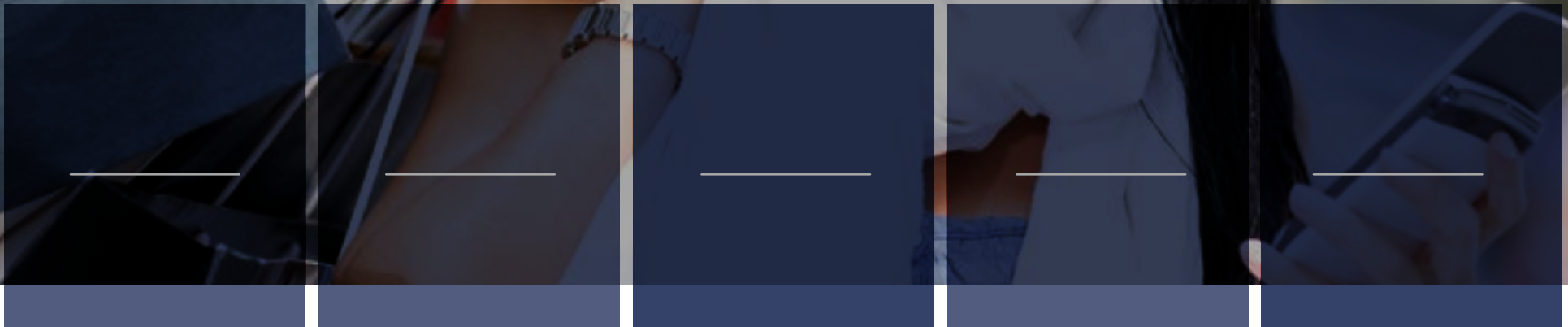


# SHAPING THE NEXT GENERATION E-COMMERCE LEADERS

Digital Transformation in  
E-Commerce



**SIFY SERVICES**

# REIMAGINING YOUR BUSINESS FOR A DIGITAL FUTURE

E-commerce is amongst the fastest growing and evolving sectors. E-commerce companies are always looking for opportunities to improve payment options, customer-friendly policies, speedy deliveries and easy returns. To build up scale while sustaining business margins, e-commerce companies will have to transform their business models while leveraging emerging technologies like robotic process automation, data analytics, Internet of things, along with hybrid IT ecosystem partnerships.

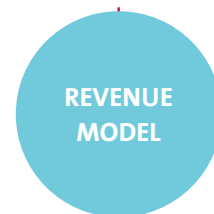
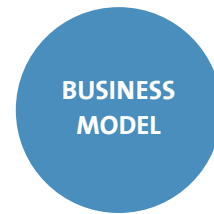
## TRADITIONAL

- Single brand portals
- E-marketplace
- Online classifieds

- Digital banking
- Cash on delivery
- E-wallets

- Drop shipping
- Inventory led sale

- Markup
- Licensing
- Product rent/lease subscription



## FUTURE STATE

- Partnerships expanding e-commerce boundaries in the C2C domain, fostering collaboration among players to minimize hops across product recommendation, purchase and payment activities
- Discovery-and-managed marketplace allowing users to buy products by creating their own styles
- Social shopping platforms influencing purchase decisions through personalized feed of curated products
- Super platforms enhancing customer loyalty across media using connected devices, voice-based search etc.

- Parallel payments enabling transactions between multiple stakeholders in one transaction
- Real-time payments offering enhanced visibility into transactions, by enabling better cash management
- Increased adoption of mobile payments and crypto currencies

- Digital supply chain networks operating on dynamic fulfillment models
- Programmatic commerce: automated purchasing and replenishment of daily use products
- Reduce time between click and delivery with innovation in logistics e.g. driverless freight

- Component-based pricing to enable product personalization with virtual marketplaces
- Transaction brokers aggregating e-commerce platforms
- Proliferation of store-front/ homogenous apps/ sites to enhance loyalty

## SIFY SERVICES

# BUSINESS TRANSFORMATION IMPERATIVES TODAY



**Drive incremental growth**  
across new markets, categories, services and retail platforms



**Develop a holistically managed supply chain & logistics network**  
with a focus on process agility



**Secure the ecommerce platform**  
from cyber threats to develop customer trust and increase adoption



**Create a context based personalized customer experience**  
to drive profitability



**Diversify product offering**  
by developing an authentic seller network to expand customer base



**Agile and flexible technology landscape**  
to integrate hybrid seller and partners IT systems



## SIFY SERVICES

To build up scale while sustaining business margins, e-commerce companies will have to transform their business models while leveraging emerging technologies like robotic process automation, data analytics, Internet of things, along with hybrid IT ecosystem partnerships.

# 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

- Enable focused customer group targeting, evaluating campaign strategies and maintaining a competitive advantage through analytics
- Forecasting demand fluctuations to improve logistics efficiency
- Sentiment analysis over brand and SKU data from social media channels to create assortment mix



### Robotic Process Automation (RPA)

- Simplifying warehouse logistics by emulating human execution of repetitive processes



### Artificial Intelligence/ Machine Learning (AI/ML)

- Natural language processing to contextualize and improve product discovery for consumers
- AI driven virtual chatbots responding to customer queries, solve issues and even identify new sales opportunities



### Blockchain

- Decentralized digital repository strengthening transparency and improving fraud detection mechanisms
- Creation of decentralized marketplaces provide lower prices for consumers and better rules for retailers



### Augmented Reality

- Context based product virtualization enhancing customers' gratification, resulting in reduced cancellations
- Location based AR using GPS Location to generate visual elements, creating an enriching shopping experience for traditional consumers

## SIFY SERVICES

# SIFY AS AN ENABLER OF DIGITAL TRANSFORMATION



## SIFY'S CLOUD AND DATA CENTER TRANSFORMATION SERVICES

DELIVER OMNICHANNEL SHOPPING EXPERIENCE BY MAKING DATA ACCESS MECHANISMS MORE EFFICIENT AND RELIABLE  
The move towards excelling at customer experience and improving brand value will be driven by consumer data analytics which requires resilient, robust, high-availability infrastructure



