

SIFY GLOBAL MANAGED NETWORK SERVICES

- Gartner Session

June 2021



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

ABOUT SIFY

NETWORK TRANSFORMATION

MNS PRINCIPLES & PORTFOLIO

NETWORK OPERATIONS, OPERATIONS AUTOMATION

CUSTOMER LIFECYCLE OF AN MNS CUSTOMER & GTM

CASE STUDIES



CLOUD ENABLING

Cloud Data Centres

- For Enterprises and Hyperscale CSPs

Private Cloud at DC

- Hyperconverged | Enterprise

Hyper reach/Hyperscale Network

- Hyper Reach/Hyperscale transport
- Data Center Interconnect

SD-WAN

Migration Services

- Migration and Implementation services



CLOUD INSPIRED

IaaS at Cloud DCs

CloudInfinitt

- Enterprise Multi-Tenant
- Dedicated
- Hosted SAP/S4 HANA
- Azure Stack as a Service

Edge infra aligned to Cloud

- Edge Connect Services



CLOUD PURE

Hyperscale Platforms adjacent to Cloud DCs

- AWS
- Azure
- OCI
- GCP

Multi-cloud Management platform & services



CLOUD ENHANCED

Digital Services

- App Modernization
- Kubernetes-as-a-Service

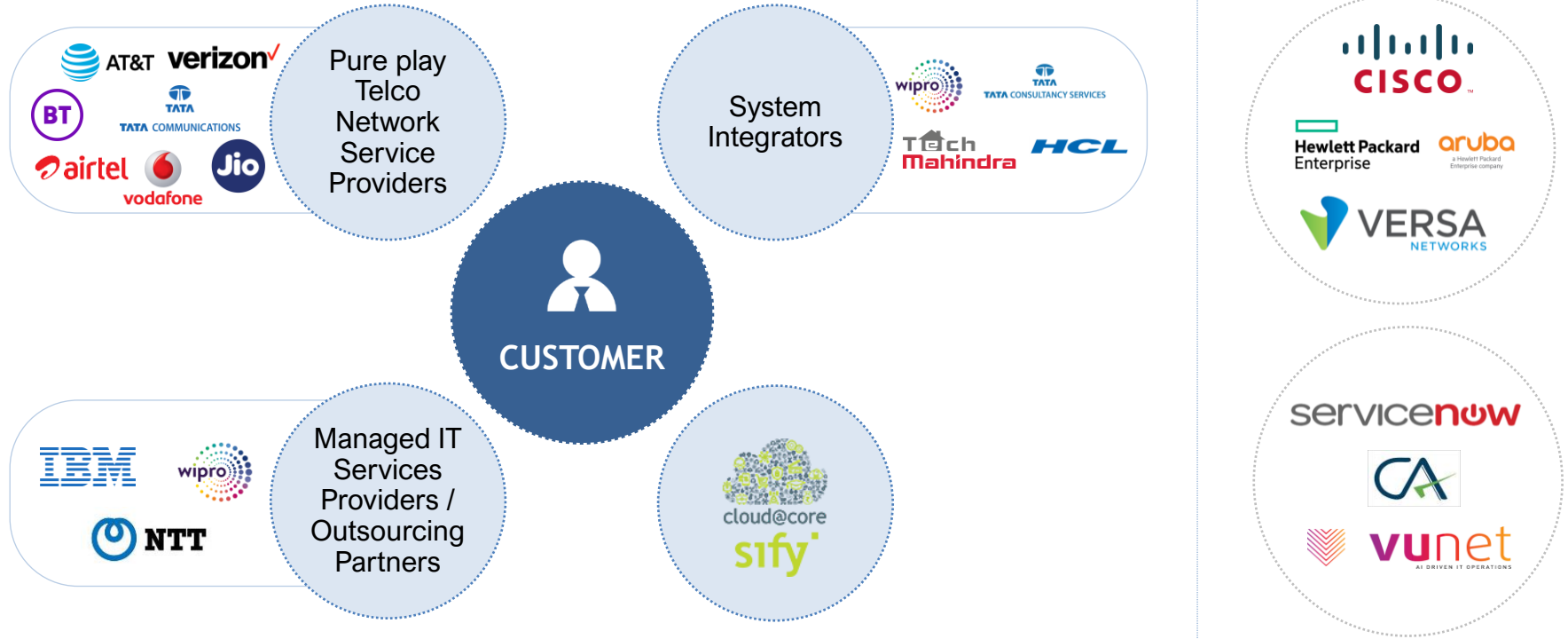
Digital Apps (SaaS)

