

Challenger in Gartner MQ for Managed Hybrid Cloud Hosting APAC 2017

Recognized in Market Guide for Public Cloud Managed & Professional Services Providers APAC 2020

Leadership Award for Network Transformation 2019



**CIO Choice Awards**

Data Center Transformation Services 2018

Network Transformation Services 2018

*Submitted to:*

**Customer Name**

**Managed SD-WAN Services Proposal**

The Economic Times Iconic Brands 2020 Hybrid & Multi Cloud

**Date**



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# Document History

## Sign-Off

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Company** | **Name** | **Designation** |
| Author | Sify Technologies Limited |  | Solution Architect |
| Client Management | Sify Technologies Limited |  | Account Manager |
| Project Owner | <CUSTOMER NAME> |  |  |
| Project Sponsor | <CUSTOMER NAME> |  |  |

## Document Title

|  |  |
| --- | --- |
| **Customer** | <CUSTOMER NAME> |
| **Title** | Approach Proposal document on SD-WAN Implementation |
| **Document Name** | <CUSTOMER NAME> - SD-WAN Implementation Approach v1.0.pdf |

## Preparation

|  |  |  |
| --- | --- | --- |
| **Action** | **Name** | **Date** |
| Prepared By | Solution Architect | June 2023 |
| Reviewed By |  |  |
| Distributed By |  |  |

## Release

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Ver.** | **Release Date** | **Change Notice** | **Pages Affected** | **Remarks / Changes** |
| v1.0 |  | NA | NA | NA |

## Distribution List

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Company** | **Name** | **Sections to Read** | **For Info** | **For Action** | **Released By** |
| <CUSTOMER NAME> |  | All |  | þ |  |
| Sify Technologies Limited |  | All | þ | þ |  |
| Sify Technologies Limited |  | All | þ | þ |  |

## Statement of Confidentiality

|  |
| --- |
| This document contains proprietary trade secret and confidential information to be used solely for evaluating Sify Technologies Limited [“Sify”]. The information contained herein is to be considered confidential. <CUSTOMER NAME> by accepting this document, agrees that neither this document nor the information disclosed herein, nor any part thereof, shall be reproduced or transferred to other documents, or used or disclosed to others for any purpose except as specifically authorized in writing by Sify Technologies Limited. |

# Executive Summary

## About <CUSTOMER NAME>

## About Sify Technologies Ltd.

A Fortune 500 India company, Sify Technologies is India’s most comprehensive ICT service & solution provider. With Cloud at the core of our solutions portfolio, Sify is focused on the changing ICT requirements of the emerging Digital economy and the resultant demands from large, mid and small-sized businesses.

Sify’s infrastructure comprising the largest MPLS network, top-of-the-line DCs, partnership with global technology majors, vast expertise in business transformation solutions modelled on the cloud make it the first choice of start-ups, incoming Enterprises, and even large Enterprises on the verge of a revamp,

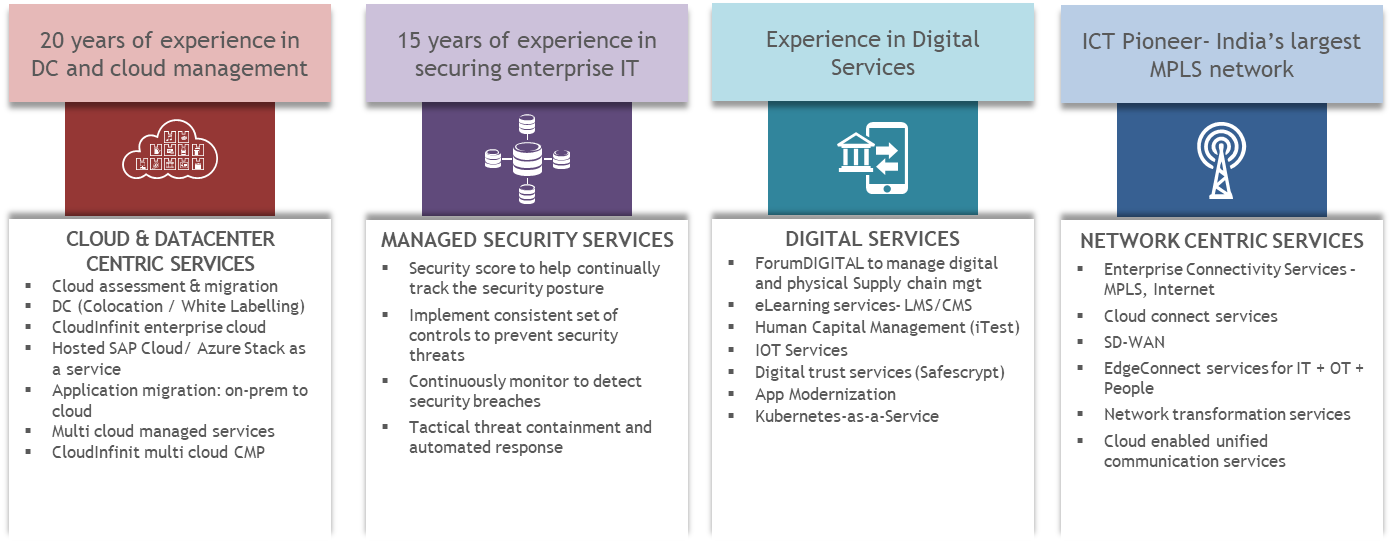
More than 10000 businesses across multiple verticals have taken advantage of our unassailable trinity of Data Centers, Networks and Security services and conduct their business seamlessly from more than 1600 cities in India. Internationally, Sify has presence across North America, the United Kingdom and Singapore.

