



vistara

**Boost Revenue and
Growth By Transforming
into a Cloud Provider**

What it means for you



What's In It For You?



Understand the impact of key IT operations management trends in the market



Evaluate where you are in the evolution of the VAR to CSP



Create a roadmap for how to move up the value chain with your customers

Agenda



- About Vistara
- Changing Market Environment
- Roadmap: VAR to CSP
- Q&A with Varma Kunaparaju, Vistara CTO



Varma Kunaparaju
Chief Technology Officer
@varma1



Aki Naito
Senior Director, Marketing
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About Vistara



Vistara creates comprehensive SaaS solutions to enable enterprise IT and service providers to drive unified IT operations



1000+ Customers



100+ Partners



Broad Cloud & Platform Integration

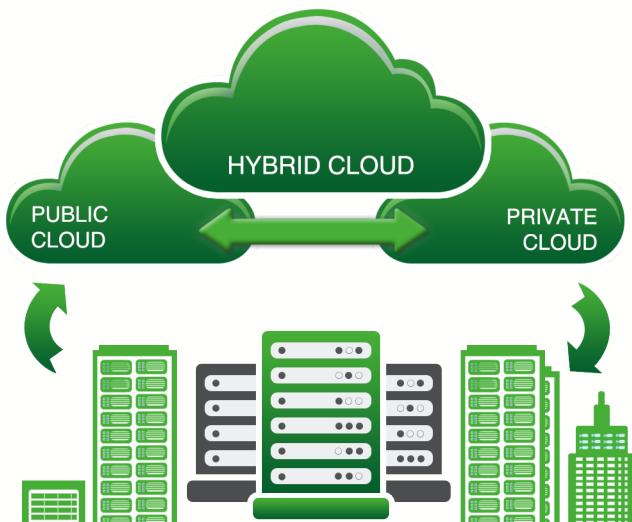


Changing Market Environment



Integrated Operations Platform

Single Pane of Glass That Integrates ITOM and ITSM



Federated Infrastructure Management
On-Premise, Public, Private, Hybrid



Services Highway
IT Personnel – Internal, External, OEMs

Current IT Trends



- **Typical enterprise business IT spend:**
 - *CapEx = 20% and OpEx = 80%*
 - *CapEx under pressure, more than ever*
- **Cloud computing, virtualization, grid utility on the rise**
 - *Amazon, Google, MSFT, Dell, Cisco*
 - *Businesses need more automation and a cost effective way to be competitive*
- **Current business paradigm requires a constant stream of new clients**
- **You need additional revenue avenues to sustain growth**

From VAR to Cloud Service Provider: Why move up the stack?



Cloud Services... differentiated cloud services

Managed Services... managed devices and ops functions

Software... On-Premise or SaaS applications

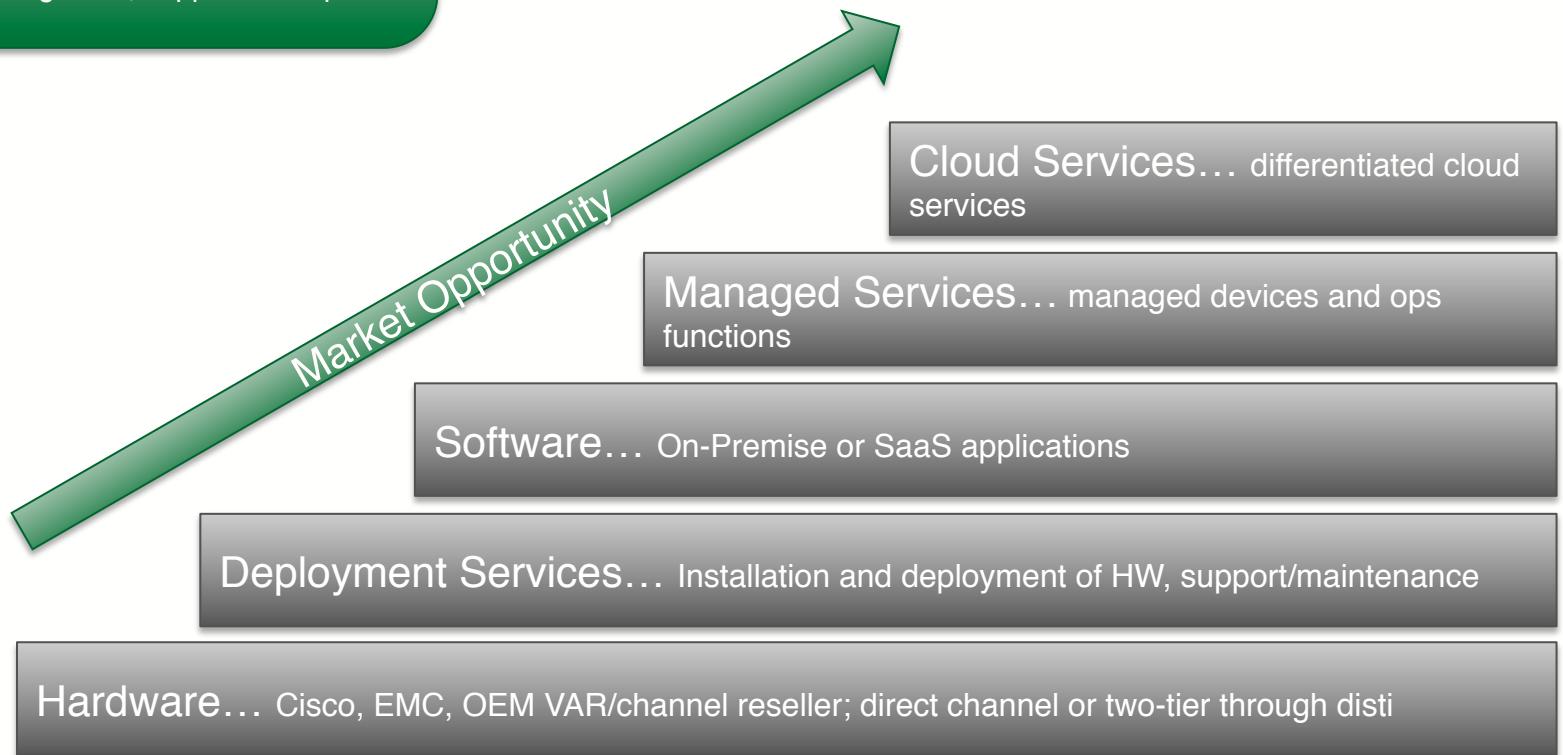
Deployment Services... Installation and deployment of HW, support/maintenance