- Forum DIGITAL
- HCM Digital (iTest)
- Learning Management

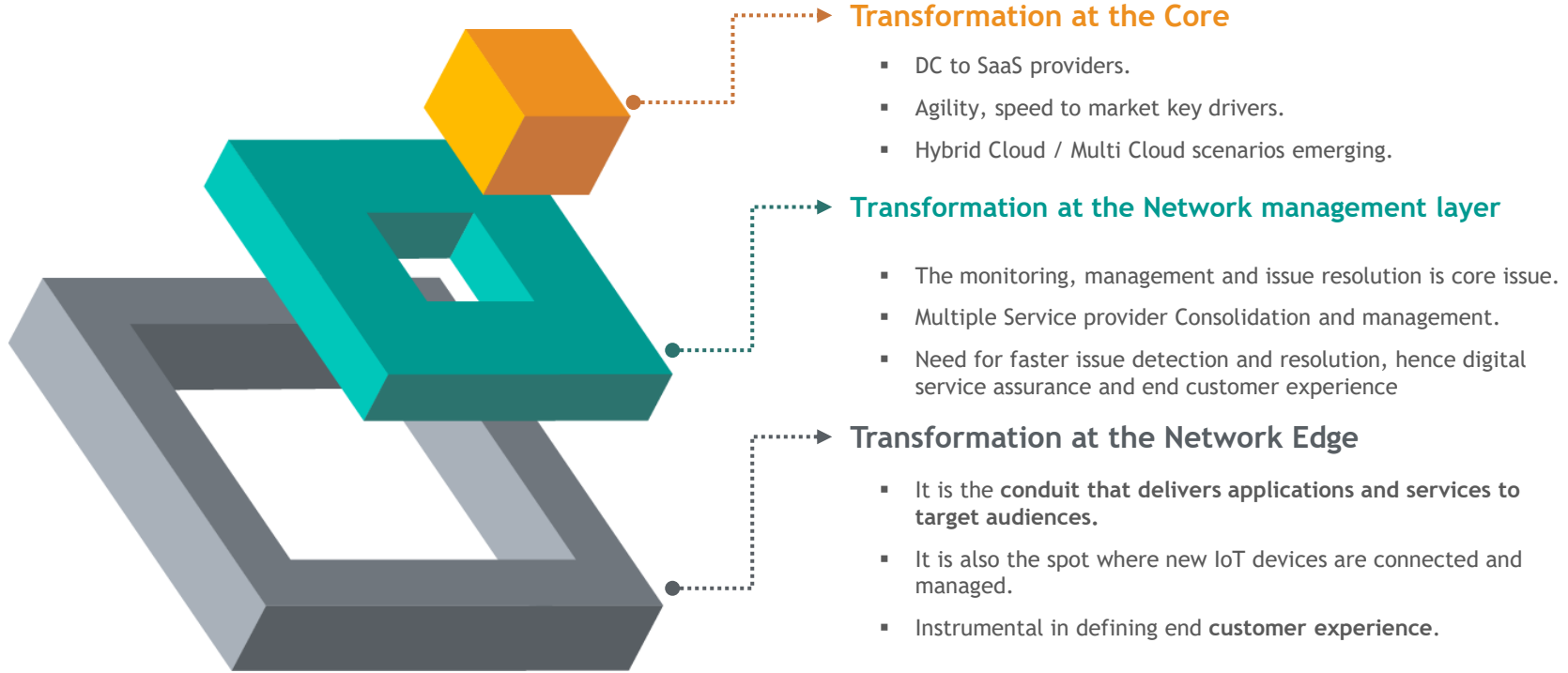
Internet-of-Things (IOT)