## SIFY'S TECHNOLOGY INTEGRATION SERVICES

INTEGRATE HYBRID IT SYSTEMS ACROSS THE SUPPLY CHAIN RIGHT FROM SELLERS TO LOGISTIC PARTNERS  
Augmentation and automation of warehouse operations and customer services in the e-commerce industry shall be driven by AI and RPA which will require integration of data from multiple sources



## SIFY'S APPLICATION AND PLATFORM SERVICES

OPTIMIZE SUPPLY CHAIN NETWORK AND ACHIEVE COST-OPTIMIZATION  
Streamline core operations with cloud-based ERP and distribution management systems; our capabilities include implementation, migration and application maintenance services for Oracle EBS, SAP, S4/HANA, Microsoft Dynamics and Sify's own ForumNXT



## SIFY'S NETWORK TRANSFORMATION SOLUTIONS

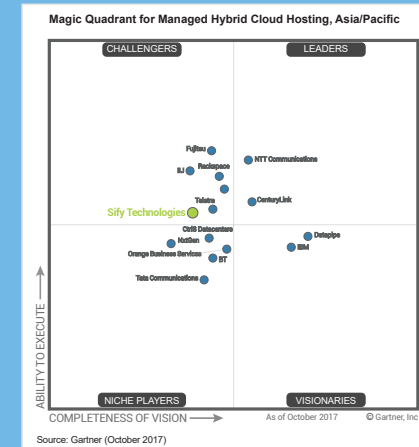
ENABLE COMMERCE IN THE IoT WORLD AND DELIVER A PERSONALIZED EXPERIENCE WHEREVER AND WHENEVER  
The network is uniquely positioned to support the requirements of accessibility, scalability, flexibility, compute and manageability



## SIFY'S MANAGED SECURITY SERVICES

SECURE THE E-COMMERCE PLATFORM WITH SECURITY OPERATIONS CENTER  
Preventive, detective and corrective mechanisms to combat emerging cyber security threats

## 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.

## SIFY SERVICES

# DIGITAL TRANSFORMATION GOALS

**Goal**  
**ACHIEVE TECHNOLOGY-LED CUSTOMER CENTRICITY**

- Seamless customer experience, with access to basket across all categories
- Provide standardized and comparable information about products from multiple sellers
- Increase conversion of cross-selling opportunities with precise product recommendation

**Technology enablers**

- Cloud computing
- Data analytics
- Integrated platforms

**Sify services**



**Goal**  
**RENDER PRODUCT AUTHENTICITY AND DIVERSITY**

- Real-time product personalization
- Broaden the current spectrum of product offerings
- Ensure product authentication along the value chain

**Data analytics**  
**Digital platforms**  
**Cloud**



**Goal**  
**SUSTAINABLE GROWTH WITH TECHNOLOGY-LED BUSINESS**

- Co-create the value proposition with niche market entrants
- Co-opetition initiatives to synergize sales growth
- Capitalize on the prospects of immersive shopping

**Artificial intelligence**  
**Integrated platforms**  
**IOT**



**SIFY SERVICES**

 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

# DIGITAL TRANSFORMATION GOALS

**Goal**  
**SYSTEMATIC SUPPLY CHAIN MANAGEMENT**

- Streamline the complex supply chain
- Real-time cross channel visibility
- Develop order from anywhere / fulfill from anywhere capabilities

**Technology enablers**

- Blockchain
- Robotic process automation
- Data analytics

**Sify services**



**Goal**  
**ENHANCE SECURITY ACROSS THE E-COMMERCE ECOSYSTEM**

- Develop robust security architecture to ensure confidentiality, integrity, authenticity and privacy of customer data across the platform
- Security by design for digital payment products
- Dynamic evaluation of threat landscape to align risk treatment strategies

- Blockchain
- Data encryption
- Biometrics



**Goal**  
**ROBUST E-COMMERCE PLATFORM TECHNOLOGY**

- Data interoperability across platforms
- Modular and agile infrastructure
- Cloud enabled on-demand scalable IT landscape