Hardware... Cisco, EMC, OEM VAR/channel reseller; direct channel or two-tier through disti

From VAR to Cloud Service Provider: Why move up the stack?



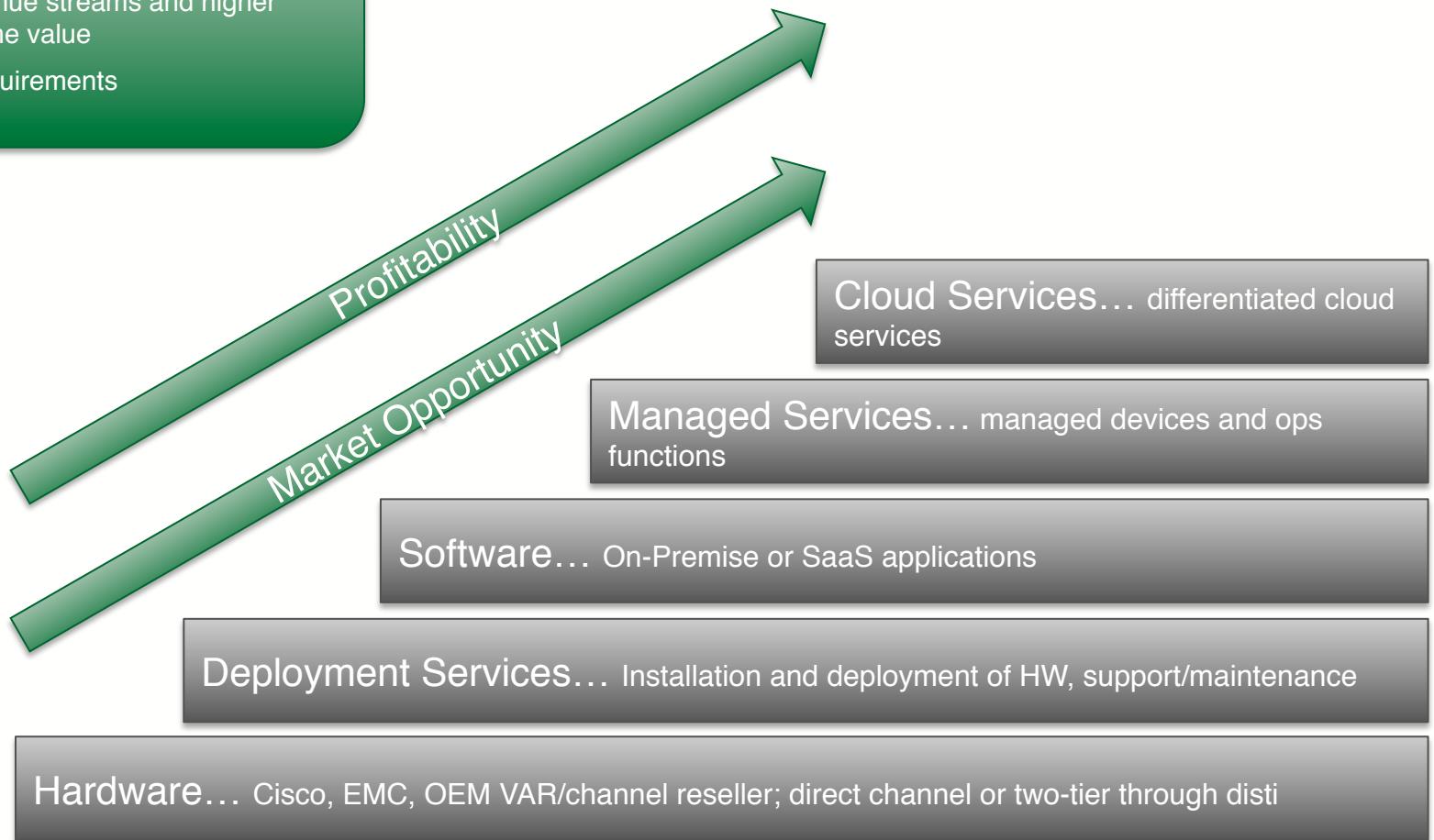
- Cloud is here to stay → Gartner says end user spend on cloud \$210B+ by 2016
- Cloud based deployment (XaaS) reduces traditional deployment services, but created new opportunity for XaaS deployment, migration, support and upsell



