sify keeping you ahead

UNFOLDING OMNICHANNEL BANKING FOR THE NEW AGE CONSUMERS

Digital Transformation in Banking

- REIMAGINING YOUR BUSINESS FOR A DIGITAL FUTURE
  - TECHNOLOGY TRENDS TRANSFORMING THE INDUSTRY
- SIFY AS AN ENABLER OF DIGITAL TRANSFORMATION
  - DIGITAL TRANSFORMATION GOALS
- SIFY'S EVOLUTION AS A DIGITAL TRANSFORMATION PARTNER
  - SIFY CLOUD@CORE
- SIFY'S MAJOR DATA CENTERS AND CLOUD CENTERS
  - SIFY'S NETWORK FOOTPRINT
- ENGAGEMENT MODELS AND APPROACH
  - PARTNERS, CLIENTS AND RECOGNITIONS

SIFY SERVICES

CLOUD AND CO-LOCATION
Enable borderless IT

NETWORK TRANSFORMATION AND CONNECTIVITY
Backbone of digital transformation

UNIFIED SECURITY MONITORING AND MANAGEMENT
Across internal and partner systems

APPLICATION AND PLATFORM SERVICES
Build a high-quotient digital workforce to drive process efficiencies

IoT
Enable dynamic real-time access to new information

CONTACT US

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FOR A DIGITAL FUTURE

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Banking in India is undergoing a major shift in terms of customer demands from products & services. The rapidly growing hyper-connected environment requires banks to re-imagine their business continuously to deliver innovative banking facilities, ensure convenient and customized customer experience by proactively capitalizing on emerging technology led disruption, creating shareholder value and building a long term competitive advantage.

Business transformation imperatives	TRADITIONAL	FUTURE STATE
MARKET PLACE	▪ Universal banking ▪ Multiple universal banks with regional focus ▪ Departmental stores ▪ Payment banks	▪ Emergence of small finance banks ▪ Consolidation by mergers and acquisitions ▪ Emphasis on digital methods of payment since demonetization
PRODUCT	▪ Mix of branch banking and online delivery channels ▪ Standard banking products like loans, credit cards, debit cards etc. ▪ Traditional data sources to enable decision making e.g. credit history, tax information	▪ Extensive digitization of banking operations have helped emergence of online – only banks/ microfinance institutions etc. ▪ Emergence of new products and services like one click credit, universal payment systems, control spending cards ▪ New data sources for building customer profile including social media analytics, ecommerce buying habits etc.
FUNCTIONS	▪ Deposits ▪ Advances ▪ Foreign banking ▪ Risk management	▪ Innovation labs to design personalized value added services ▪ Digital banking ▪ Customer value management ▪ Automated intelligent portfolio management
RISK MANAGEMENT	▪ Consolidated reporting by integrating data from multiple systems	▪ Real-time access to data from multiple systems with minimal manual intervention ▪ Advanced systems for fraud detection

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BUSINESS TRANSFORMATION IMPERATIVES TODAY

Collaboration with fintech
to create an innovation-centric ecosystem

Create personalized banking solutions
to enhance customer experience

Strengthen risk management apparatus
to comply with regulatory requirements

Monetize digital assets and data
by bridging the skill gap

Agile and flexible technology landscape
transforming legacy banking systems

Shift towards banks-as-a-platform
to provide a one-stop shop for customers

The rapidly growing hyper-connected environment requires banks to re-imagine their business continuously to deliver innovative banking facilities, ensure convenient and customized customer experience by proactively capitalizing on emerging technology led disruption, creating shareholder value and building a long term competitive advantage.

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TECHNOLOGY TRENDS TRANSFORMING THE INDUSTRY

Hybrid IT as backbone

Key elements of a hybrid IT infrastructure acting as the building blocks of enabling the implementation of emerging technologies

Big Data Analytics

- Use of predictive analytics in providing real-time intelligence to bank's risk management and fraud prevention functions
- Leverage data to design and customize banking products and services
- Customer spend-analysis to generate revenue through cross sales

Robotic Process Automation (RPA)

- Digitally skilled and engaged workforce, whose productivity is enhanced by automation, skill-based prioritization and allocation, collaboration tools and learning systems
- Achieve cost optimization and process efficiencies by automating redundant processes like document verification, loan disbursements, account maintenance etc.

Artificial Intelligence/ Machine Learning (AI/ML)

- Use of bots and AI in responding to customer service queries
- Automated anti-money laundering pattern detection
- Algorithmic trading models to make investment decisions

Blockchain

- Use of Blockchain and smart contracts in supplier/ third-party payments
- Quick, efficient and simplified cross-border payments
- Greater trade accuracy and shorter settlement process

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SIFY AS AN ENABLER OF DIGITAL TRANSFORMATION

SIFY'S DATA CENTER AND CLOUD TRANSFORMATION SERVICES

MAKE DATA MANAGEMENT AND INTER-OPERABILITY MORE EFFICIENT AND RELIABLE ACROSS A HYBRID IT LANDSCAPE

Integrate multiple systems across banks and partners

SIFY'S TECHNOLOGY INTEGRATION SER-

INTEGRATE LEGACY BANKING SYSTEMS

Advancement in the banking operations shall be driven by robotic process automation and artificial intelligence, which will require integration and processing of data from multiple sources

SIFY'S APPLICATION AND PLATFORM SERVICES

ACHIEVE PROCESS EFFICIENCY AND ACCELERATE PRODUCTIVITY

Streamline employee services and customer services; Sify's Application and Platform Services teams work with banks in implementation and management of infrastructure, platform and applications to meet employee (self-service, collaboration, productivity, learning) and customer (CRM, security) requirements

SIFY'S NETWORK TRANSFORMATION SOLUTIONS

SEAMLESSLY CONNECT THE CUSTOMER WITH THE DIGITAL BRANCH

The network is uniquely positioned to support the requirements of connectivity, power, policy, compute, security and manageability

SIFY'S MANAGED SECURITY SERVICES

REAL-TIME MONITORING AND MANAGEMENT

Preventive, detective and corrective mechanisms to combat emerging cyber security threats and adherence to regulatory requirements

SIFY MOVES UP IN GARTNER MAGIC QUADRANT FOR HYBRID CLOUD

Sify has emerged **a challenger in providing managed hybrid cloud hosting services** with unique proposition combining infrastructure, public cloud, connectivity and consistent service delivery.