Sify has a well-established practice around Managed SD-WAN services. As a leading player in the Network Managed Services space, we offer a Service based Managed SD-WAN model with End-to-End ownership which is highly scalable & resilient. We also have extensive experience with pan India delivery & support of SD-WAN solutions. Some of the well-known names onboarded on our SD-WAN platform are – Aditya Birla Fashion & Retail, Hindalco, Knowlarity, Sun Pharma & Honda Power along with a host of other well-known brands in the Indian market. Today, we centrally manage over 6000 SD-WAN devices for our customers.

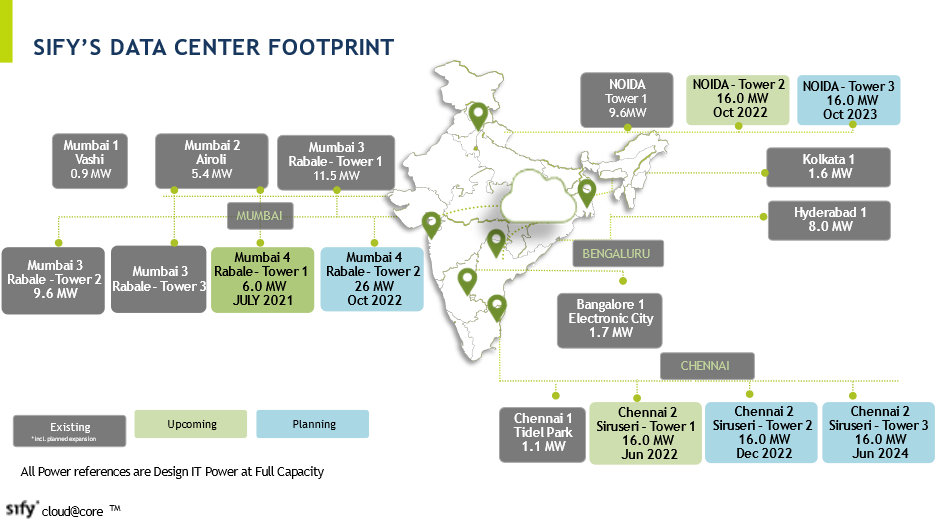
Sify’s Managed SD-WAN has enhanced visibility, converged networking & security which is optimized for multi-cloud environments. Our team of expert engineers enable seamless implementation of the latest technologies. With Sify’s fully managed SD-WAN network, we expect to provide <Customer Name> an unprecedented level of visibility & control over their entire network. Sify ensures that utmost care is taken to protect our customers’ existing investments & bring cost-optimization by using the advanced features offered by multiple SD-WAN technologies.