- Cloud integrated platforms
- Modular IT architecture



**SIFY SERVICES**

 Data Centre Transformation (Cloud) and Infrastructure Services

 Application and Platform Services

 Technology Integration Services

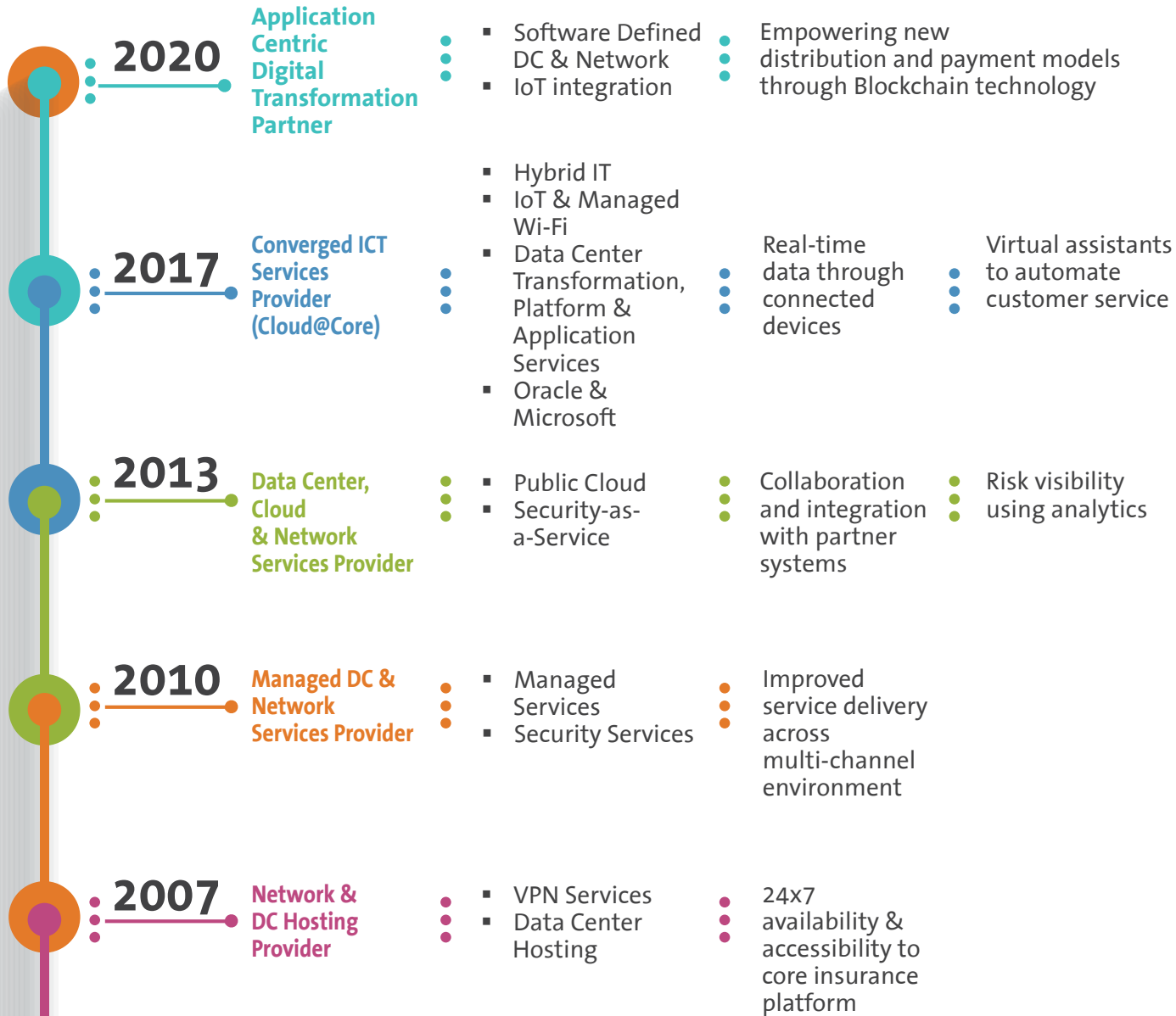
 Network Transformation and Connectivity Services