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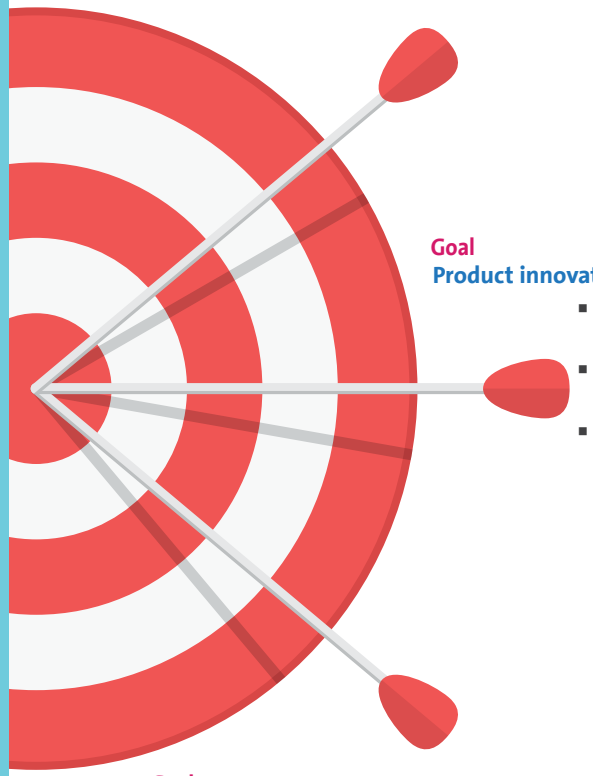

Goal
Customer centric focus

- Ubiquitous anytime, anywhere banking experience
- Self-service, assisted advisory and predicted support
- Customer engagement managed across time and devices

Technology enablers
Data analytics
Integrated platforms

Sify services

Goal
Product innovation and collaboration

- Broader offering outside core capabilities
- Faster time to market collaborated services
- Improve deteriorating asset quality

Technology enablers
Augmented reality
Digital platforms
Modular IT architecture

Goal
Workforce recalibration

- Knowledge dissemination through e-learning platforms
- Build distributed on-demand workforce capabilities
- Provide tailored customer support and guidance

Technology enablers
Artificial intelligence
Integrated platforms
Cloud

Data Centre Transformation (Cloud) and Infrastructure Services
Application and Platform Services
Technology Integration Services
Network Transformation and Connectivity Services
Managed Security Services
Internet of Things

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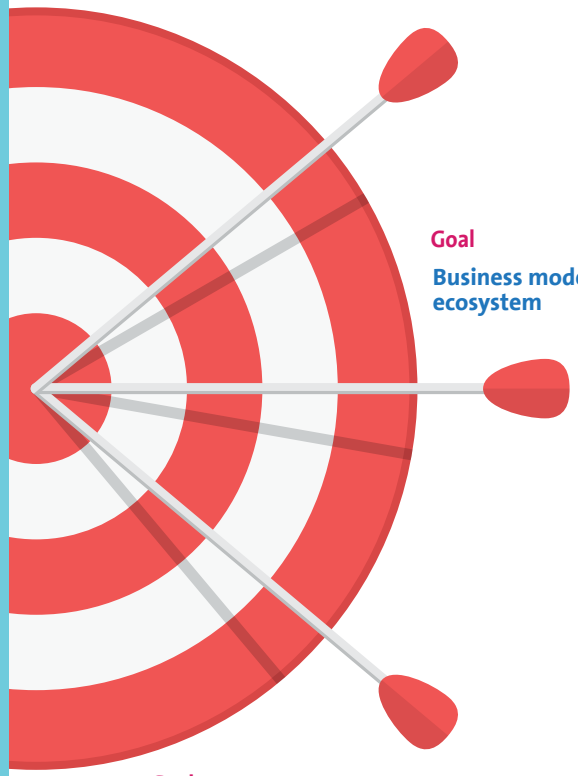

Goal

Governance risk and compliance

- Improve security, mitigate risks and streamline compliance processes
- Secure payments processing
- Proactive risk management through automation

Technology enablers

Unified security management
Automation
Blockchain

Sify services

Goal

Business model shift to a value driven ecosystem

- Collaborative partnerships with innovative market entrants
- Driving financial inclusion through technology-centric models

Technology enablers

Cloud
Seamless connectivity
Modular IT architecture

Goal

Technology landscape transformation

- Harness internal and external data sources on a single platform
- Agile IT and operations
- Cloud enabled on-demand scalability

Technology enablers

Cloud
Integrated platforms
Modular IT architecture

Data Centre Transformation (Cloud) and Infrastructure Services

Application and Platform Services

Technology Integration Services

Network Transformation and Connectivity Services

Managed Security Services

Internet of Things

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2020 — **Application Centric Digital Transformation Partner**

- Software Defined DC & Network
- IoT integration

Empowering new distribution and payment models through blockchain technology

2017 — **Converged ICT Services Provider (Cloud@Core)**

- Hybrid IT
- IoT & Managed Wi-Fi
- Data Center Transformation, Platform & Application Services
- Oracle & Microsoft