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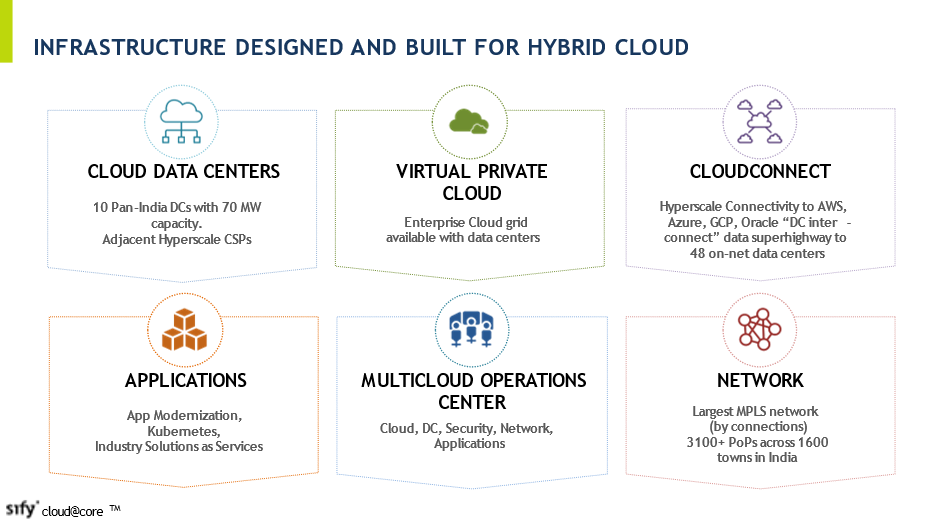
### Business Units



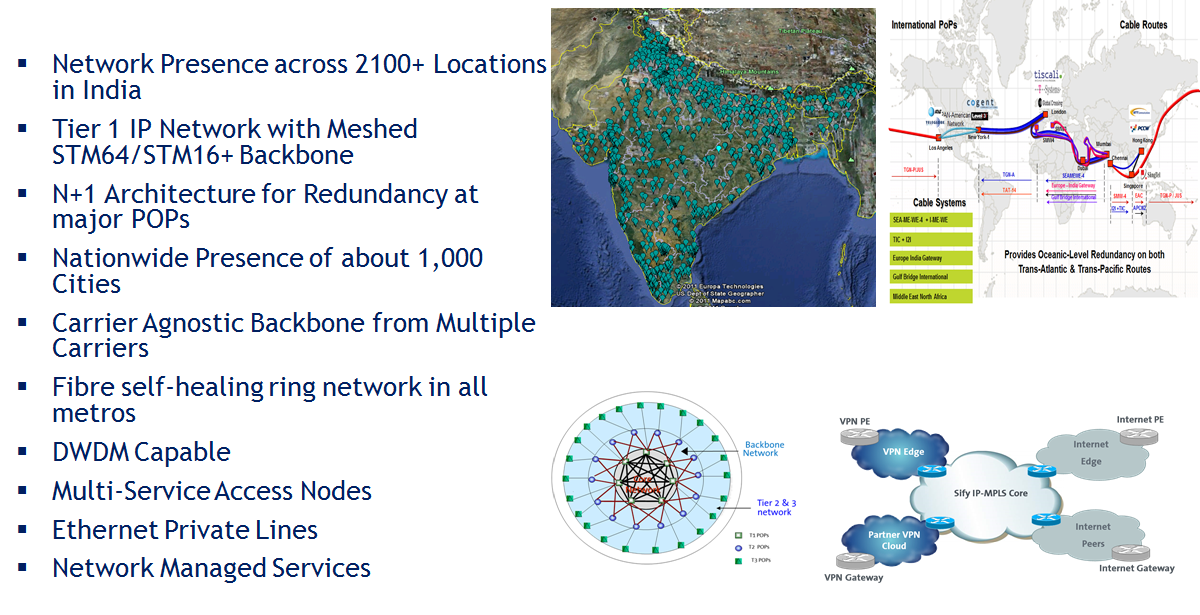
#### Sify’s Data Center Footprint



#### Infrastructure designed and built for Hybrid Cloud



#### Network Services



### Differentiators

Network Services

Pioneered in building and managing complex Networks. Managing 80000+ endpoints. Commissioned World’s largest MPLS Network.

Data Center Services

20+ years of experience in Build, Own, Operate Carrier-Neutral Data Centers. Truly carrier neutral, with multiple Internet Exchange ecosystem facilitating OTT and ISPs interconnect via portal.

Comprehensive Cloud Portfolio & Strategy

Cuts across, advisory, implementation & transformation.