 Managed Security Services

 Internet of Things

# SIFY'S EVOLUTION

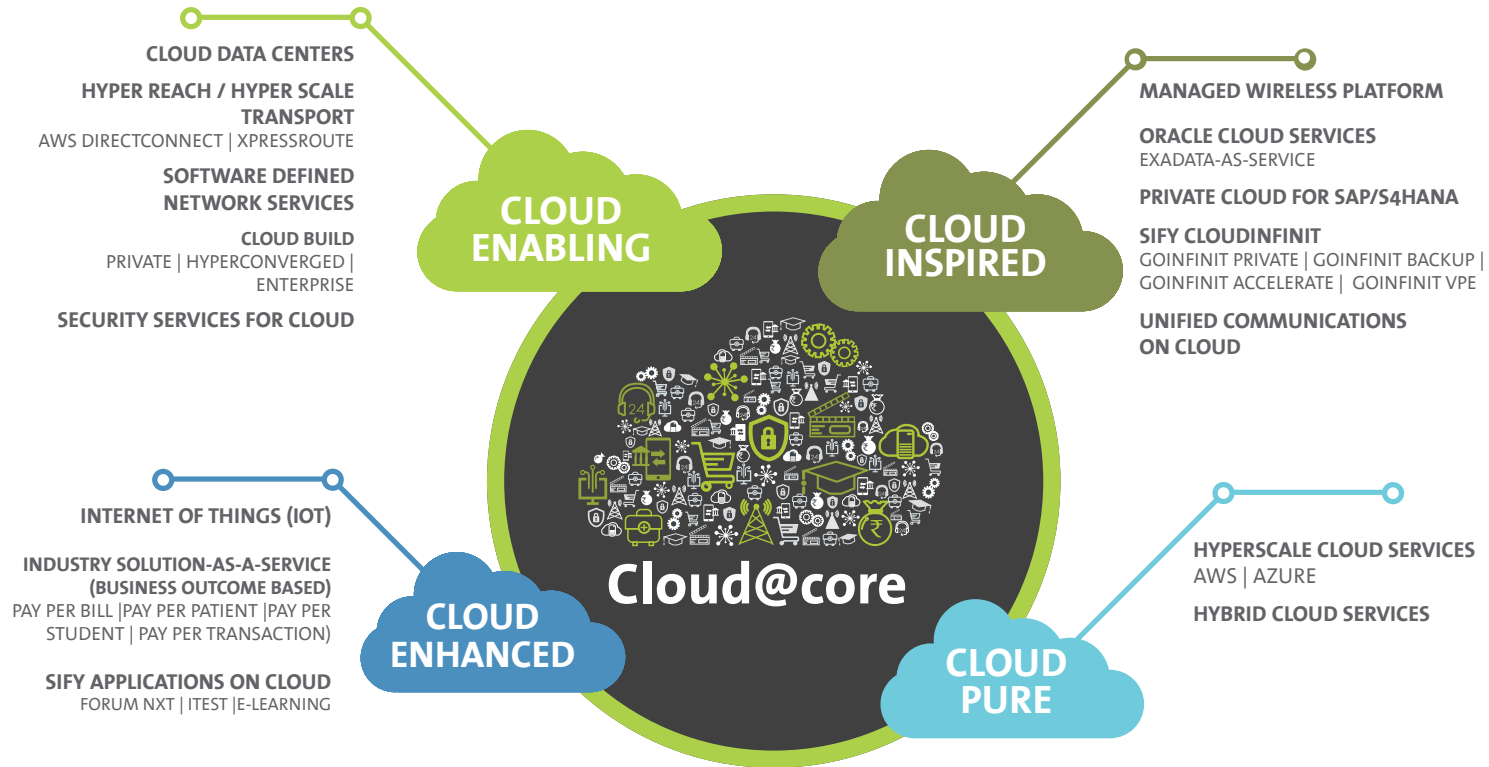
## AS A DIGITAL TRANSFORMATION PARTNER



### SIFY SERVICES



# CLOUD@CORE

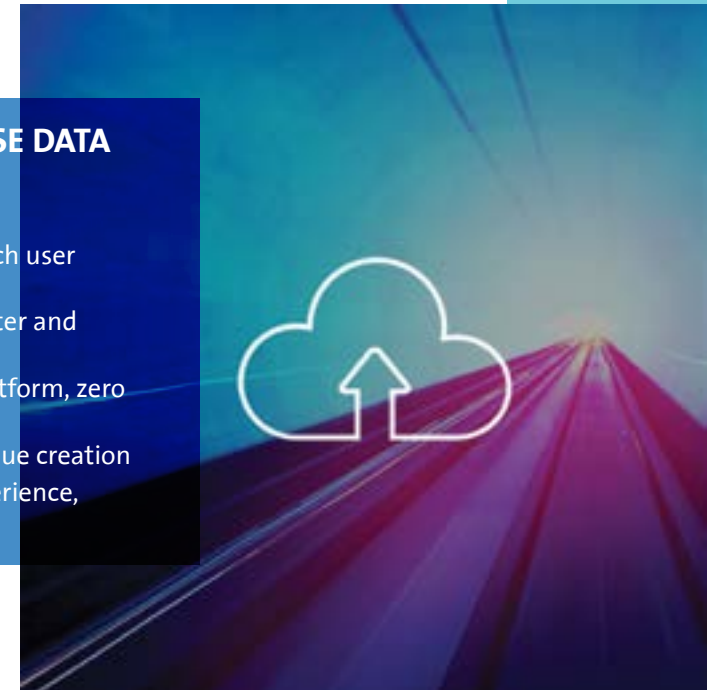


## SIFY SERVICES

# CLOUD AND CO-LOCATION TO ENABLE BORDERLESS IT

## BUSINESS DRIVERS FOR ADOPTION OF THE NEW ENTERPRISE DATA CENTER

- Agile IT platform to handle unpredictable demand peaks and lows
- Increase customer engagement, reach and ad-revenue by providing rich user experience
- Multi-cloud IT capability to leverage best-of-breed IT platforms for faster and scalable IT
- For e-commerce “IT is the business” which requires highly resilient platform, zero data loss and continuous availability
- Real-time and deeper end-user insights and differential experience value creation
- Scalable enterprise-class digital business platform including user experience, commerce, content marketing and integration