Industry Solution-as-a-Service

SIFY'S POSITIONING IN THE NETWORK TRANSFORMATION SPACE



NETWORK TRANSFORMATION - 3 LAYERS



MANAGED NETWORK SERVICES PRINCIPLES



Reliability & resilience



Business-aligned Single
Pane of Glass



Cloud-inspired & Cloud-
enabling



Enhanced
customer experience









Automation to bring in
operational efficiencies



Continuous improvement
of service levels

MANAGED NETWORK SERVICES PORTFOLIO

	Managed WAN	Telco management, router management
	Managed LAN	Switches, load balancers
	Managed WLAN	Controllers, Access Points, Access Policy Management, Wireless network monitoring & management
	Managed SD-WAN	Cisco, Versa & Fortinet - Multi-tenant platforms. On-premise or cloud-based services. Hardware - Customer-owned or as-a-service.
	Managed Network Security	Firewall management, DDoS Protection as-a-service, Clean Connect
	Professional Services	Network & Security audit, network re-design, implementation and integration

NETWORK OPERATIONS

Global Network Operations Center located at Chennai, India

Global Service Operations Team based at Hyderabad and Mumbai, India

Compliant with international standards

Dedicated setup for large customers' mission-critical networks

Sify's resources

- Varied functions like Advanced Solutions Group, Service Operations Team, WiFi Mgmt, DDoS Mgmt, Core NetOps
- People strength of 500+ including FMS teams

Best practices

- Integrated management functions
- Service Provider agnostic Managed Services
- Automation
- Proactive monitoring & management
- Customer communication during network events
- BCP drills, mock drills



Key highlights

664 Managed Enterprise customers

37,347 managed links on the shared platform

52,495 DoP, **4,500** NSE/IFTAS, **8,000** Syndicate Bank managed links on captive setups

29,451+ managed routers on shared platform (36,123 DOP, 2,100 NSE)

WLAN - **12** customers, **232** Switches, **11** Controllers, **1972** APs, **195** sites

LAN - DOP (**8800**), Syndicate Bank (**6000**), UIIC (**1150**)

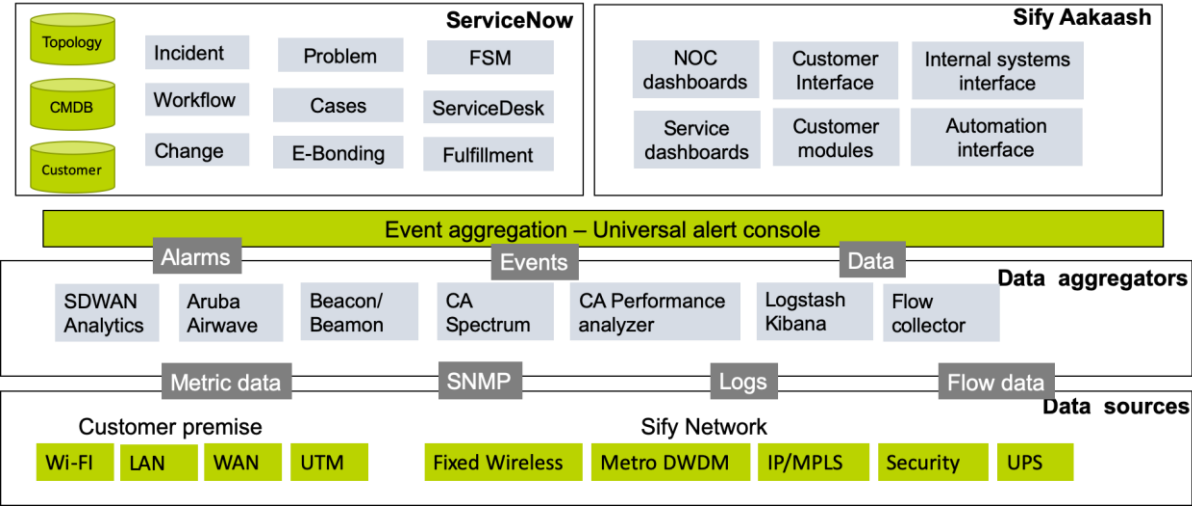
SD-WAN - **2200+** end points, 3 OEM multi-tenant platforms