Disaster Recovery

Experience of setting up / running disaster recovery infrastructure on a private / DRaaS model

Security Services

500 Devices, 140 Customers managed by SOC. Strong Information security and System Integration practice.

Managed Services

20+ years’ experience in running DC, DR, Network, Security, Applications on Managed Services Model

Technical Skills

Credible partner with technical skills across the ICT spectrum, including software. Highly skilled team with expertise around all OEM products, Tools and services

Service Provider Agnostic

Neutral Player with Access to all Service Providers

Executive Commitment

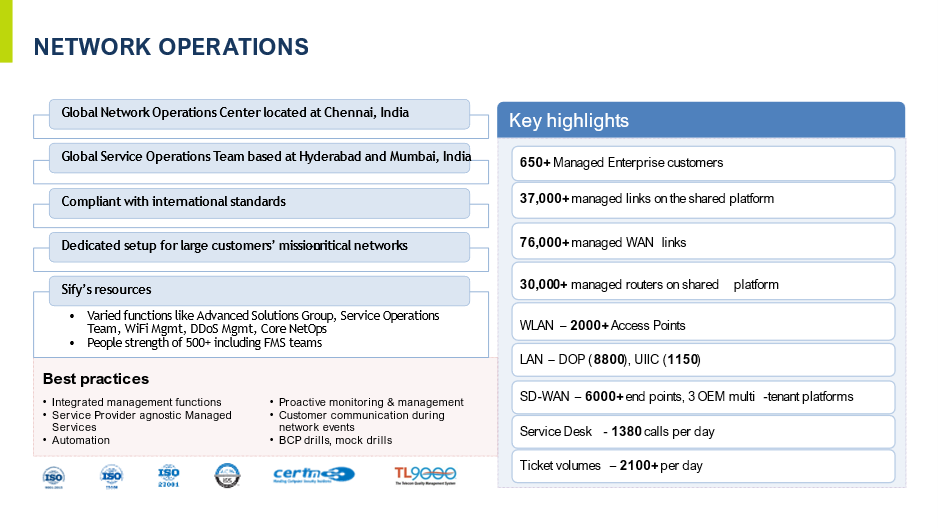
This engagement has the executive leadership commitment being led by the CEO.

### Network Capabilities

Sify has developed expertise over a decade of designing, engineering, managing, and administering world-class networks. Our capabilities are detailed below.

|  |  |
| --- | --- |
| 1. Network Engineering & Design  * Requirement gathering, concept build * Project detailed SOW – develop and sign-off * Develop Network High Level Design * High Level Design Review * Develop Low Level Design * Documentation, Reviews * Project milestone reviews and sign-off * KPIs:   + Project Milestone based timelines   + Design compliance to gathered business input |  |
| 1. Network Implementation & Integration  * HLD documentation and review * Low Level Design documentation * Impact and risk assessment * LLD Review and Nodal Configuration development * Configuration testing at staging * Implementation and Integration * Design validation, UAT, Sign-off * KPIs:   + Project Milestone based timelines |  |
| 1. Network Migration & Transition  * Requirement gathering * Motivation, expectations – documentation * Pre-Migration statistics and configuration dump * Risk analysis and mitigation methodology * Rollback methodology * As-is and to-be documentations * Migration & transition * Post-Migration analysis, review and sign-off * KPIs:   + Project Milestone based timelines   + Compliance to expected results |  |
| 1. Network Audit & Optimization  * Network Study and documentation * Architectural review * Business expectations and known issues - doc * Audit reporting, analytics and compliance reports * Best practices and optimization recommendations * KPIs:   + Project Milestone based timelines |  |
| 1. Network Infra Management  * Central Network Operations Center – 24x7 * Fault Management * Incident & Problem Mgmt. * Proactive Monitoring – Device, Environ, back-bone links, NNI. * Problem, Change & Configuration Mgmt. * Vendor, Asset & Patch Mgmt. * Security, Accounting & Compliance Mgmt. * Tools – NMS, Incident handling, Service reporting * KPIs:   + Mean Time to Respond, Mean Time to Resolve   + Service portal and backend system availability   + Availability of NOC, Reactive vs. Proactive tickets |  |
| 1. Advanced Technical Support  * Level-2 and Level-3 technical support * Subject matter expertise – Focused Technical Support * Vendor co-ordination, Vendor TAC - interfacing * On-site co-ordination for ATS program * Tools – Problem analysis and troubleshooting * Network Change review board * KPIs:   + Mean Time to Respond, Mean Time to Resolve,   + Change review – TAT |  |

### Scale of Operations



### What does Sify bring to the table?

* Adherence to industry standards like ITILv3, ISO27001, ISO9001 and ISO20000 based service delivery
* Over 400 man-years of experience in management contributing to our core business
* Sify has optimal and right mix of services involved in system integration services including Network services, IT and security management, SOC
* Sify brings a strong Operational and Technical expertise in complex Infrastructure Management
* Extensive experience in delivering end-to-end network services concept creation – managing and delivering SLA adherence
* Sify has strategic relationships with OEM’s & Service Provider’s in the field of Compute, Network, Storage, Security, Operating Systems, Unified messaging & Applications, Enterprise Management Systems, Disaster Recovery Management & Replication, Power, Cooling, Building Management Systems, Passive components, MPLS Network, VPNoBB, Internet Bandwidth, Digital Certificates, etc.