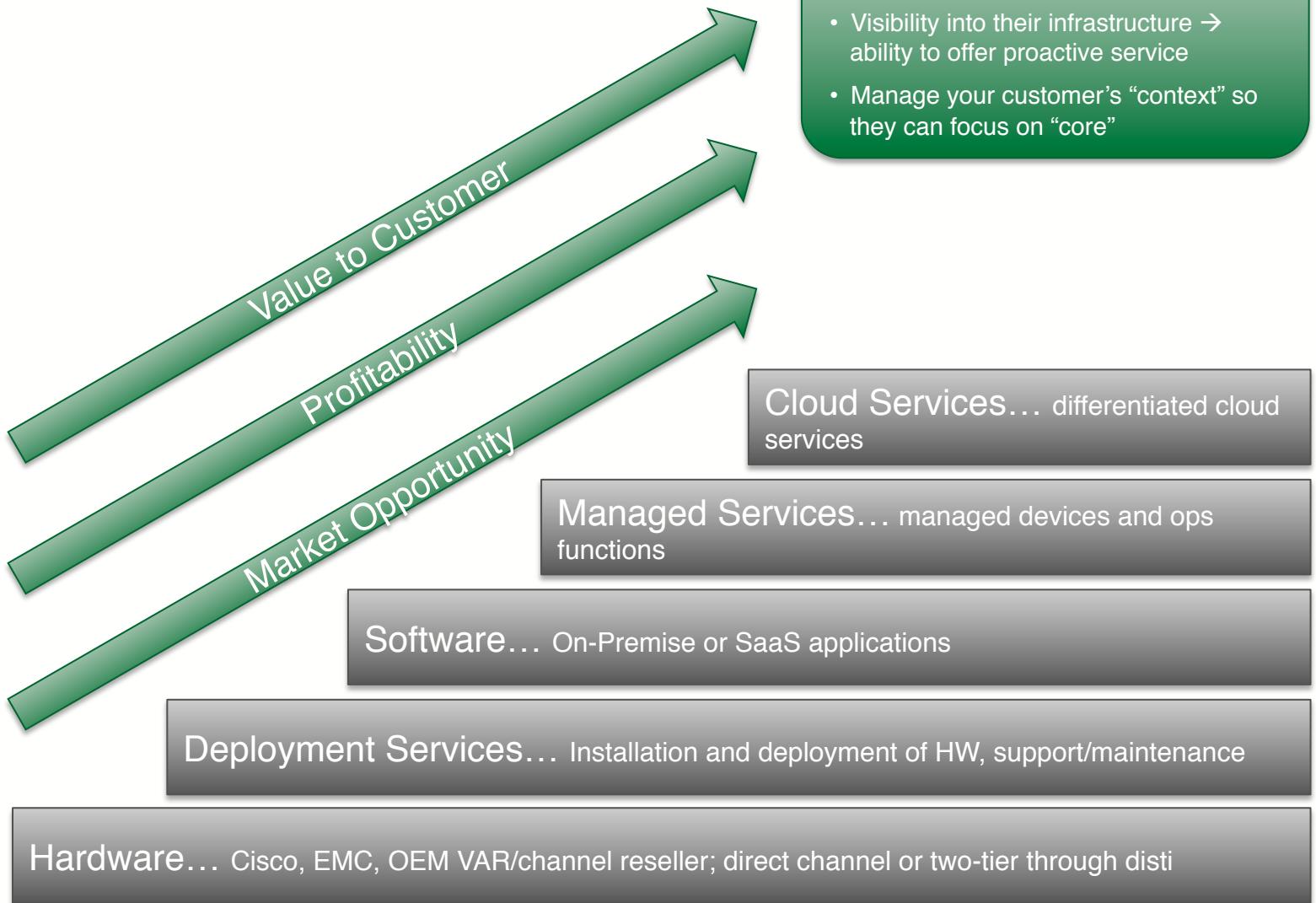
From VAR to Cloud Service Provider: Why move up the stack?