Service Desk - **1380** calls per day

Ticket volumes - **2100+** per day

SERVICE MANAGEMENT & ASSURANCE PLATFORM

- Service management systems to deliver ITSM compliant service
- Integration with partners for single point ownership
- Automation integration between service and networks.
- **Model driven assurance**



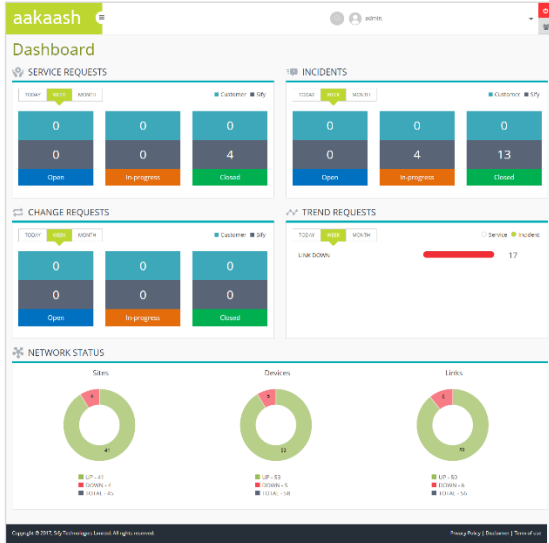
- Ability to integrate with LAN, WAN, DC, Network security & SD tech
- Multi-vendor support
- Customization to override device telemetry limits

- Machine learning based systems to reduce noise, increase focus and aid in Root cause issues
- Continuous learning systems augmented with human knowledge and context

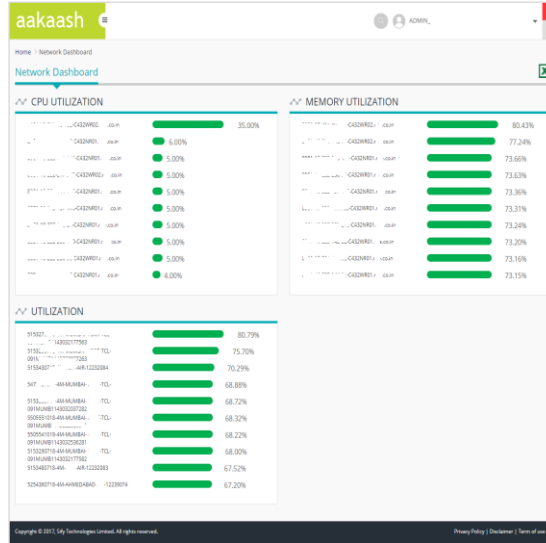
- Aggregation of events cross domain
- Supervised rules and enrichment
- Priority based ranking

SIFY AKAASH - SELF-SERVICE PORTAL

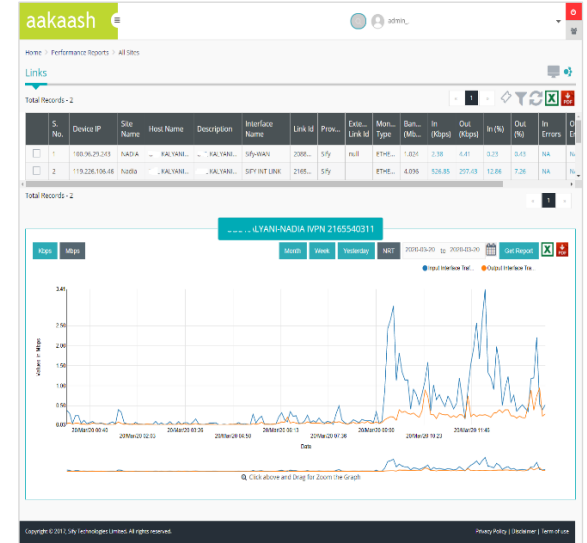
Unified view of customers' mission-critical network and assets
Customized views and dashboards