Sify Technologies Limited (referred herein as “Sify”) has thoroughly understood the requirement and is pleased to submit the proposal to this. We are delighted at the possibility of partnering with <CUSTOMER NAME> in enhancing the adoption of technologies for efficient functioning of crucial business operations.

Sify is confident of offering a high-quality solution at a competitive price. We are equally confident that Sify’s awareness of the managed network services marketplace, its pioneering achievements in the field of providing high-quality managed network services to the Indian Corporate World, together with its unmatched expertise and experience in managing some of the country’s largest and mission-critical infrastructures can offer to <CUSTOMER NAME> a very unique and a distinct advantage which will clearly differentiate us and our solution from the rest of the competition. As a specialist and a leader in infrastructure management and services, we have also established our market leadership in the delivery of Managed Network Services, Data Center and Disaster Recovery services. It is this advantage of being a proven solution provider, which Sify wants to bring on board to <CUSTOMER NAME>.

# Sify’s Experience in Deploying Enterprise SD-WAN

Sify proposes a long-term strategic partnership with <Customer Name> to be partner of choice which brings an integrated solution to business and technology needs of <Customer Name>. Sify proposes a new-age technology network designed for reliability, scalability, optimized for latency and application performance.

Sify has extensive experience in delivering high-quality SD-WAN solutions for our customers in the following industries –

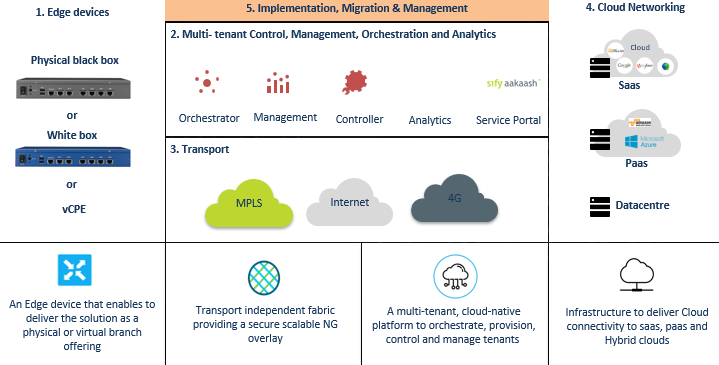
* FMCG
* Manufacturing
* Private BFSI
* Public BFSI
* Retail & Distribution
* Pharma & Healthcare
* Utilities & Infrastructure

Some of our success stories with Managed SD-WAN –

* Achieved centralized policy enforcement across all locations, dashboard-based monitoring and control of the entire WAN for one of India’s largest electricity PSU with 750 locations.
* Significant improvement in application performance with internet-based access for one of India’s leading pharmaceutical companies
* Single ownership with Sify for installation and 24x7 monitoring & management. Significant cost reduction with LTE/broadband as fallback for non-critical traffic/locations & Zero touch unified security policies across pan India 250+ locations
* Application based routing & QoS with rate limiting for selected applications. No capex & risk with new technology implementation for one of the National Co-operative Banks with   
  55 locations