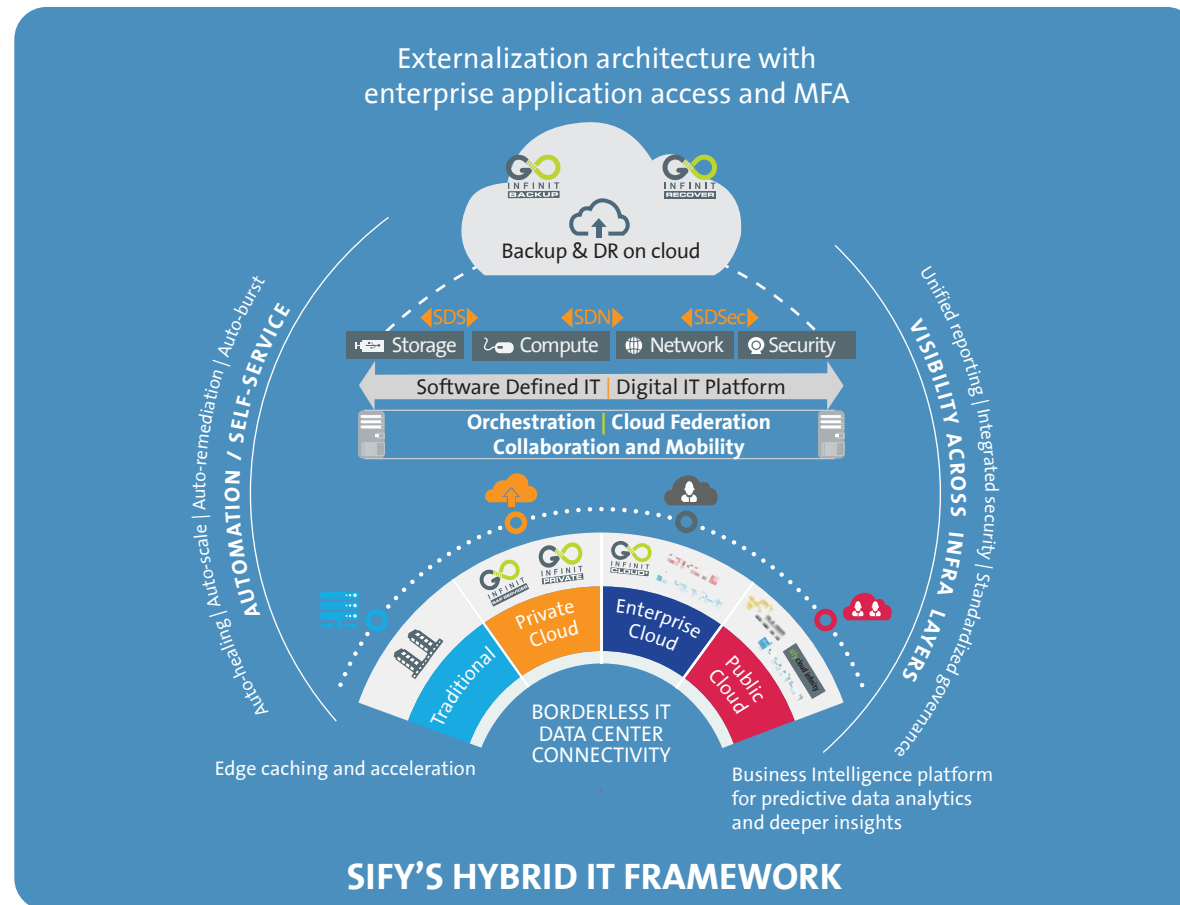


## Service-led view of data center transformation and cloud solutions

- 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 SERVICES

# CLOUD AND CO-LOCATION TO ENABLE BORDERLESS IT



## SIFY SERVICES

### 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

# NETWORK TRANSFORMATION AND CONNECTIVITY BACKBONE OF DIGITAL TRANSFORMATION

## 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

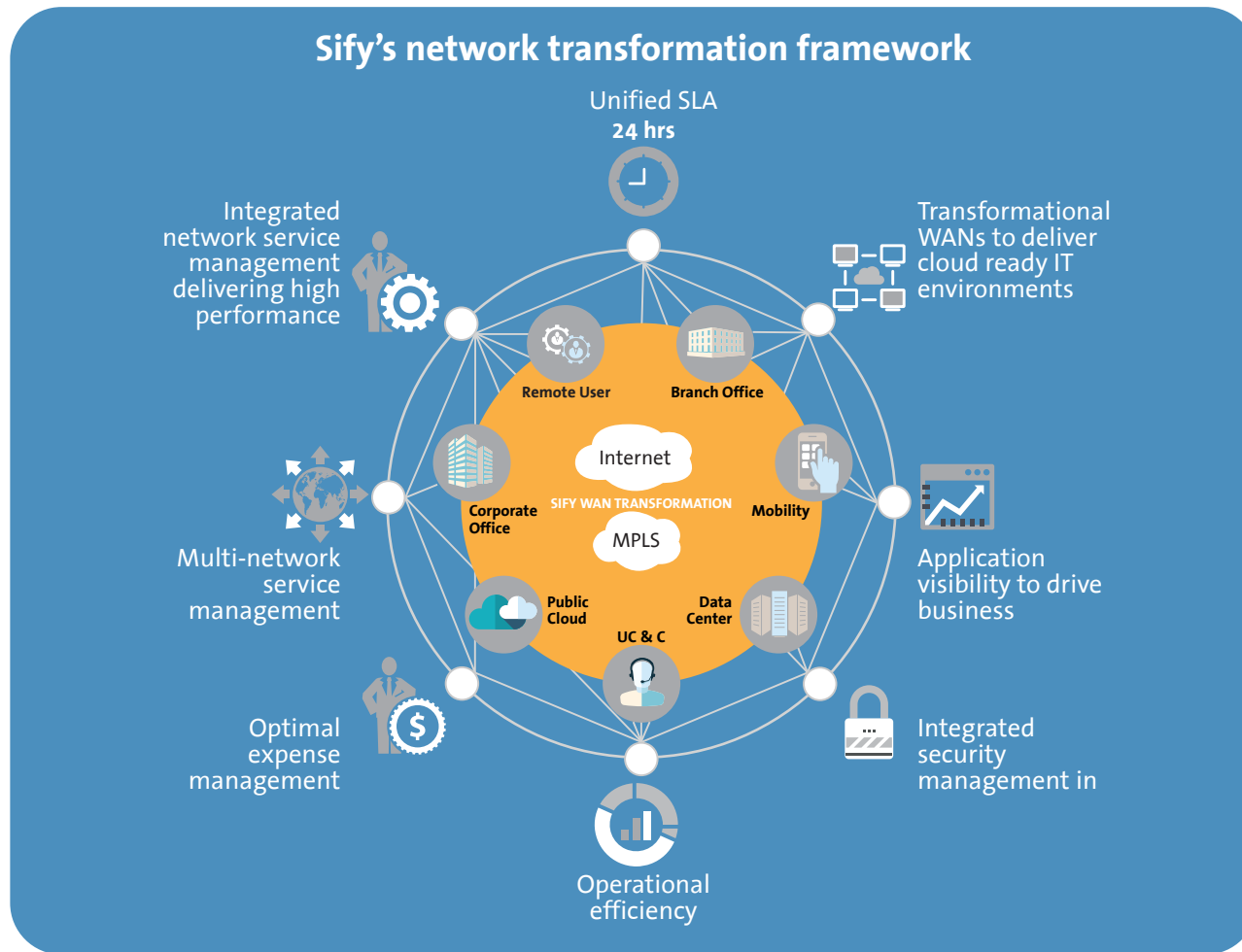


### Service-led view of network transformation

- 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 SERVICES