Service requests, Network Performance reports, trouble tickets



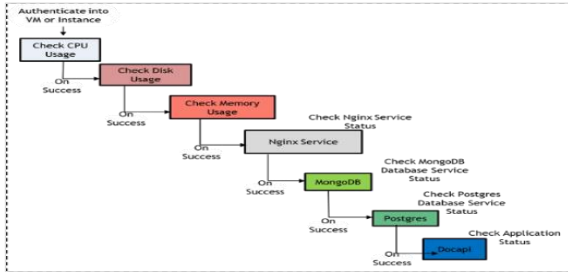
Asset View - Device & Link inventory



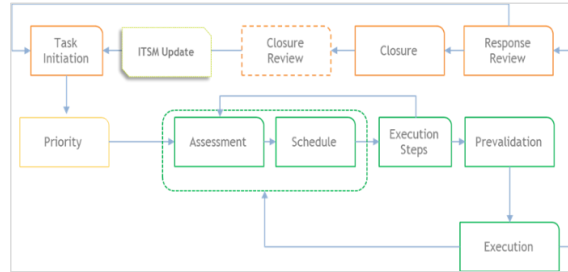
Billing - Invoice reports

OPERATIONS AUTOMATION

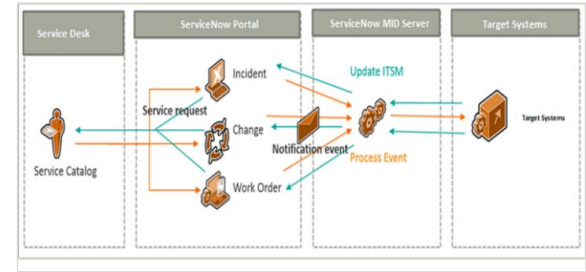
Workflow automation



Run Book automation



Service desk integration



Outbound call to customer contact for First level troubleshooting (FLT)



Auto FLT before a ticket is assigned to Agent



Alarm suppression based on entity mapping



Runbook automation for ticket resolution

- 75% of incidents resolved at first contact
- 13% of incidents are resolved with automation (without any human touch)

LIFECYCLE MANAGEMENT OF A MNS CUSTOMER



Omni-channel engagement

- email, SMS, calls
- Self-service portal
- 1300+ Field Support team
- Service desk
- Hybrid & shared models



Analytics & Reporting

- CXO dashboards
- Performance metrics
- SLA management
- Capacity management
- Integration with customer toolsets to provide unified analytics



Professional Services

- Network & Security Audit
- VAPT
- Assessment Analysis
- Recommendation Reports



CSAT Organization

- Continuous Service Improvement
- Review & feedback mechanisms
- Network health
- Bandwidth optimization
- Network audit

GTM - NETWORK MANAGEMENT AND OPERATIONS

Network Operations Outsourcing



Operations Transition from existing managed services provider to Sify

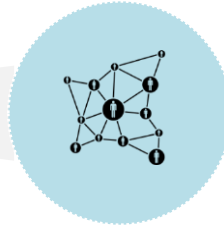
Advanced NOC Services

SLA Management

Vendor Management

AMC Management

Network Consolidation & Operations Outsourcing



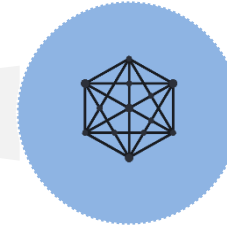
Network study & assessment

Service provider consolidation (Including Sify participation)

Performance Management and optimisation

CPE Management (with or without AMC)

Network Transformation & Operations



Network redesign/reengineering

Software defined network deployment

WHY DO CUSTOMERS PREFER TO WORK WITH US?



