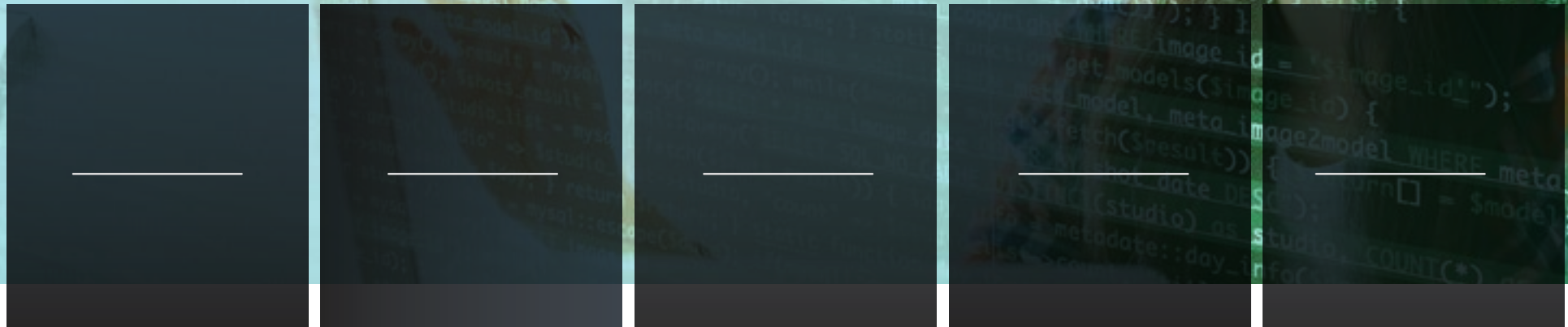# PARTNERING WITH
TRANSFORMATION
CATALYSTS

Digital Transformation in IT-ITES

SIFY SERVICES

REIMAGINING YOUR BUSINESS
FOR A DIGITAL FUTURE

To remain competitive, large technology companies must clearly define their growth aspirations, establish a feasible business growth strategy and align the operating model and appropriate capabilities to deliver on the strategy efficiently and effectively. Deploying an integrated strategy leveraging the potential benefits of emerging technologies will enable IT/ ITES companies accelerate deployment of the growth strategy.

TRADITIONAL

- Staff outsourcing
- Professional services
- Business process outsourcing (BPO)
- Managed services
- Business Process-as-a-Service (BPaaS)

OPERATING MODEL

FUTURE STATE

- Automated on-demand service delivery
- Platform BPO enabling service providers taking on complete ownership of the people, processes and technology
- Collaborative gain sharing where client-technology partners share common goals and fee structure is aligned to outcome
- Transformational risk and reward where the measure of success of major transformational projects is aligned with incentives derived from enterprise level outcomes such as increase in market share or return on investment

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- Over provisioned IT infra configuration for just-in-case traffic scenarios which is largely unutilized
- Hardware purchased to meet long term operational goals such as transaction increases

PRODUCT AND SERVICE DELIVERY INFRA-STRUCTURE

- Mechanism for instant consumer/ market feedback for robust product development
- Cloud-oriented environment which enables high levels of efficiency, flexibility and on-demand responsiveness while ensuring a way to control IT costs
- Pervasive/ubiquitous computing involving small, inexpensive, robust networked processing devices, distributed at all scales throughout the ecosystem

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- Full-time employees
- External consultants
- Freelance workers
- Contractors
- Third party workers

WORKFORCE

- Agile workforce transforming the existing human capital model to create a highly adaptable and change-ready employee pool
- Gig economy or uberization of workforce where talent works on a demand-supply model, moving across projects and organisations as per the demand and interest areas
- Adaptive continuous intelligent systems to perform redundant tasks

SIFY SERVICES

BUSINESS TRANSFORMATION IMPERATIVES TODAY

Transition from cost based advantage to innovation centers
for products and service deliveries

Adopt a cross-functional approach to business
that seamlessly integrates resources and systems throughout the enterprise, in turn creating a more agile company that achieves operational efficiencies in nearly every facet of operations

Improve the employee value proposition
through alignment of the talent lifecycle and workforce planning strategies

Manage expectations and provide an environment for diverse workforce
including permanent employees, third party, contractors, remote teams etc. to work towards a common goal

Manage data privacy and security requirements
in a cross border environment

Achieve near real-time service provisioning
achieve by reducing the time-to-market with rapid cloud enablement across business lines

SIFY SERVICES

To remain competitive, large technology companies must clearly define their growth aspirations, establish a feasible business growth strategy and align the operating model and appropriate capabilities to deliver on the strategy efficiently and effectively.

sıfy ■ keeping you ahead

TECHNOLOGY TRENDS TRANSFORMING THE INDUSTRY

Cloud

Network   Security

Hybrid IT as backbone

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

Cloud

▪ Accelerate the software development cycle time with Devops application development over hybrid cloud systems
▪ Standby site in the cloud for DR purposes, failover is quick and easy and does not require to build and maintain highly expensive infrastructure

Augmented Reality (AR)

▪ Retain employee learnings, insights and specialized skills through adaptable systems which can be used to train new employees
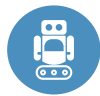
Robotic Process Automation (RPA)

▪ Automate many of the common tasks in a customer service or support desk, such as incident management, billing queries and user administration enabling round-the-clock support for business teams
▪ Ensure optimal resource utilization by automating systems administration tasks such as running diagnostics, system checks, managing patch processes etc.