# Sify Managed SD-WAN Service Description

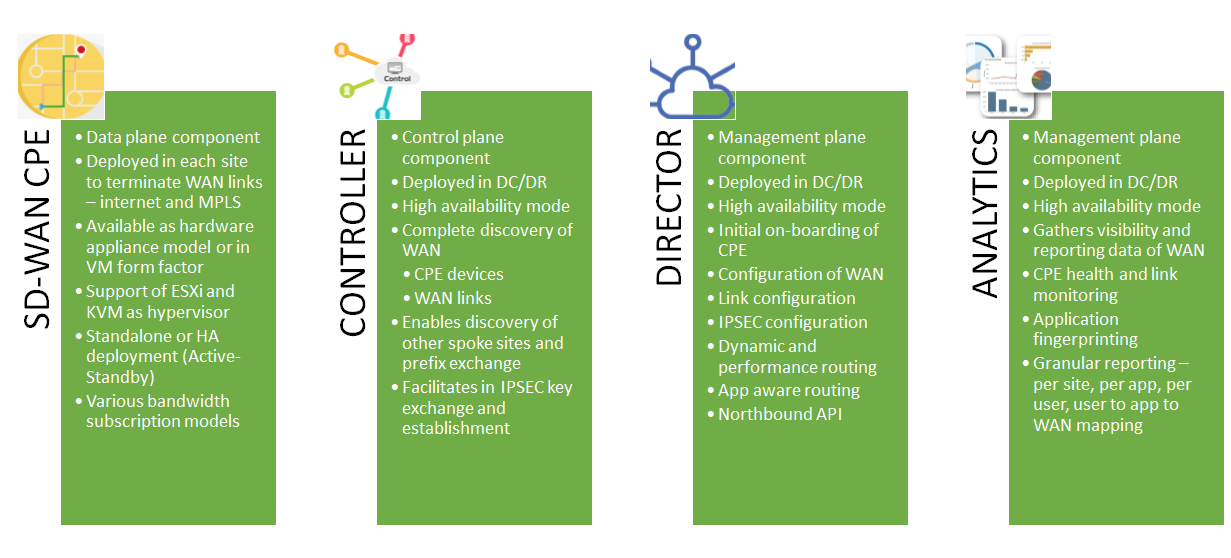
### Service Overview



Key Features of Sify SD-WAN

* Application visibility and control: Applications can be prioritized based on business policies, and visibility is provided through the centralized cloud-based network management application.
* Dynamic WAN selection: Minimum performance benchmarks can be set on a per-application basis and can be adjusted automatically.
* Application optimization: The service allows the customer to continuously monitor and improve network paths based on performance bench-marks and includes forward error correction and jitter buffering.
* Secure network deployment: The SD-WAN service automatically sets up IPSec tunnels with end-to-end encryption, enabling dynamic branch-to-branch connectivity.
* Stateful firewall: An integrated stateful firewall allows for the deployment and management of security policies, which can be managed centrally with options for edge overrides by location. In addition, application layer filtering provides some next-generation firewalling capabilities.
* Network analytics: Real-time analytics allow for policy creation and troubleshooting and provide insights into application utilization and bandwidth consumption.