Real-time data through connected devices

3D simulation of products and service offerings

2013 — **Data Center, Cloud & Network Services Provider**

- Public Cloud
- Security-as-a-Service

Collaboration and integration with partner systems

Risk visibility using analytics

2010 — **Managed DC & Network Services Provider**

- Managed Services
- Security Services

Application and infrastructure services

2007 — **Network & DC Hosting Provider**

- VPN Services
- Data Center Hosting

24x7 availability & accessibility to core banking system in rural areas

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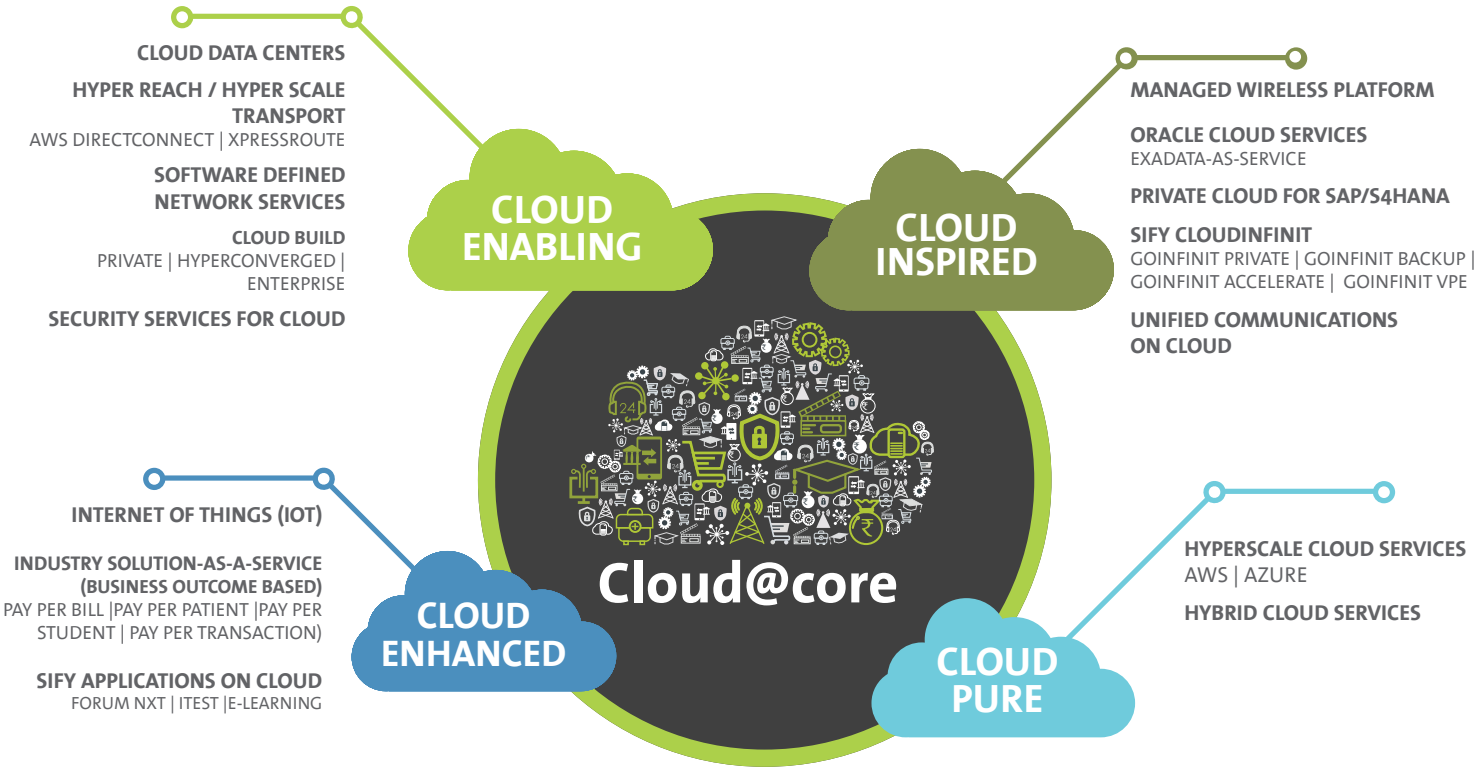

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CLOUD AND CO-LOCATION
TO ENABLE BORDERLESS IT

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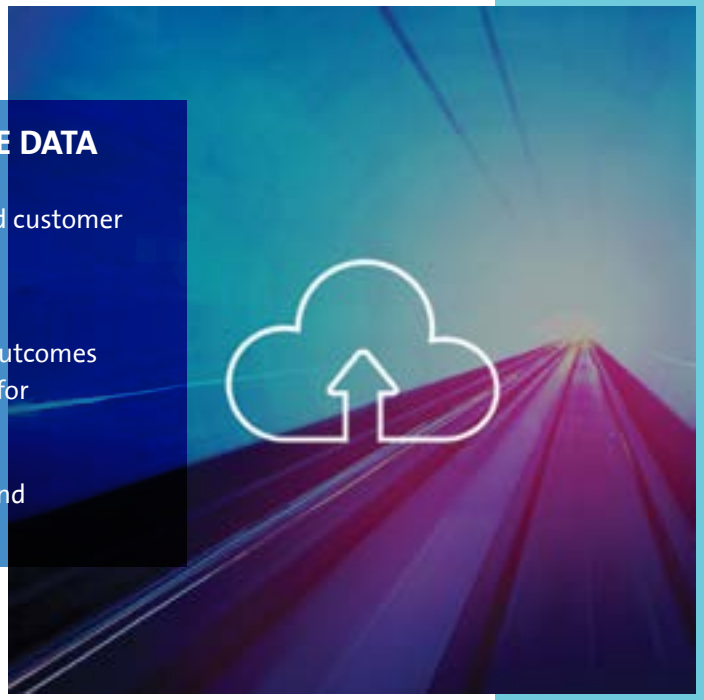
BUSINESS DRIVERS FOR ADOPTION OF THE NEW ENTERPRISE DATA CENTER

- Omnichannel digital experience to drive differentiation, self-service and customer engagement
- Strengthen security apparatus to comply with regulatory frameworks/ certifications
- Real-time business intelligence to deliver unique value and predictive outcomes
- Agile IT to innovate faster and scale seamlessly, provide one-stop-shop for customers
- Drive efficiency by hyper-automation, self-learning and auto-healing
- Enable externalization to leverage collaboration with fintech, finance and insurance companies



Service-led view of data center transformation and cloud solutions

- Right-fit IT architecture across public, private, enterprise cloud and/or colocation
- Public cloud choices across AWS, Microsoft azure and Sify enterprise cloud
- Future-ready IT leveraging software-defined network, security, storage and hyper- automation
- Application-centric IT architecture for mission critical apps such as SAP, Oracle, ForumNXT, etc.
- Zero trust security framework across endpoint, infrastructure, platform and applications
- Edge caching and acceleration for secure and omni-channel banking experience
- Externalization architecture with enterprise application access and MFA
- Business intelligence platform for predictive data analytics and deeper insights
- Unified, integrated reporting for predictive analytics, business intelligence and AI
- Agile IT with outcome-aligned commercial models