Artificial Intelligence/ Machine Learning (AI/ML)

▪ Create self-taught enterprise solutions by utilizing machine learning, artificial intelligence, and neural networks to enable automated elimination of software bugs and improve code quality
▪ Develop business intelligence services to accelerate revenue generation with AI enabled enterprise solutions.

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SIFY SERVICES

SIFY AS AN ENABLER
OF DIGITAL TRANSFORMATION

SIFY'S DATA CENTER AND CLOUD TRANSFORMATION SERVICES

FOSTER COLLABORATION ACROSS GLOBAL DEVELOPMENT AND SERVICE DELIVERY CENTERS
Faster time to market services and software products requires enhanced agility, security and performance of the supporting IT infrastructure

SIFY'S TECHNOLOGY INTEGRATION SERVICES

INTEGRATE LEGACY IT SYSTEMS WITH NEW TECHNOLOGIES, WEB APPLICATIONS AND MOBILE APPLICATIONS
Automation of service delivery processes to achieve process efficiencies and cost optimization will require integration of data from multiple sources

SIFY'S APPLICATION AND PLATFORM SERVICES

MANAGE BUSINESS OPERATIONS AND CUSTOMER RELATIONS WITH THE BEST IN CLOUD, ANALYTICS, MOBILE AND IT SOLUTIONS
Eabling setting up the infrastructure & platform environment to meet your employee and client centric requirements

SIFY'S NETWORK TRANSFORMATION SOLUTIONS

OPTIMIZE YOUR NETWORK TO REALIZE MEASURABLE PERFORMANCE IMPROVEMENTS AND INCREASED SERVICE LEVELS WITH SUSTAINED COST SAVINGS
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 OF DATA
Preventive, detective and corrective mechanisms to combat emerging cyber security threats

SIFY MOVES UP
IN GARTNER MAGIC QUADRANT FOR HYBRID CLOUD

Magic Quadrant for Managed Hybrid Cloud Hosting, Asia/Pacific

CHALLENGERS — LEADERS

Fujitsu
IIJ — Rackspace — NTT Communications
Telstra — CenturyLink
Sify Technologies
CtrlS Datacenters — Datapipe
NetNan — IBM
Orange Business Services — BT
Tata Communications

NICHE PLAYERS — VISIONARIES

ABILITY TO EXECUTE
COMPLETENESS OF VISION — As of October 2017 — © Gartner, Inc

Source: Gartner (October 2017)

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

Technology enablers

Sify services

Goal
BUILD AND ENHANCE EXISTING CAPABILITIES TO DELIVER CLIENT VALUE

- Develop product and services capabilities in the emerging technology landscape
- Broader offering outside core capabilities

IOT
Integrated platforms
Analytics

Goal
FOCUS ON EMPLOYEE RESKILLING TO CREATE AN AGILE WORKFORCE

- Automate recruitment using cognitive analysis to efficiently fill the underlying skill gap
- Build distributed on-demand workforce capabilities

Virtual reality
Artificial intelligence
Gamification

Goal
DRIVE EFFICIENCY BY AUTOMATING WORKFLOWS

- Enhance employee productivity by automating low skill tasks such as system administration
- Develop intelligent systems to drive automated delivery of redundant tasks such a periodic reporting

Integrated platforms
Analytics
Robotic process automation

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

Technology enablers

Sify services

Goal

TRANSFORM BUSINESS MODEL TO FOSTER INNOVATION ACROSS SECTORS

- Faster roll-out of products and services enhancing employee productivity
- Diversify lines of business and revenue streams
- Build partnerships with technology companies with niche capabilities to improve service delivery

Artificial intelligence
Blockchain
Data analytics

Goal

GOVERNANCE, RISK AND COMPLIANCE ACROSS BUSINESS PROCESSES

- Improve security, mitigate risks and streamline compliance processes
- Secure digital assets, confidential customer information and intellectual property to minimize legal exposure
- Proactive risk management through automation

Integrated platforms
Robotic process automation
Cloud

Goal

IT INFRASTRUCTURE TRANSFORMATION TO ACHIEVE AGILITY IN SERVICE DELIVERY

- Data interoperability across development and delivery platforms
- Modular and agile infrastructure
- On-demand scalable IT landscape

