP on Cloud
- Minimal Downtime for the Lift and Shift
- Managed Services and One Time Implementation

Benefits

- This solution is aligned to client's business objectives. They wanted to leverage Cloud infrastructure for auto scalability and cost optimisation
- Single window governance of infra.

Challenges

- Minor issues in application initiation
- Complex security architecture and connectivity as remote users were also using it.

Solution Highlights

- Setup the VM's on Azure with relevant network topology and Security controls.
- VM hardening as per Security Policies
- Support in Application deployment and migration from on prem DC
- Configuration of Basic load balancer on Azure
- Configuration of security access using VPN
- Configuration on Security Center

EA TRANSFER FOR TECHNOLOGY MAJOR

Client Overview

The customer is an Indian multinational information technology services and consulting company headquartered in Northern India

Scope of Work

- EA transfer with a large workload consumption volume
- The overall transfer of EA subscription
- Cost Savings with the right sizing
- Reduce the overall TCO by SOP and consulting

Benefits

- Added Saving of around 10% on the overall Cloud billing
- Better understanding of billing and Governance

Challenges

- There were issues with multiple subscription and workloads
- Workloads were provisioned with no ownerships
- There was no insight on workloads usage and utilisation thus had to make process to achieve it

Solution Highlights

- Helped in optimising the Cloud consumption
- Helped in saving around 15% on the current billing
- Provided Consulting on Cloud and Workshops on Cost optimisation
- Provided Governance and Security guidelines

OFFICE 365- TENANT TO TENANT MIGRATION

Client Overview

A well-known Retail customer - one of the largest supermarket chain in India

Scope of Work

- Migration of 3000 active mailboxes from current Office 365 Tenant to New Office 365 tenant
- Monthly review of the mail setup - mail flow, rules
- Office 365 usage reports

Benefits

- Reduced recurring costs due to CSP offering
- This solution is aligned to client's business objectives. They wanted to leverage the Cloud service provide model
- Single window governance of Infra

Challenges

- Minor issues in throttling policies of Office 365
- There were some issues in 'last mile' connectivity in the initial days

Solution Highlights

- Assessment of existing tenant and recipient details
- Migration tool setup
- Tenant to tenant Mailbox migration
- Migration of EA to CSP
- Managed Services for Office 365

PAAS FOR INDIAN GOVT. BODY

Client Overview

Customer is a large Agri Division of State Govt. World Bank funded body

Scope of Work

- Greenfield project setup using Azure PaaS Services SQL Server DB with Elastic Pool
- DevOps tools consulting using Azure DevOps, chef, puppet and GitHub
- Managed Services and One Time Implementation

Benefits

- This solution is aligned to client's business objectives. They wanted to leverage Cloud infrastructure for auto scalability and cost optimisation
- Single window governance of infra
- This is used for do Direct Benefit Transfer to almost half a million farmers

Challenges

- Minor issues in application initiations
- Complex security architecture and connectivity as remote users were also using it.

Solution Highlights

- Setup the VM's on Azure with relevant network topology and Security controls
- Setting up the PaaS service of SQL and Azure AD
- VM hardening as per Security Policies
- Support in application deployment and migration from on prem DC
- Configuration of basic load balancer on Azure
- Configuration of security access using VPN

O365 IMPLEMENTATION WITH EXCHANGE HYBRID (DC & DR)

Client Overview

Customer is a largest public sector general insurance company of India

Scope of Work

- Migration and management of mails to O365 from on-premises exchange
- Infrastructure provisioning for on-premises Exchange for DC & DR (Hybrid)
- Managed Services(OS, Virtualization)
- Managed Backup Services
- Disaster Recovery for Exchange

Benefits

- This solution is aligned to client's business objectives. They wanted to leverage the on-premises and cloud mailing solution
- Single window governance of Infra

Challenges

- Minor issues in Data Centre Readiness
- Keeping IP reputation good in the initial days

Solution Highlights

- Setup O365 and manage policies, rules, security, spam filters and mails for about 19000 users
- Network assessment based on user usage pattern
- Multi site exchange hybrid implementation
- Single Sign On - federated authentication with AAD sync
- 19000 users migration, with minimum downtime



sify'



THANK YOU