Sify understands the complete IT services ecosystem and their interdependency - from cloud to data center to wide area network to LAN to end user

This is a very UNIQUE POSITION and offers one partner to the customer who can solve the myriad challenges that occur in his environment

Network agnostic managed services- Ability to offer managed services for all service provider networks

Skill sets on network assessment/audit/design

Strong player in **data center with hybrid/hyperscale cloud enabler** helping network interconnects

Strong skill sets on **large integration projects** with multi service provider and hybrid cloud environments

Established credentials on the Network at the Core & Edge

FUTURE ROADMAP: SIFY FOCUS AREAS FOR MNS

AUTOMATION

Automation of up to 60% L1/FLT tasks by FY 22

Reduction of noise by compounded contextual alerts

Automation of centralized workflows

FOCUS ON END-USER EXPERIENCE

Transition from a network centric to a user/app centric view of the infrastructure

Application of AI-Ops across the app-end user-network-

Prediction and forecasting using ML techniques of end user and app performance

EXPANDED GTM

Expansion of GTM into new geographies

US
Europe

Focus on SD-WAN and cloud transformation led opportunities

LARGEST MANAGED NETWORK FOR THE MOST WIDELY DISTRIBUTED POSTAL SYSTEM IN THE WORLD



Large Scale Re-architecting & Rollout

A project of critical importance enabled customer to digitize its operations by connecting 30,000+ Offices across India.



A comprehensive blend of services

Integrated value of skills - Network Integration, Project Management, NOC & Managed Services, Security Services alongside Network Infrastructure services



Value for the Customer

Reduced Total Cost of Ownership, single owner to manage network gear, Sify's network and BSNL's network

**30,000 SITES
LAN & WAN**

**CAPTIVE NOC
& MANAGEMENT**

**KPIs FOR NETWORK
& SECURITY**

MANAGING MISSION CRITICAL NETWORKS FOR INDIA'S INTERBANKING SERVICES

This enterprise is the focal organization that fuels innovation, financial inclusion and digitization for Banks & Financial institutions in India.



Project Objective

To set up the Digital Payment Network Infrastructure connecting locations of Governing Body and Member Banks, for Interbank Financial settlements



Project Model

Managed Services-led Network Outsourcing model



Value for customer

Single ownership with the MSP to manage the complexity and guarantee high availability



Key deliverables & outcomes

Design, implement and operate a multi-service provider network, to provide high availability of 99.9975% uptime

Tightly integrate security controls into the overall network architecture and yet manage the complexity of interconnections between member banks and RBI payment gateways

Run large-scale dedicated NOC operations

TRANSFORM & MAINTAIN THE MOST COMPLEX NETWORK OF SECOND LARGEST STOCK EXCHANGE IN THE WORLD



Technical Challenge

To transform the existing network in-flight, set up a shared NOC & SOC, and aid customer to expand the footprint to acquire more members in India



Objectives

- Reliability and speed
- Highly resilient to failure
- Unified customer experience
- Members participation in an easy and equitable manner
- Flexible to evolving to support future digital distribution options
- Scaling with demand



Value for customer

Provided a predictable model to scale operations over 40 cities from 7-city presence using Network and Edge assets. This has helped significant growth in member acquisition and lowering the cost of operations for existing members.

Digital Platform for Service Operations and member interactions between members and customer enabled transparent and efficient operations.

ENABLING DIGITAL TRANSFORMATION FOR THE WORLD'S SECOND-MOST GEOGRAPHICALLY DIVERSIFIED STEEL PRODUCER



Project Objective

To establish a NOC integrating IT, OT assets to enable insights into the Network across DC, Cloud and End users.

Build and Operate a Private Network across all Campuses



Project Model

Managed Services led model - per device/ per node



Sify's Uniqueness

Integrated value of skills - NOC & Managed Services, Edge Transformation Services



Contract Duration

5 years



Integrated Value and Outcome

Specialized skillsets and processes across NOC setup & managed services outclassed the traditional IT outsourcing model deployed by the incumbent.

MWiFi platform integration with customer's Access & Identity Management System (AIMS), ensured an integrated Platform for all IT, OT assets, as well as Wearable Safety devices across its workforce.

Value for Customer

The NOC has enabled network orchestration and analytics for the customer across his IT & OT assets and people, which in turn has resulted in better efficiency & control.

Sify's Private Network has enabled large scale sensorization of plant operations leading to better efficiencies and significant cost savings.

Value for Sify

This project has given Sify deep insights & experience into future roadmap on 5G and edge computing.

Customer has also chosen Sify for migration of workloads to public cloud and integration of public cloud environment with its legacy infrastructure.



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THANK YOU