Cloud
Seamless connectivity
Modular IT architecture

Data Centre Transformation (Cloud) and Infrastructure Services

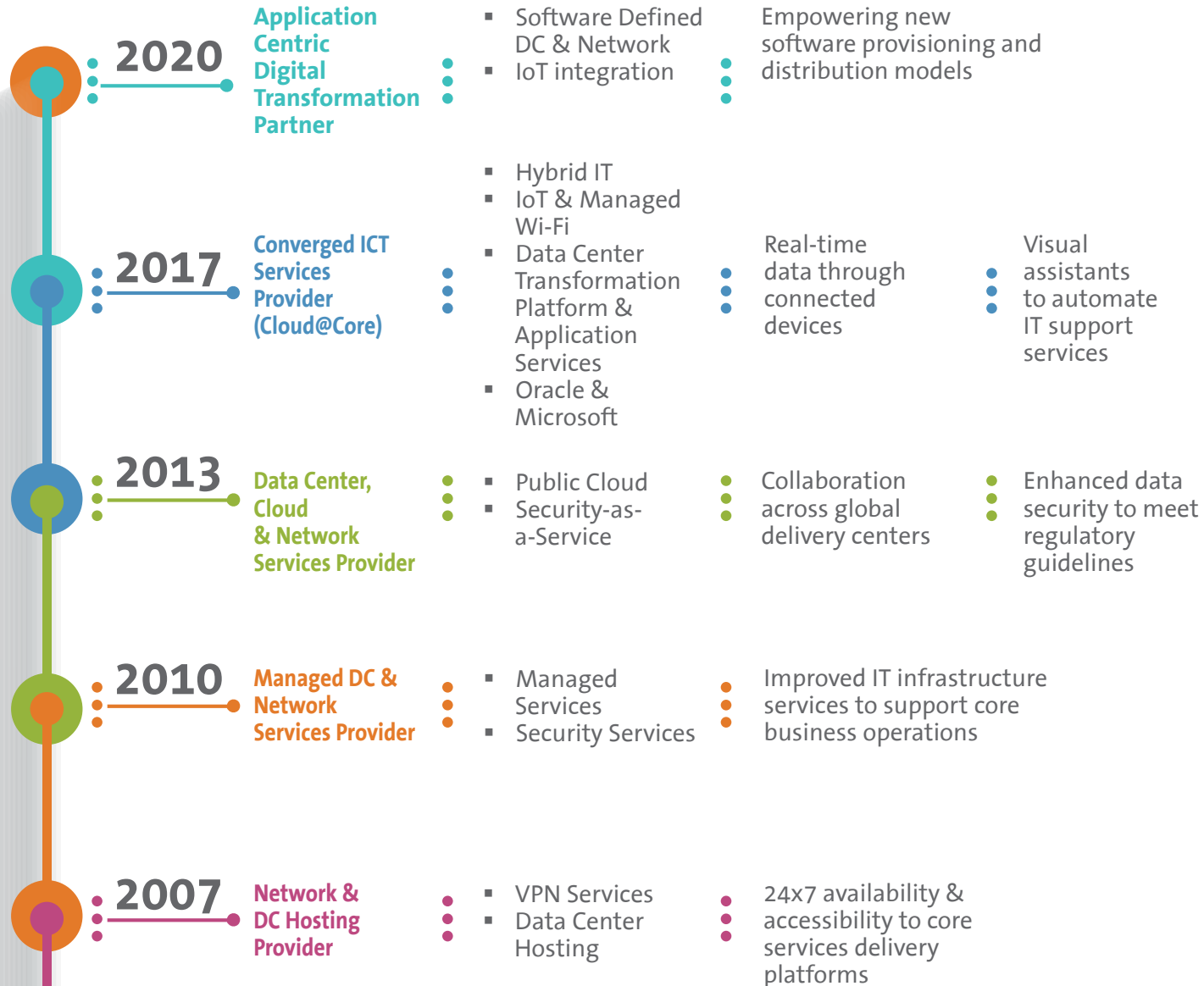Application and Platform Services

Technology Integration Services

Network Transformation and Connectivity Services

Managed Security Services

Internet of Things

SIFY SERVICES

SIFY'S EVOLUTION
AS A DIGITAL TRANSFORMATION PARTNER

2020 — **Application Centric Digital Transformation Partner**
- Software Defined DC & Network
- IoT integration

Empowering new software provisioning and distribution models

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

Visual assistants to automate IT support services

2013 — **Data Center, Cloud & Network Services Provider**
- Public Cloud
- Security-as-a-Service

Collaboration across global delivery centers

Enhanced data security to meet regulatory guidelines

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

Improved IT infrastructure services to support core business operations

2007 — **Network & DC Hosting Provider**
- VPN Services
- Data Center Hosting

24x7 availability & accessibility to core services delivery platforms

SIFY SERVICES

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CLOUD@CORE

CLOUD ENABLING

CLOUD DATA CENTERS

HYPER REACH / HYPER SCALE TRANSPORT
AWS DIRECTCONNECT | XPRESSROUTE

SOFTWARE DEFINED NETWORK SERVICES

CLOUD BUILD
PRIVATE | HYPERCONVERGED | ENTERPRISE

SECURITY SERVICES FOR CLOUD

CLOUD INSPIRED

MANAGED WIRELESS PLATFORM

ORACLE CLOUD SERVICES
EXADATA-AS-SERVICE

PRIVATE CLOUD FOR SAP/S4HANA

SIFY CLOUDINFINIT
GOINFINIT PRIVATE | GOINFINIT BACKUP | GOINFINIT ACCELERATE | GOINFINIT VPE

UNIFIED COMMUNICATIONS ON CLOUD

CLOUD ENHANCED

INTERNET OF THINGS (IOT)

INDUSTRY SOLUTION-AS-A-SERVICE (BUSINESS OUTCOME BASED)
PAY PER BILL |PAY PER PATIENT |PAY PER STUDENT | PAY PER TRANSACTION)