Sify's hybrid IT framework

Service highlights

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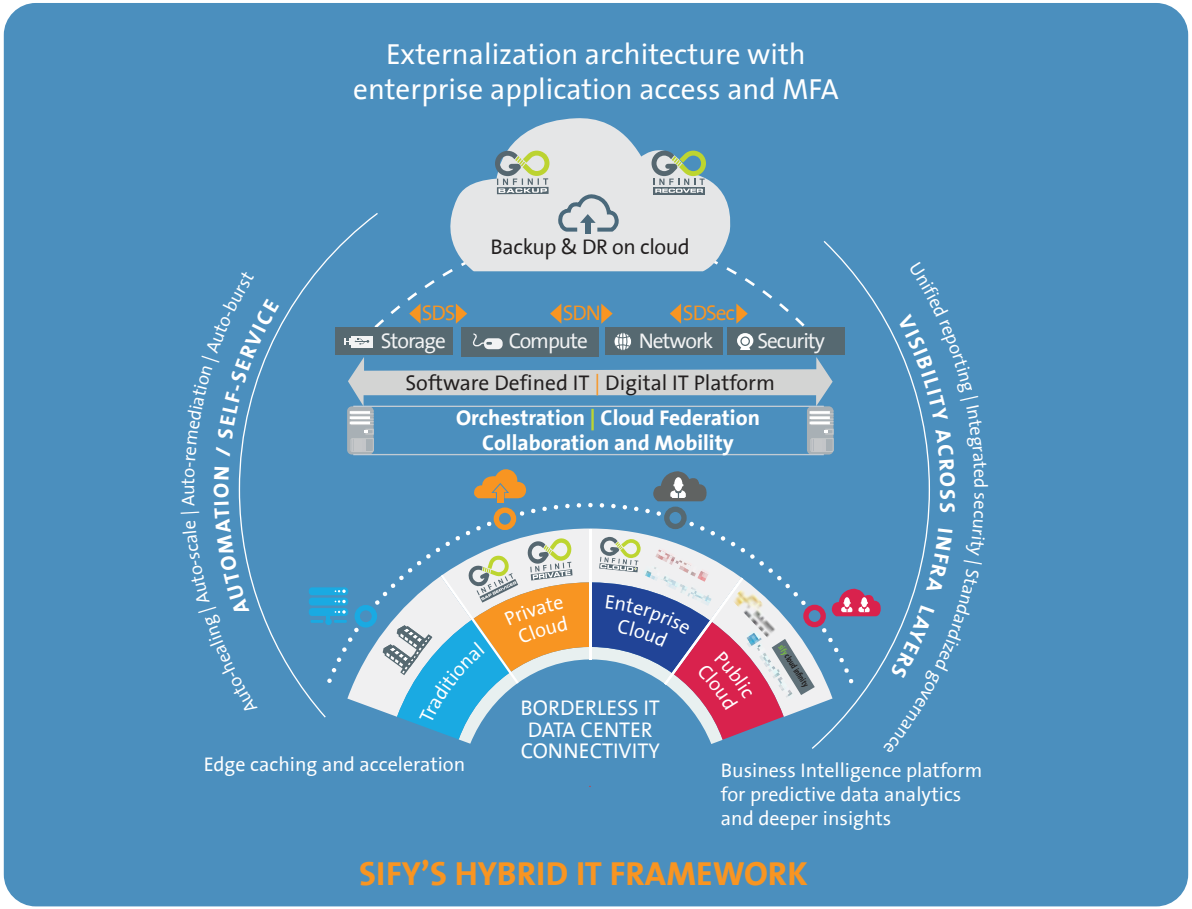

Service highlights

- **Integrated play across network, data center, IT & security**
- **Solution choices across dedicated, public or hybrid models**
- **Aggregation partner across OEM stack, private / public cloud**
- **10 public and private cloud service providers at 30+ global locations**
- **On-demand provisioning & simplified management – add on to MPLS network**
- **Premium performance / high resiliency**

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NETWORK TRANSFORMATION AND CONNECTIVITY
BACKBONE OF DIGITAL TRANSFORMATION

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Business drivers for adoption of integrated networking platform

Scale

With advent of technologies such as Internet of Things (IoT), cloud and mobility the scale of the network and the endpoints has grown exponentially

Complexity

Non-converged voice and data networks over multiple service providers

Agility and Speed

Constant need to support change in the application landscape and ensure continuous service assurance in a global market

Security

Risk of security gaps and absence of uniform security cover across multiple platforms

Service-led view of network transformation

- Service-oriented network architecture to ensure reliable enterprise-grade 24x7 connectivity
- Multi-location VPN and Internet services to build a highly reliable WAN setup
- Pro-active network and security monitoring and management through an integrated network operations center (NOC) & security operations center (SOC)
- Global connectivity across cloud nodes for clustered applications, storage replication and disaster recovery services
- Deep expertise across cutting-edge network and security technologies
- SDN (Software Defined Network) CoE (Center of Excellence) to develop world-class SDN centric solutions