# NETWORK TRANSFORMATION AND CONNECTIVITY BACKBONE OF DIGITAL TRANSFORMATION



## SIFY SERVICES

### 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 domain
- Cloud enabled services on a consumption model

# UNIFIED SECURITY MONITORING AND MANAGEMENT ACROSS INTERNAL AND PARTNER SYSTEMS

## 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

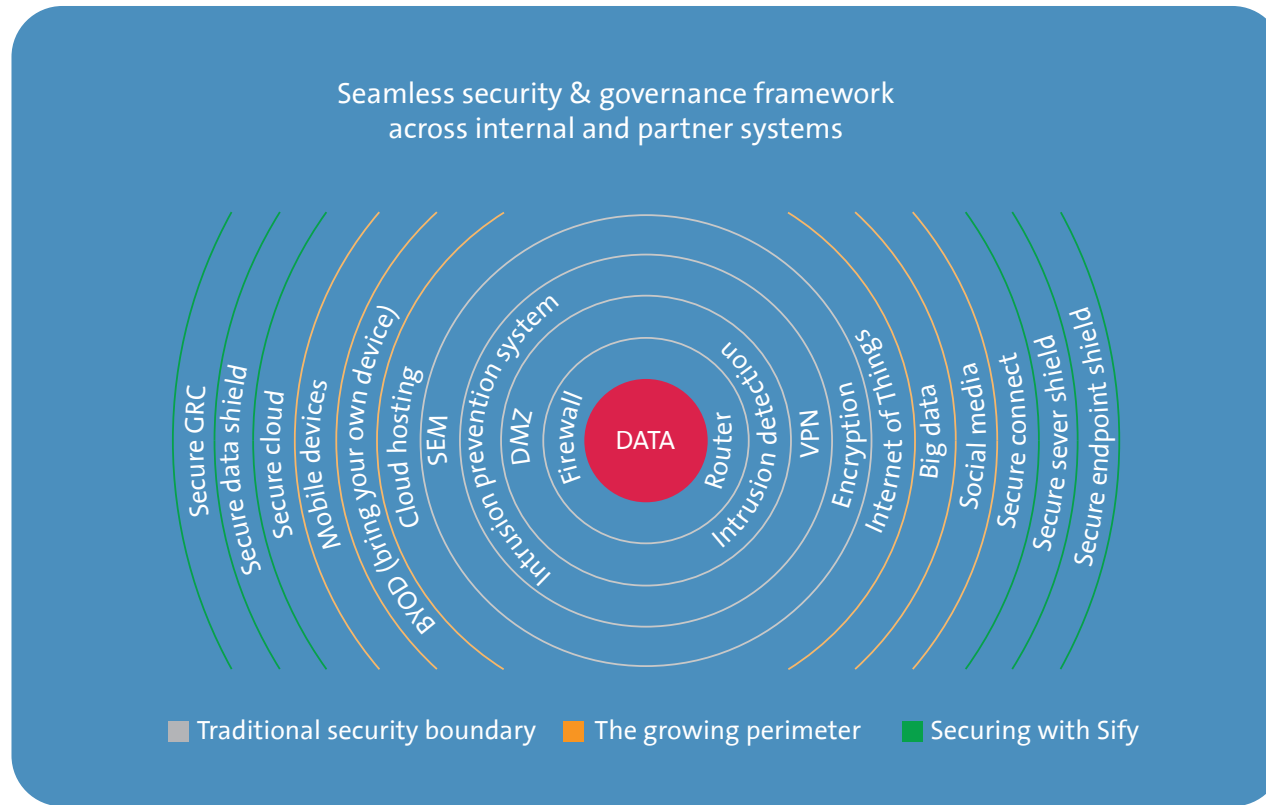
- Mature threat intelligence and analytics framework with integration of hunting and deception platform
- Gartner's intelligence driven security operations centre
- Secure cloud implementation by building tiered protection layers around data that includes multiple perimeter rings of defense
- Secure 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