SIFY APPLICATIONS ON CLOUD
FORUM NXT | ITEST |E-LEARNING

CLOUD PURE

HYPERSCALE CLOUD SERVICES
AWS | AZURE

HYBRID CLOUD SERVICES

Cloud@core

SIFY SERVICES

9

CLOUD AND CO-LOCATION
TO ENABLE BORDERLESS IT

BUSINESS DRIVERS FOR ADOPTION OF THE NEW ENTERPRISE DATA CENTER

- Rising systems & networking cost
- Data explosion
- Business resilience
- Rising energy requirements and associated costs
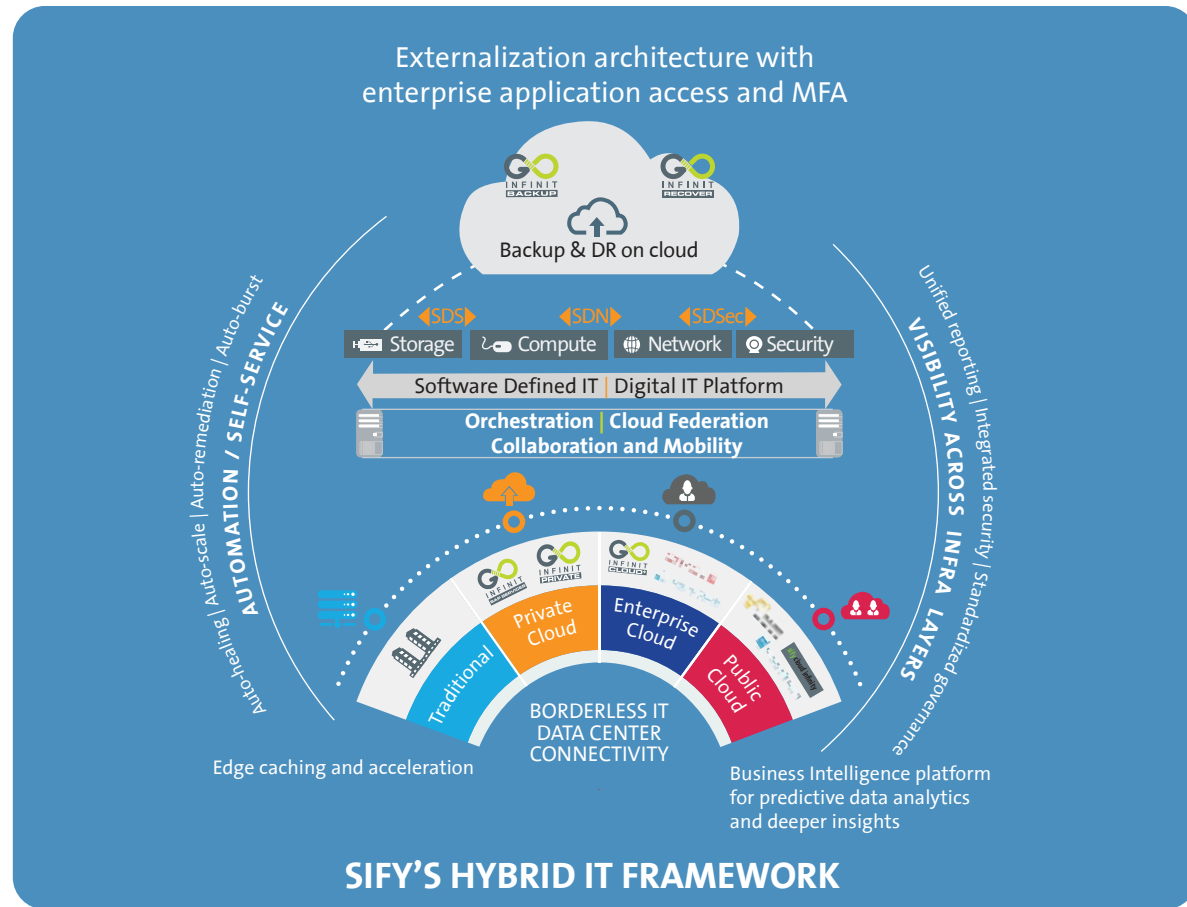- Regulatory considerations
- Fragmented legacy IT architecture

Service-led view of data center transformation and cloud solutions

- Hybrid IT solution across public, private and enterprise cloud to enable right-fit IT
- 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, Forum NXT, etc.
- Zero-trust security framework across traditional, private, public and enterprise IT
- Unified, integrated reporting for predictive analytics, business intelligence and AI

SIFY SERVICES

CLOUD AND CO-LOCATION
TO ENABLE BORDERLESS IT

Externalization architecture with
enterprise application access and MFA

Backup & DR on cloud

◄SDS► ◄SDN► SDSec►

Storage | Compute | Network | Security

Software Defined IT | Digital IT Platform

Orchestration | Cloud Federation
Collaboration and Mobility

Auto-healing | Auto-scale | Auto-remediation | Auto-burst

AUTOMATION / SELF-SERVICE

Unified reporting | Integrated security | Standardized governance

VISIBILITY ACROSS INFRA LAYERS

Traditional | Private Cloud | Enterprise Cloud | Public Cloud

BORDERLESS IT
DATA CENTER
CONNECTIVITY

Edge caching and acceleration

Business Intelligence platform
for predictive data analytics
and deeper insights

SIFY'S HYBRID IT FRAMEWORK

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 end points 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's network transformation framework