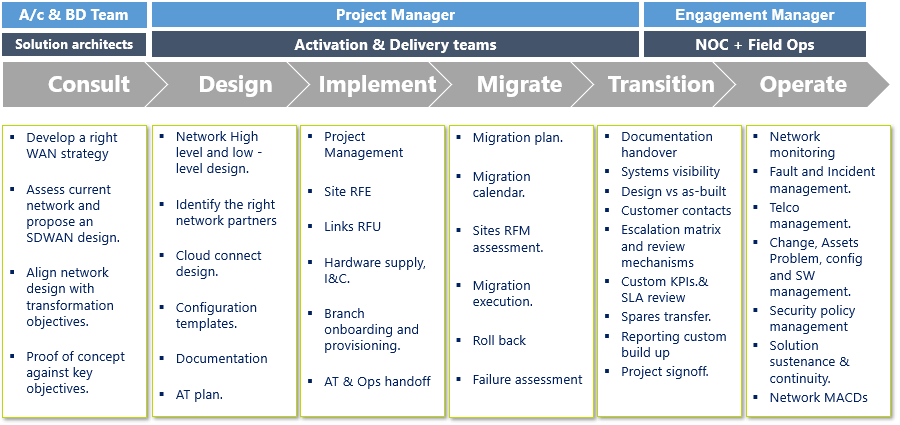
### Service Components



### Sify Managed SD-WAN Deliverables

|  |  |
| --- | --- |
| **Deliverable** | **Description** |
| Service portal | Portal to customer, able to view, configure, monitor WAN network performance of Sify and other providers |
| Capacity management | Measure WAN link utilization trends, create baselines and recommend customer on the actions taken – upgrade, downgrade |
| Transition and implementation services | Site survey, CRD, HLD and LLD. Deploy initial CPE devices across all sites. Perform MACD as and when changes required [bandwidth upgrade/downgrade, new features] |
| Proactive network monitoring | 24x7 Monitoring of network related faults and performance management. Able to view this alerts on self-service portal |
| Application visibility | Identify applications and sub-applications, report the performance of applications |
| Incident reporting and management | Trouble ticketing for all network related issues including other SP links. Detection of alerts from fault and performance management systems |
| Problem management | Diagnose, identify and isolate issues. Work on fix and workarounds with providers and SD-WAN vendors |
| Configuration management | Configuration of managed CPE devices, auditing, backup of configuration, template-based configuration |
| Inventory management | Manages inventory of CPE devices, resources – IP address, VLAN etc. |
| Vendor management | Co-ordinate with vendors for issue reporting and resolution, faulty hardware management, recommended best practices |
| Change management | Scheduled network changes – changing software based on EOL, proactive identification of network issues and resolution, MACD of WAN links and bandwidth |
| Service desk | 24x7 technical support team to co-ordinate with customer for issue reporting and resolution |
| Hardware replacement time | Replacement of faulty hardware and components |
| Support systems | IAM, NTP, OOB management systems |
| Root cause analysis | Analysis of issues and identify root causes – including CPE and provider links |

### SD-WAN Lifecycle Management



# <Customer Name>’s Requirement

**<<<<<<<<<<<<<<**

**INCLUDE DETAILED DESCRIPTION OF THE CUSTOMER’S REQUIREMENT**

**>>>>>>>>>>>>>>**

# Requirement Understanding

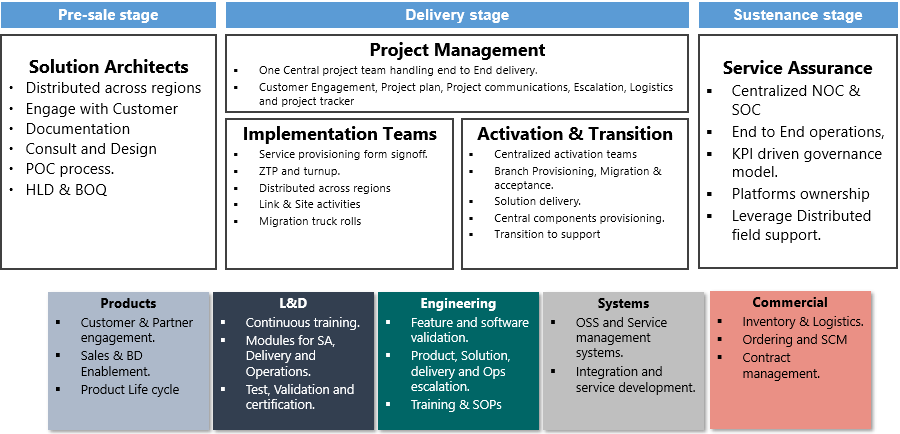
**<<<<<<<<<<<<<<**

**INCLUDE DETAILED DESCRIPTION OF SIFY’S UNDERSTANDING OF THE CUSTOMER’S REQUIREMENT**

**>>>>>>>>>>>>>>**

# Proposed Solution

### Engagement Model



* Process for Support: Sify has a 24x7 Support Helpdesk at Tidel Park, Chennai, which can be reached by Telephone, Mail, Fax and / or Internet Chat. All calls are routed to the Central Helpdesk, which is manned by Tier-1 Support Engineers. These engineers have access to the state-of-the-art monitoring tools and all the necessary information both on the network and <Customer Name>’s proposed network to provide high quality support to customers. The central helpdesk at Chennai monitors the customer networks round-the-clock and opens a trouble ticket on the system on detection of any failure. They also follow-up for corrective action and keep customers informed of the failure.
* Network & Engineering Support: The Tier-1 Engineers have access to the Tier-2 and Tier-3 Engineers at Chennai who are involved in managing and engineering the network in case they need help in resolution of any of the trouble tickets. All the Network Operation Centers (NOC) of Sify is manned 24x7 by experienced staff and they can be reached locally for support. They in turn will capture all trouble tickets on the system to ensure that all tickets are booked on the same system.
* Problem Management: Sify has developed a web-based tool called Sify TAC (Technical Assistance Center) wherein any associate can report any problems related to operations, for which action is taken immediately. Sify TAC is intended to provide a one-stop solution for all the operations related problems faced by the associates. A 24 X 7 helpdesk is operational which follows up the reported problem with the concerned technical person/team. Sify TAC gives real-time operational and performance status information that helps the NOC management in tracking all network-related performance/fault-monitoring issues. Automated escalation feature is built in the system through which all the problems, which are not resolved within a specified time frame, are escalated to senior management. Kindly refer to Appendix D for the escalation chart. Problems are also classified based on the criticality and impact of the problem and a different escalation chart is followed for each type of problem.
* Support Portal: <Customer Name> will be provided with a unique username and password for access into a web-based customer support portal, https://sifyaakaash.net/#/login. The portal provides options to Raise TAC, View TAC and details like Escalation Matrix, Link Utilization, SLA Metrics, Packet Loss information etc.