## SIFY SERVICES

# UNIFIED SECURITY MONITORING AND MANAGEMENT

## ACROSS INTERNAL AND PARTNER SYSTEMS



### 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

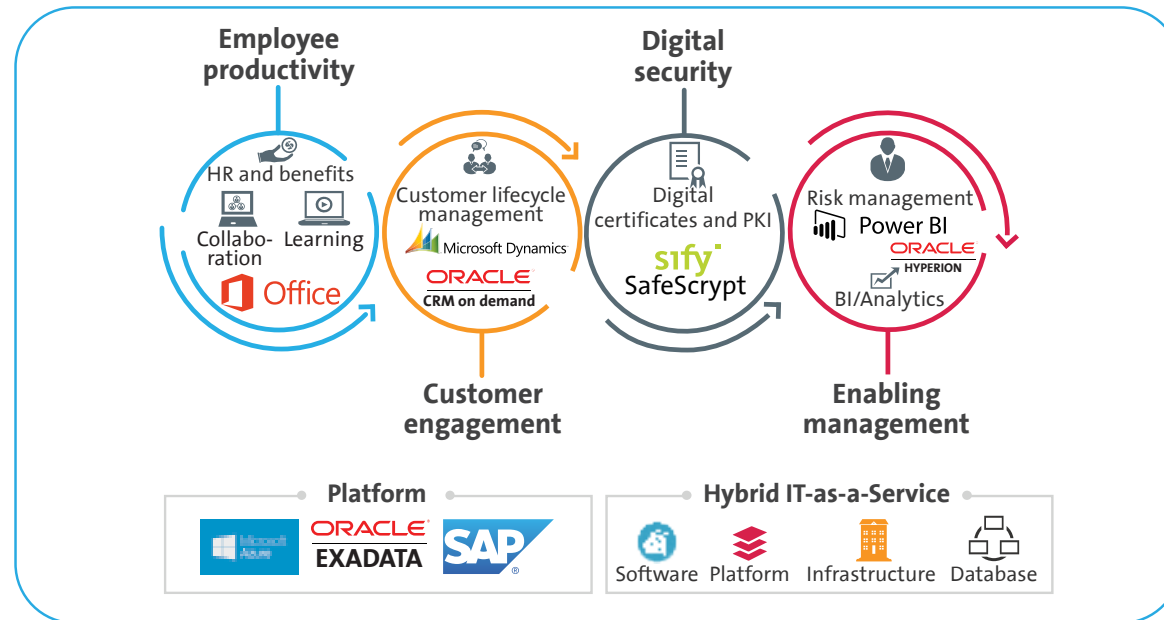
### SIFY SERVICES

# BUILD A HIGH-QUOTIENT DIGITAL WORKFORCE TO DRIVE PROCESS EFFICIENCIES

## Business drivers for securing IT environment

- 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

SIFY SERVICES

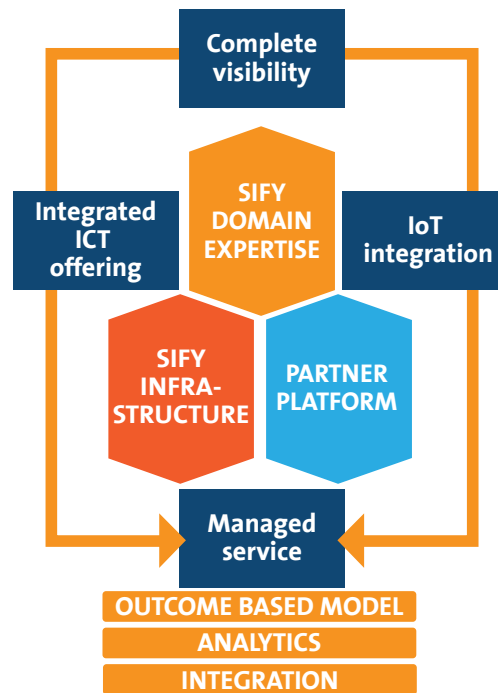


# IOT ENABLING DYNAMIC REAL-TIME ACCESS TO NEW INFORMATION

## 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 E-Commerce

- Vehicle tracking
- Vehicle maintenance related alerts and audit
- Anti-vehicle theft smart IoT lock
- Location-based work force tracking
- Warehouse pallet tracking solution
- Cold chain monitoring
- Driver score based driver management



SIFY SERVICES

## 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

# ENGAGEMENT MODEL

**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



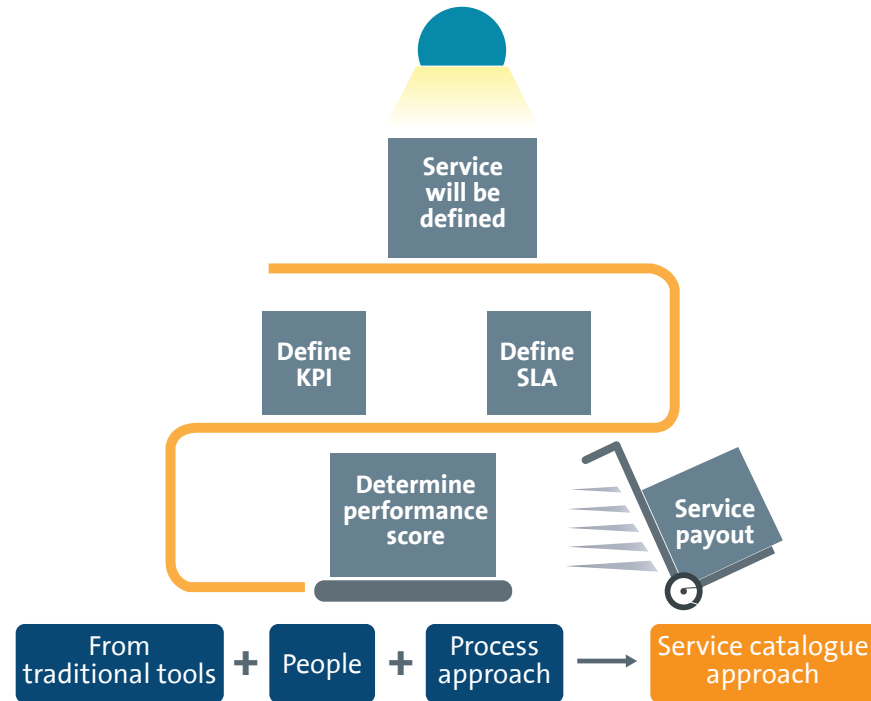
**Usage-based**  
No upfront investment by client and payout is based on consumption

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

SIFY SERVICES

# ENGAGEMENT APPROACH

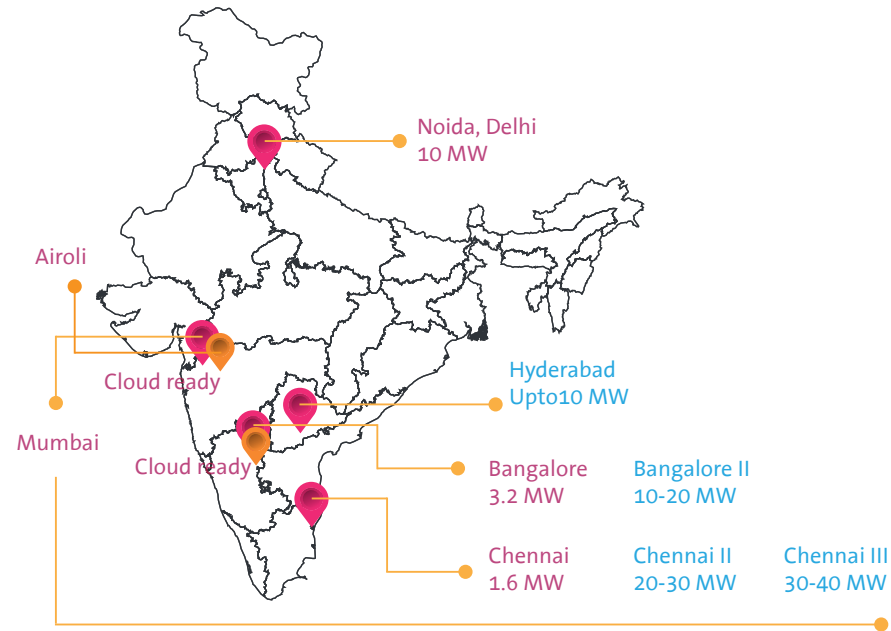
## Service catalogue based managed services framework



Elements of service catalogue – illustrative	Elements of service catalogue – illustrative	Total service charges	Performance score	Payout eligible
Service catalogue	Asset management related service			
Service catalogue based payout	Backup, restore and archival related services			
Critical SLA metrics	IT operations			
Operational metrics	Email and directory related services			
SLA reporting	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			