Unified SLA 24 hrs

Integrated network service management delivering high performance

Transformational WANs to deliver cloud ready IT environments

Remote User   Branch Office

Internet

SIFY WAN TRANSFORMATION

Corporate Office   Mobility

MPLS

Multi-network service management

Public Cloud   Data Center

UC & C

Application visibility to drive business

Optimal expense management

Integrated security management in

Operational efficiency

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

SIFY SERVICES

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
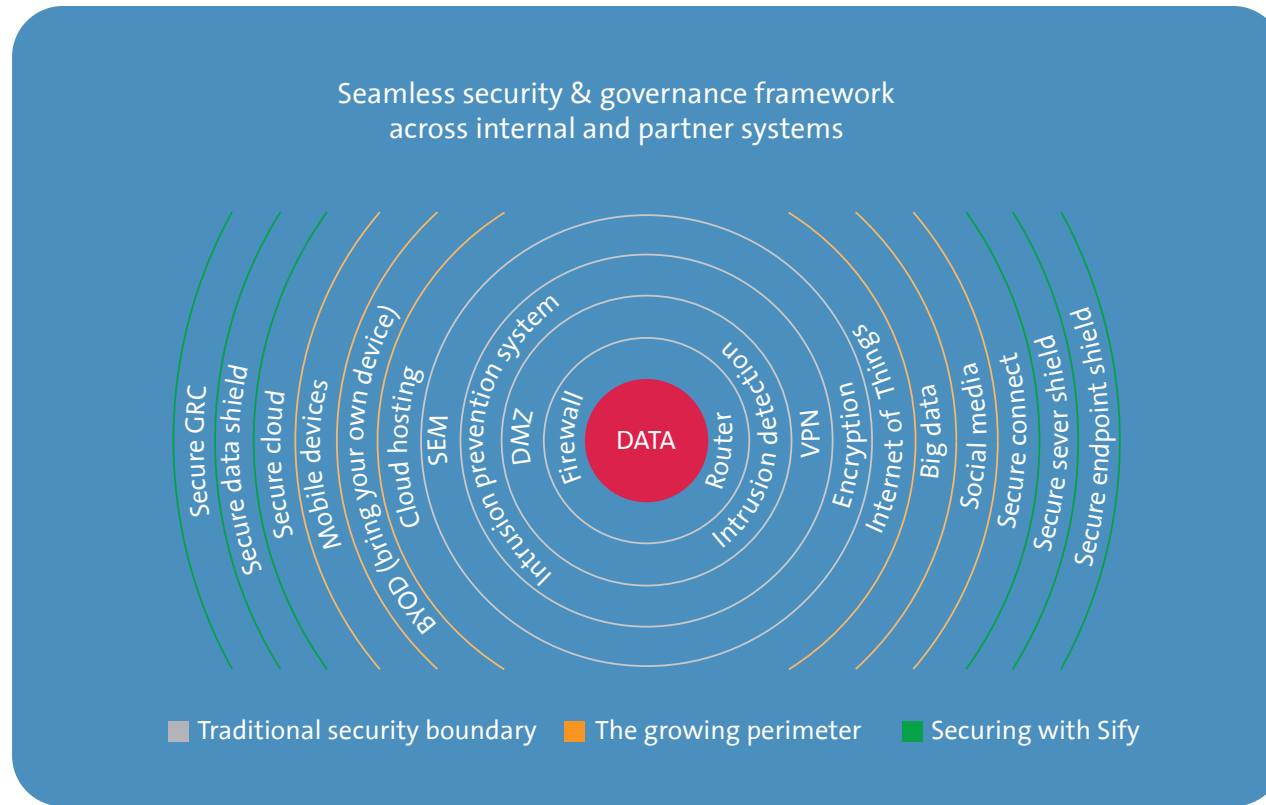
Service-led view of managed security services

- 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

Seamless security & governance framework
across internal and partner systems

Secure GRC · Secure data shield · Secure cloud · Mobile devices · BYOD (bring your own device) · Cloud hosting · SEM · Intrusion prevention system · DMZ · Firewall · DATA · Router · Intrusion detection · VPN · Encryption · Internet of Things · Big data · Social media · Secure connect · Secure sever shield · Secure endpoint shield