Sify's network transformation framework

Service highlights

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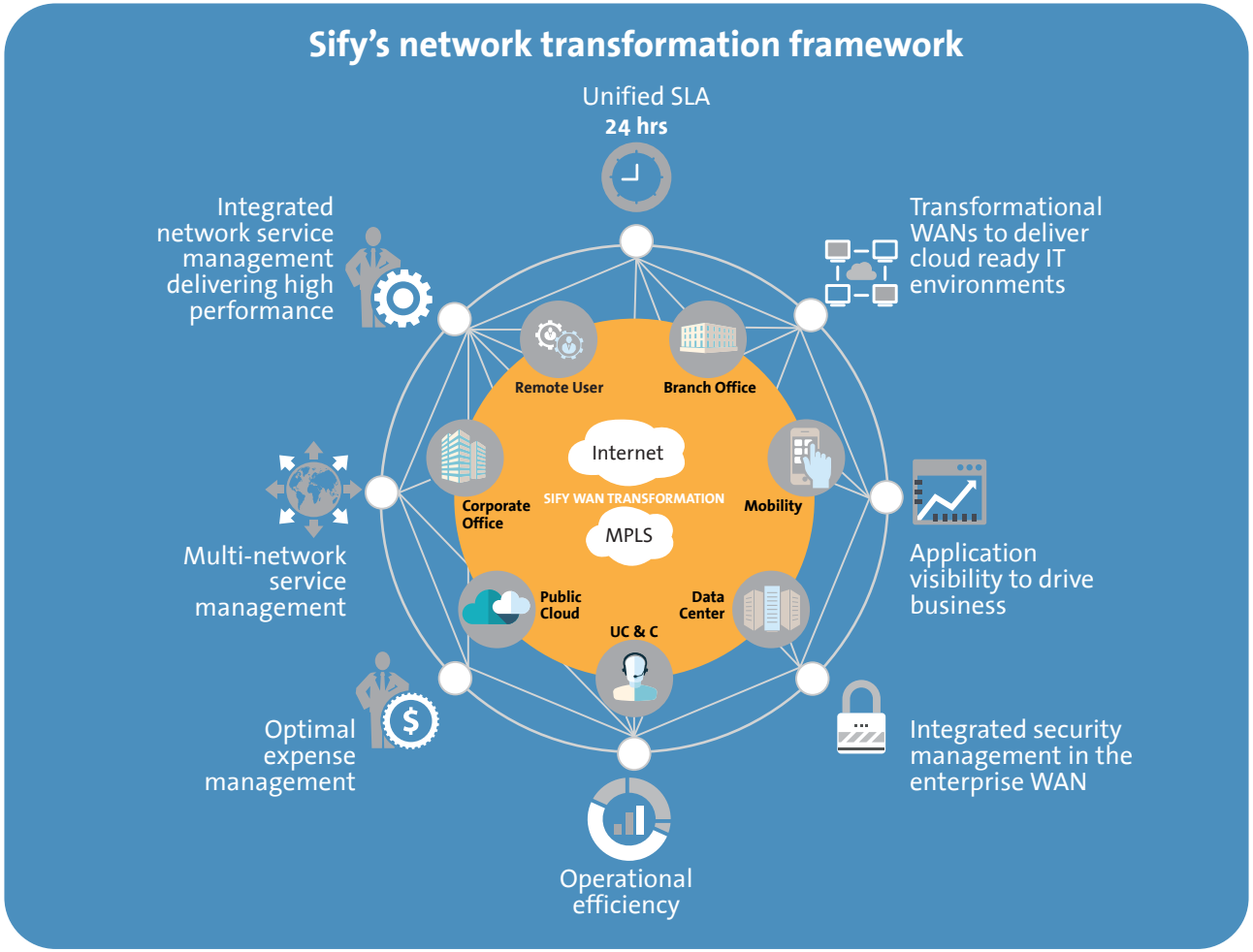

Service highlights

- **Extensive reach across over 1500+ cities**
- **Global service coverage in over 130+ countries**
- **100G ready DCI and cloud interconnect network in 6 cities**
- **Integrated ITIL based NOC and SOC**
- **Deep skill sets around network and security domains**
- **Cloud enabled services on a consumption model**

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Business drivers for securing IT environment

- Advanced data breaches using sophisticated techniques
- Increasing guidance and frameworks from industry organizations
- Increased exposure to hacktivism due to integration of new technologies
- Privacy and data protection regulations

Service-led view of managed security services

- Mature threat intelligence and analytics framework with integration of hunting and deception platform
- Gartner's intelligence driven security operations centre
- Secure cloud implementation by building tiered protection layers around data that includes multiple perimeter rings of defense
- Secure Connect solution tracks and filters legitimate network connections with customized policies and granular access controls
- Secure Data Shield provides bidirectional protection against malicious sources and sophisticated attacks to ensure data integrity and confidentiality
- Secure Endpoint Shield stops targeted attacks and advanced persistent threats with intelligent security and layered protection
- Sify Assure team delivering audit and compliance around IRDA, IT security guidelines, best practices benchmarking, ISMS, VAPT, Web App, Mobile App testing services
- Unified dashboard portal based security service delivery

Seamless security & governance framework

Service highlights

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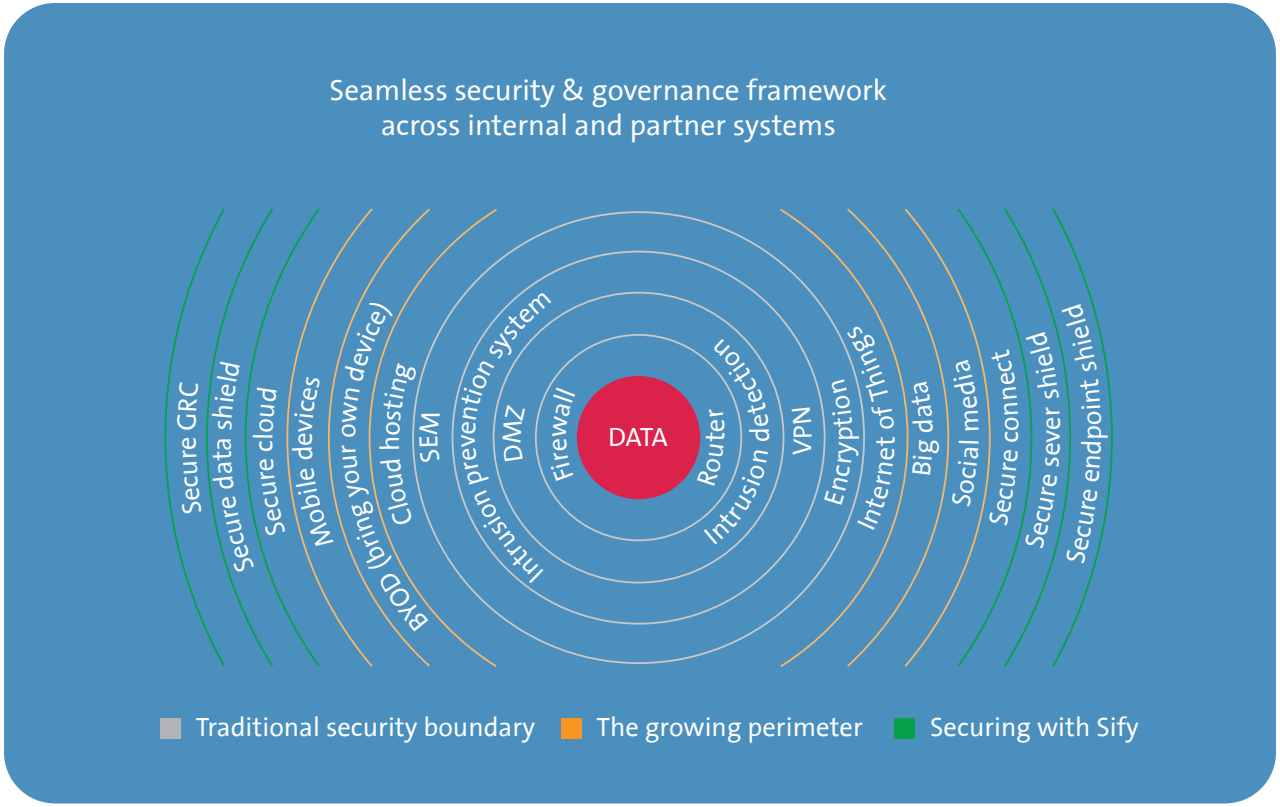