### Detailed Solution

**<<<<<<<<<<<<<<**

**INCLUDE DETAILED DESCRIPTION OF SIFY’S UNDERSTANDING OF THE CUSTOMER’S REQUIREMENT**

**>>>>>>>>>>>>>>**

# Service Levels

Sify’s service offerings are SLA-driven and offer a good value proposition to corporations seeking to improve the return on their IT investments.

### Network SLA

The following commitments will be applicable for the proposed solution:

Uptime: > 99.50%

### Management SLA

During the transition phase, Sify will create the SLA for ongoing service delivery based on the achievement feasibility and review.

Incident Management

|  |  |
| --- | --- |
| **SLA Attributes** | **SLA Indicators** |
| Incident Notification | Severity 1 - 15 mins  Severity 2 - 30 mins  Severity 3 – Online |
| Incident Response | Severity 1 - 15 mins  Severity 2 - 30 mins  Severity 3 – 120 mins |
| Incident / Problem Resolution | Severity 1 – 4 Hours  Severity 2 – 8 hours  Severity 3 – 24 hours |
| Sify GNOC Availability | >99.90% |
| Sify Service Portal Availability | >99.50% |

**Note:** \* From the time of call / trouble ticket logged on to Sify’s portal

Change Management

|  |  |
| --- | --- |
| **SLA Attributes** | **SLA Indicators** |
| Any changes to the network / Wi-Fi setup | Customer will be informed 24 hours in advance or Customer must make a request 24 hours in advance of the changes to be effected (does not include hardware replacements) |
| Change Resolution | Severity 1 – 4 hours  Severity 2 – 8 hours  Severity 3 – 48 hours |

# Reviews

<CUSTOMER NAME> & Sify shall conduct reviews with preset periodicity along with the Project In-charge, Support Engineers, and Account Manager to review & ascertain the performance of the team & in-scope infrastructure.

# Commercial Proposal

**<<<<<<<<<<<<<< INCLUDE CUSTOMER PRICING >>>>>>>>>>>>>>**

# Terms & Conditions

* All pricing provided is exclusive of applicable taxes.
* The contract period will be applicable as per the PO.
* The project delivery timelines will be 12 - 14 weeks from the date of Sify’s acceptance of a customer PO. Any delays caused due to Customer premises or infrastructure not being ready will result in extension of delivery timelines.
* Additional Charges are applicable for any additional cabling requirements.
* Any physical hardware damage caused by the customer will incur hardware charges for replacement of faulty hardware (OTC). Customer must provide UPS Power and earthing for the WiFi devices.
* Early Termination charges are applicable for any services terminated within the contract period.
  + In the event of performance degradation in Sify’s scope of work, which is brought to the notice of Sify in writing, Sify shall use all means available to rectify the same immediately and communicate to the customer on the action taken.
  + If the performance degradation is not rectified within one month (1 month) from the time Sify acknowledges the customer complaint in writing/mail and if this performance degradation is repeated for the same site / network element for 3 consecutive times within a calendar quarter after Sify has taken necessary corrective measures, Customer has the option of terminating the contract with 1 month notice period for the affected site / network element.
  + If the Customer chooses to terminate the entire contract, the customer is liable to pay the annual recurring charges for the remaining period of the contract on a pro-rata basis. These charges will pertain to any Hardware and/or Software Licenses that have been specifically deployed for the use of the customer.
* Any requirement of changing the SD-WAN feature tier will result in associated change of commercials.
* Any changes to the Solution design and configuration will result in a design change along with the revised commercials.
* The provisioning/commissioning of any unmanaged or managed network security services (apart from anything included within SD-WAN Solution) is considered out of scope.
* All payments will be as per Sify's payment terms and conditions.
* 24\*7 proactive monitoring and management of the network as defined in the solution document is included.
* The customer will sign a scope of work document along with the PO and that will be considered as the reference for sign off on delivery of the project. Any scope not explicitly mentioned in the SOW will be considered out of scope of the project.