■ Traditional security boundary   ■ The growing perimeter   ■ Securing with Sify

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
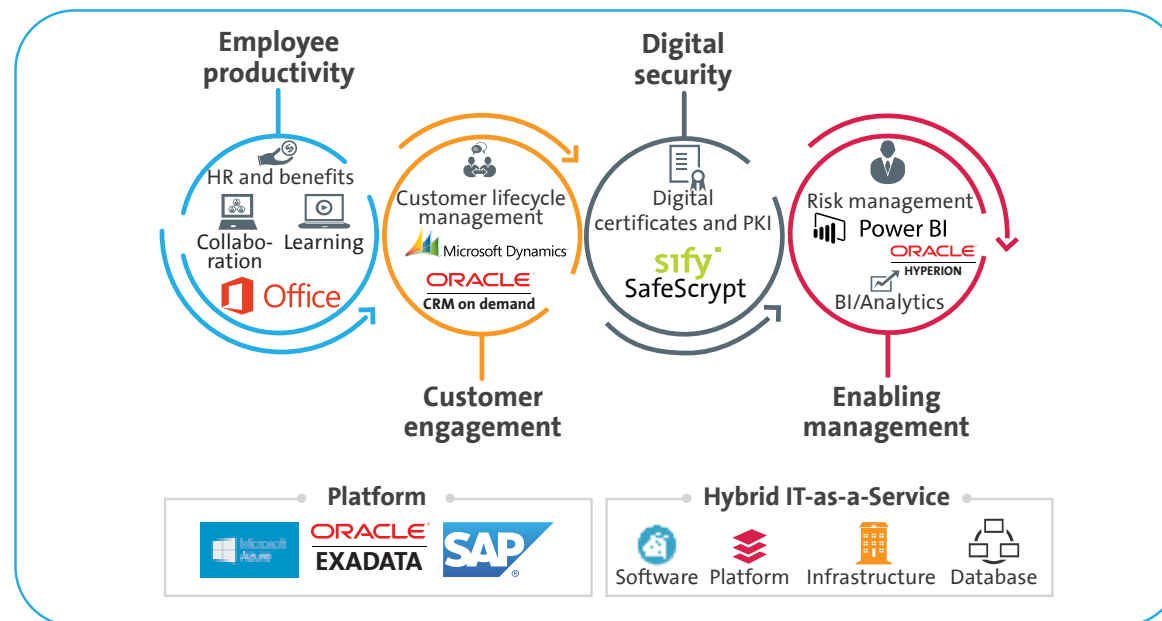- Automation driven security incident alerting and ticketing

SIFY SERVICES

BUILD A HIGH-QUOTIENT
DIGITAL WORKFORCE TO DRIVE PROCESS EFFICIENCIES

Business drivers for 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

Employee productivity
- HR and benefits
- Collabo-ration
- Learning
- Office

Customer engagement
- Customer lifecycle management
- Microsoft Dynamics
- ORACLE CRM on demand

Digital security
- Digital certificates and PKI
- sify SafeScrypt

Enabling management
- Risk management
- Power BI
- ORACLE HYPERION
- BI/Analytics

Platform
- Microsoft Azure
- ORACLE EXADATA
- SAP

Hybrid IT-as-a-Service
- Software
- Platform
- Infrastructure
- Database

Service highlights

- SAP: Application maintenance, implementation services, GST enablement
- Oracle: On-premise and on-public cloud implementation
- Microsoft: Application and platform services on MS Azure, MS Dynamics and MS Office
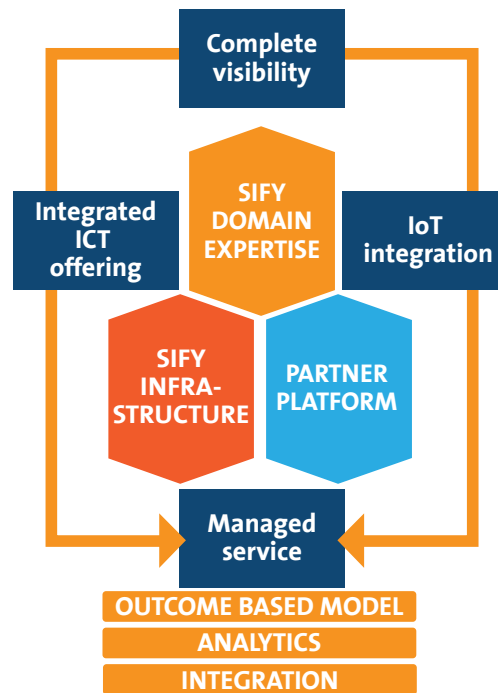
IOT ENABLING DYNAMIC REAL-TIME ACCESS
TO NEW INFORMATION

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

Complete visibility

Integrated ICT offering

SIFY DOMAIN EXPERTISE

IoT integration

SIFY INFRA-STRUCTURE

PARTNER PLATFORM

Managed service

OUTCOME BASED MODEL
ANALYTICS
INTEGRATION

IoT in IT-ITES industry

- Automatic attendance tracking using radio frequency identification
- Transport tracking and safety
- Energy management
- Predictive maintenance of IT assets

NEC ◈ aeris

Service highlights

- Sify along with partners brings complete IoT ecosystem
- Outcome-based managed service model creating an express innovation platform for design, configuration and integration of IoT-based connected products and services
- Achieve ROI as early as 6 months with enterprise-grade systems and applications