Service highlights

- Comprehensive framework of applicable IRDAI and other cyber requirements
- Security transformation capability including design, deploy and managed services
- Threat intelligence to reduce risk from unknown vulnerabilities and threats
- First provider of cyber threat intelligence based security operations
- Partnerships with all leading security OEMs and distributors
- Automation driven security incident alerting and ticketing

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BUILD A HIGH-QUOTIENT DIGITAL WORKFORCE TO DRIVE PROCESS EFFICIENCIES

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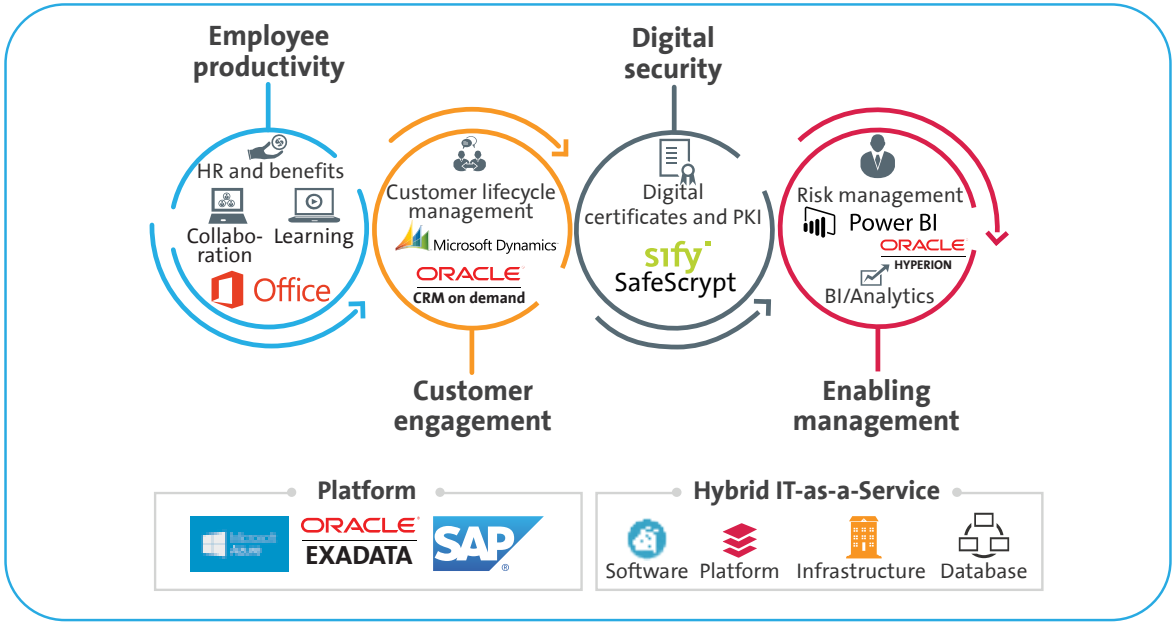
Business drivers for streamlined processes

- Achieve faster time-to-market products within a complex multi-vendor environment
- Cost-optimization through reduction in hardware and resource costs for system management
- Cloud-based solutions with scalable and elastic capabilities
- Improved transparency and visibility within the organization through resilient platforms

Service-led view of application and platform services



Service highlights

- End-to-end offerings with infra, platform and software-as-a-service
- State-of-the-art infrastructure for hosting applications and platforms on the cloud
- Comprehensive managed services including infra and application services

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IOT ENABLING DYNAMIC REAL-TIME ACCESS
TO NEW INFORMATION

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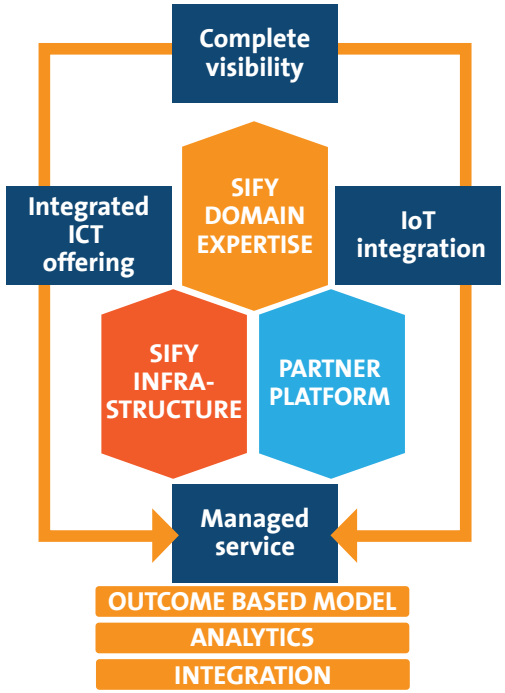
Business drivers for creating a connected ecosystem

- Creation of an agile, responsive, automated and business-aligned IT environment
- Accelerate product development to stay current and relevant
- Turn real-time data into insight, action and new business models through ubiquitous connectivity
- Build a more efficient workforce and transform underlying process by connecting people with data