SIFY SERVICES

# OUR MAJOR DATA CENTERS AND CLOUD CENTERS FOOTPRINT



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

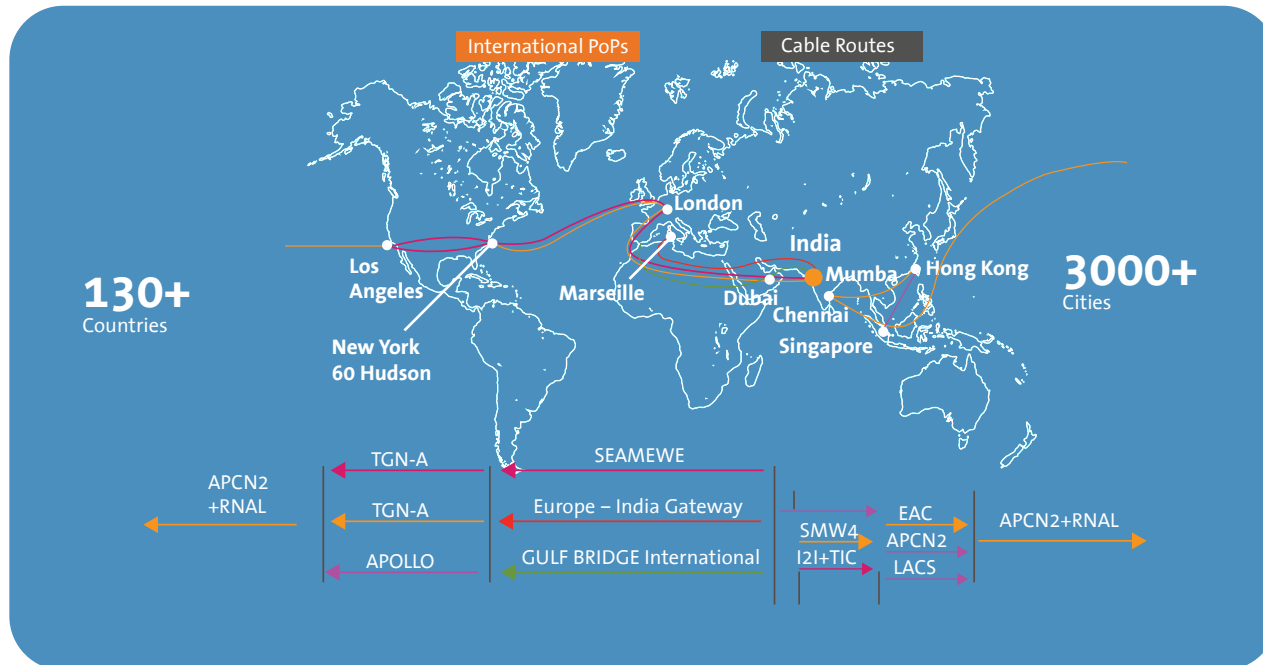
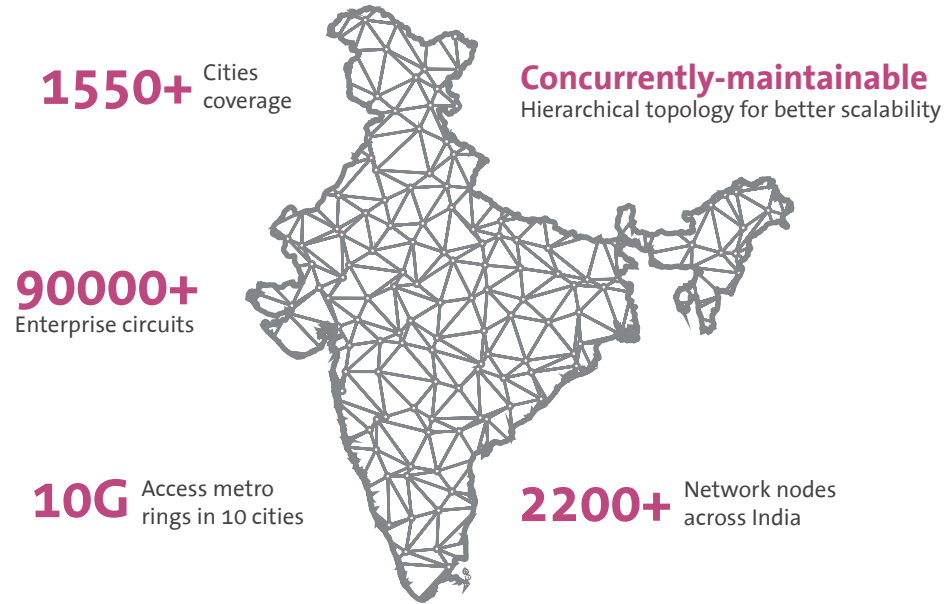
Existing Upcoming Cloud ready

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

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

## SIFY SERVICES

# OUR NETWORK FOOTPRINT



## SIFY SERVICES

# OUR CLIENTS



SIFY SERVICES

# OUR PARTNERS

## Technology Partners



## Cloud & Acceleration



## Application



## Security



## SIFY SERVICES

# AWARDS AND ACCOLADES



**Managed Network Solutions**



**Integrated Data Center Solutions**



**Sify is a Business Super Brand**



**Most Promising Brand by WORC**



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



**CIO Review recognized Sify in the Cloud Managed Service Vertical**



## SIFY SERVICES



## 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

### India Headquarters

Sify Technologies Limited  
II Floor, TIDEL Park,  
No.4, Rajiv Gandhi Salai  
Taramani  
Chennai - 600 113  
India

### United States of America

Sify Technologies North  
America Corp.  
5201 Great America  
Parkway, Suite 132  
Santa Clara, California  
95054, USA

### Dubai

Sify Technologies Limited  
P. O. Box 500522  
Office no. 1717  
Shatha Towers,  
Dubai Media City, Dubai  
The United Arab Emirates

### United Kingdom

Sify Technologies Limited  
63 St Mary Axe  
EC3A 8AA, London  
United Kingdom

### Singapore

Sify Technologies (Singa-  
pore) PTE Limited 30 Cecil  
Street,  
#19-08 Prudential Tower  
Singapore 049712

## CONTACT US



+91 8750442233



marketing@sifycorp.com

www.sifytechnologies.com