SIFY SERVICES

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ENGAGEMENT MODEL

Less hardware, less people and less license

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

PLATFORM

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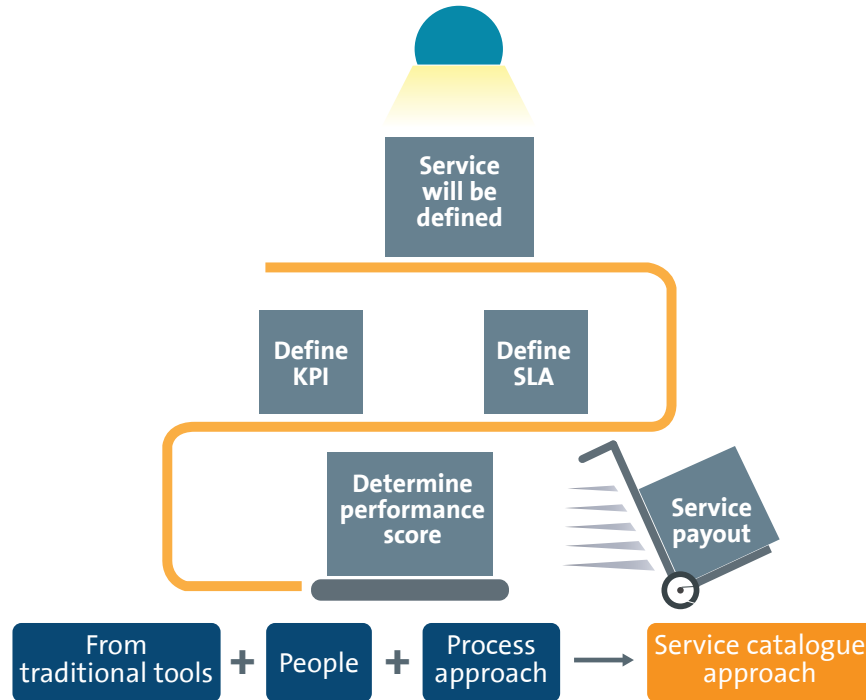business outcome
generated by
IT solutions and
services

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

Service will be defined

Define KPI

Define SLA

Determine performance score

Service payout

From traditional tools **+** People **+** Process approach → Service catalogue approach

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			

OUR MAJOR DATA CENTERS
AND CLOUD CENTERS FOOTPRINT
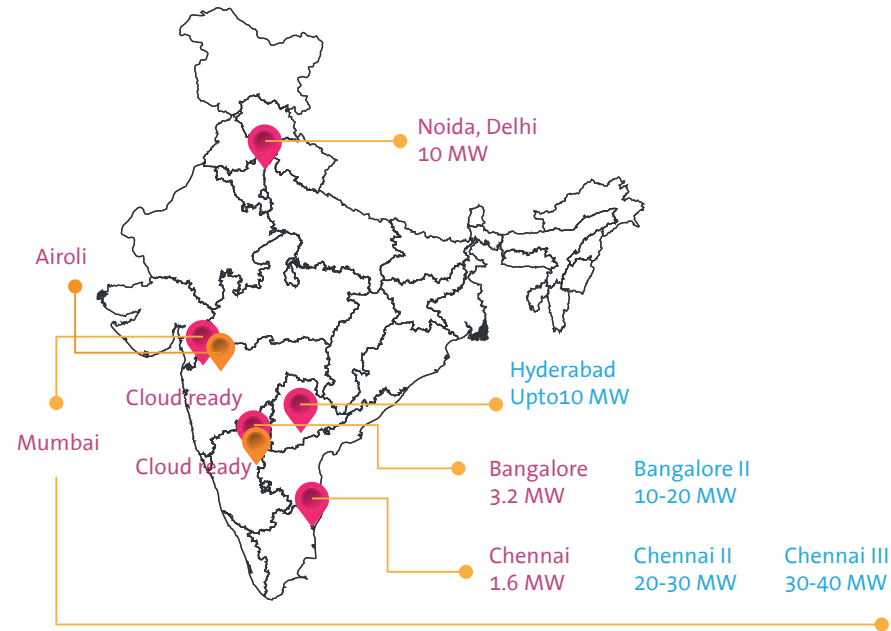
Noida, Delhi
10 MW