Service-led view of turnkey IoT solutions



IoT in banking

- **IoT applications to deliver mobile first experience like push-notifications, relevant messaging, loyalty campaigns etc.**
- **Cash logistics and van management to prevent pilferage and robbery**
- **Bank surveillance and video analytics**
- **Bank branch DG set management from pilferage and overbilling**
- **Bank branch energy management**

NEC aeris

Service highlights

- Fit solution for management of BYOD platform and other mobile engagement solutions
- Specialized partners to deliver converged IoT solutions
- Scalable solution with rapid addition of WLAN nodes

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ENGAGEMENT MODEL

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Less hardware, less people and less license

Assets + services systems
Owned by the client and annuity based payout for services

Outcome-based
Client engagement is based on defined business outcome generated by IT solutions and services

Usage-based
No upfront investment by client and payout is based on consumption

Component-based
Reduced upfront investment as client subscribes to infrastructure owned by Sify, as part of their overall infrastructure requirement

Engagement approach

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ENGAGEMENT APPROACH

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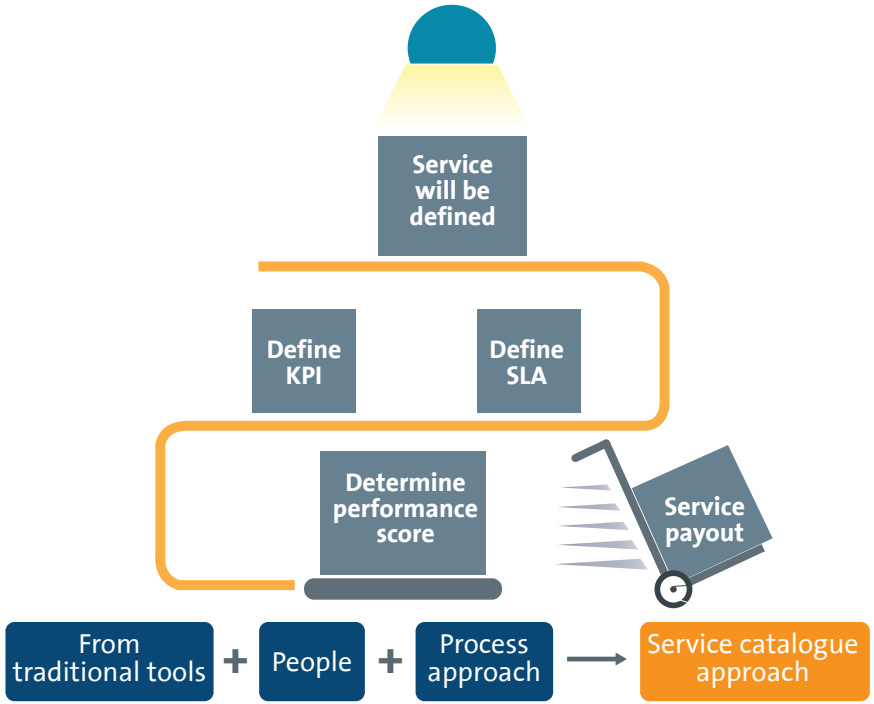
Service catalogue based managed services framework



Elements of service catalogue – illustrative
Service catalogue
Service catalogue based payout
Critical SLA metrics
Operational metrics
SLA reporting

Elements of service catalogue – illustrative	Total service charges	Perfor-mance score	Payout eligible
Asset management related service			
Backup, restore and archival related services			
IT operations			
Email and directory related services			
End-user system related services			
Security related services			
Service desk related services			
Vendor management related services			
Website management related services			
Service delivery management (vendor's tool cost will be included here as tools enable the service delivery and management.)			
Total payout			

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OUR MAJOR DATA CENTERS
AND CLOUD CENTERS FOOTPRINT

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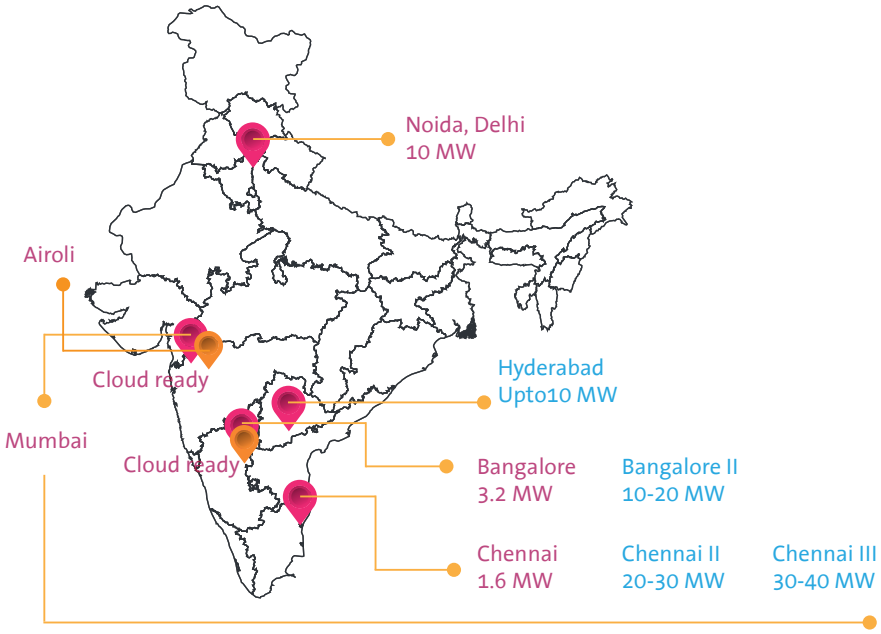

RABALE MUMBAI 20 MW | RABALE MUMBAI II 10-12 MW | RABALE MUMBAI III 20-40 MW | VASHI MUMBAI III 1.6 MW | AIROLI MUMBAI 10 MW

Existing | Upcoming | Cloud ready

Location	Existing in sq ft	Future in sq ft	Readiness
Mumbai	120,000	250,000	June 18
Chennai	12,00	70,000	June 19
Hyderabad	—	30,000	Dec 18
Delhi	55,000	55,000	Available
Bangalore	16,000	50,00	Available

Total capacity of 455,000 sq. ft. of server farm

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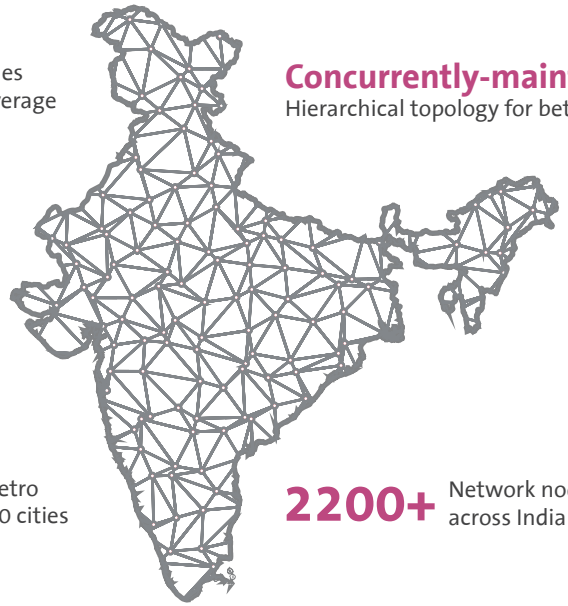
1550+ Cities coverage

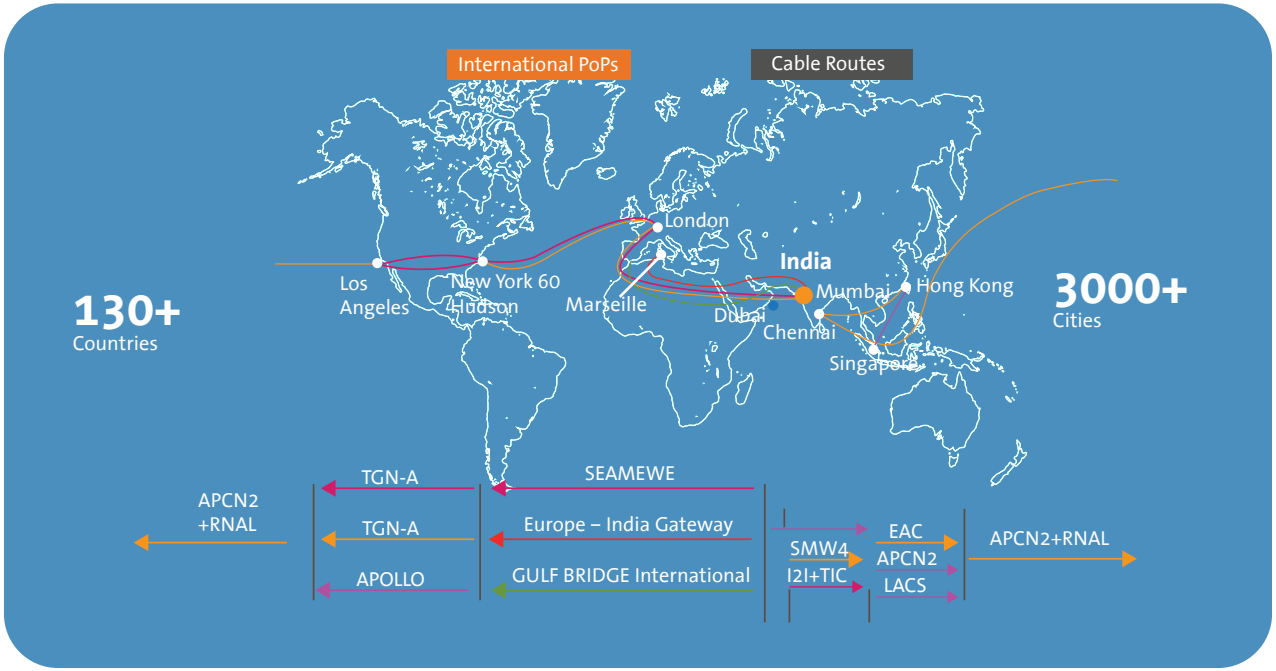
Concurrently-maintainable
Hierarchical topology for better scalability

90000+
Enterprise circuits



10G Access metro rings in 10 cities

2200+ Network nodes across India



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OUR CLIENTS

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SBI | India Post | ICICI Bank | YES BANK

Paytm | Union Bank of India | StockHolding | punjab national bank

Dena Bank | Bank of Baroda | J&K Bank – Serving To Empower | UCO BANK

Vijaya Bank | Hindusthan Bank | United Bank of India | AXIS BANK

Andhra Bank | BillDesk – All your payments. Single location. | Allahabad Bank | Punjab & Sind Bank

Utkarsh Micro Finance Ltd. | CITIZENCREDIT CO-OPERATIVE BANK LTD | Bassein Catholic Co-operative Bank | SyndicateBank

Corporation Bank | NStCB – Nagaland State Co-operative Bank

Our Partners

Awards and Accolades

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OUR PARTNERS

Technology Partners

Hewlett Packard Enterprise, Cisco, Dell EMC, ServiceNow, Commvault, Actifio, Riverbed, IBM, BMC Software, CA Technologies

Cloud & Acceleration Partners

Amazon Web Services, Windows Azure, VMware, Nutanix, Akamai

Application Partners

SAP, Microsoft, Oracle E-Business Suite, Livewire, SABA, sumtotal, Litmos

Security Partners

Trend Micro, McAfee, Symantec, Check Point, Fortinet

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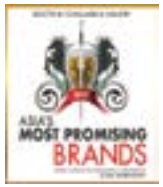
AWARDS AND ACCOLADES

Managed Network Solutions

Integrated Data Centre Solutions

Sify is a Business Super Brand



Most Promising Brand by WCRC

National Award for Best Technology for Social Case for Department of Post by Cyber Media

CIOReview

CIO Review recognized Sify in the Cloud Managed Service Vertical

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sify keeping you ahead

Our end-to-end ICT solutions

- Data Center Transformation (Cloud) and Infrastructure services
- Network Transformation and Connectivity services
- Technology Integration services
- Application and Platform services
- Managed Security services
- Internet of Things

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