Airoli

Cloud ready

Mumbai

Cloud ready

Hyderabad
Upto10 MW

Bangalore   Bangalore II
3.2 MW   10-20 MW

Chennai   Chennai II   Chennai III
1.6 MW   20-30 MW   30-40 MW

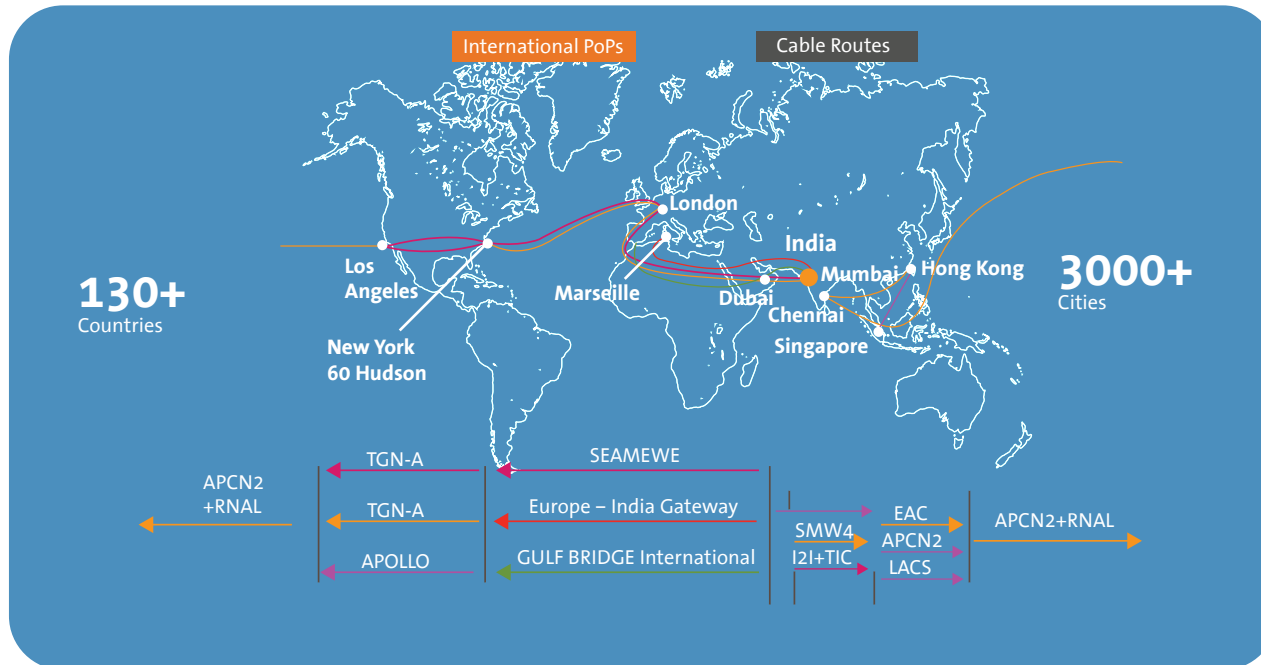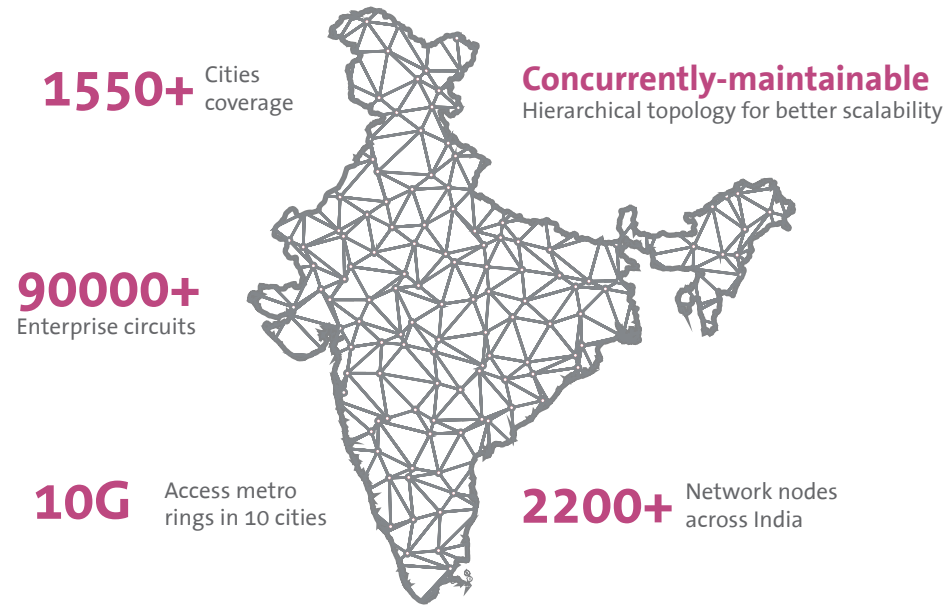| RABALE	RABALE	RABALE	VASHI	AIROLI
MUMBAI	MUMBAI II	MUMBAI III	MUMBAI III	MUMBAI
20 MW	10-12 MW	20-40 MW	1.6 MW	10 MW

■ 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

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

International PoPs   Cable Routes

London
India
Los Angeles
Marseille
Dubai   Mumbai   Hong Kong
Chennai
Singapore
New York 60 Hudson

130+ Countries

3000+ Cities

APCN2 +RNAL	TGN-A	SEAMEWE			APCN2+RNAL
	TGN-A	Europe – India Gateway	SMW4 I2I+TIC	EAC APCN2	
	APOLLO	GULF BRIDGE International		LACS	

OUR CLIENTS

GE

Birlasoft

Mindtree

ramcc

SIEMENS

wipro

ZenSar
TECHNOLOGIES

TATA
TATA CONSULTANCY SERVICES

ACCELYA
Complexity Simplified

IGATE
Speed.Agility.Imagination

HCL

ENDURANCE
Complete Solutions

Ajuba
Inspired people. Inspiring results.

Easylink
Easylink Softech Private Limited

SUTHERLAND
GLOBAL SERVICES

GXS

happiest minds

OUR PARTNERS

Technology

Hewlett Packard Enterprise · CISCO · DELL EMC · servicenow · commvault · actifio Radically Simple · riverbed · IBM · bmcsoftware · ca technologies

Cloud & Acceleration

amazon web services · Windows Azure · vmware · NUTANIX · Akamai

Application

SAP · Microsoft · ORACLE E-BUSINESS SUITE · LIVEWIRE · SABA · sumtotal · Litmos

Security

TREND MICRO · McAfee · Symantec · Check Point · FORTINET
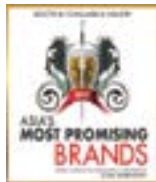
AWARDS AND ACCOLADES

**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**

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

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

CONTACT US

+91 8750442233

marketing@sifycorp.com

www.sifytechnologies.com