- Software and services are higher margin businesses
- Recurring revenue streams and higher customer lifetime value
- Less capex requirements



From VAR to Cloud Service Provider: Why move up the stack?



Become A Trusted Advisor

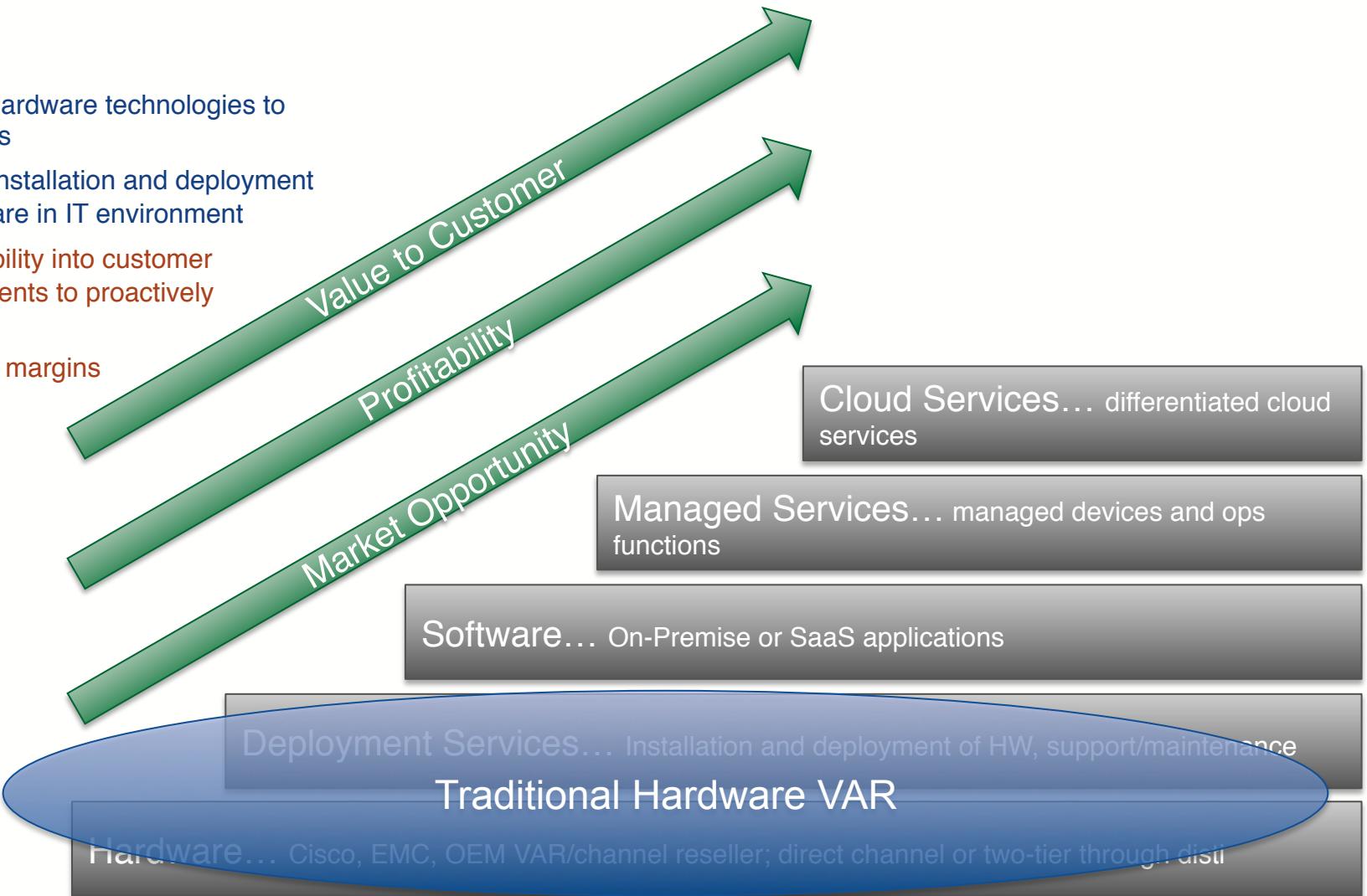


- Offer state-of-the-art consultative services
- Retain your client – recurring revenue
- Reduce client's capital expenditure and increase automation
- Expand your range of services to become a one-stop-shop for your client

From VAR to Cloud Service Provider: The Roadmap



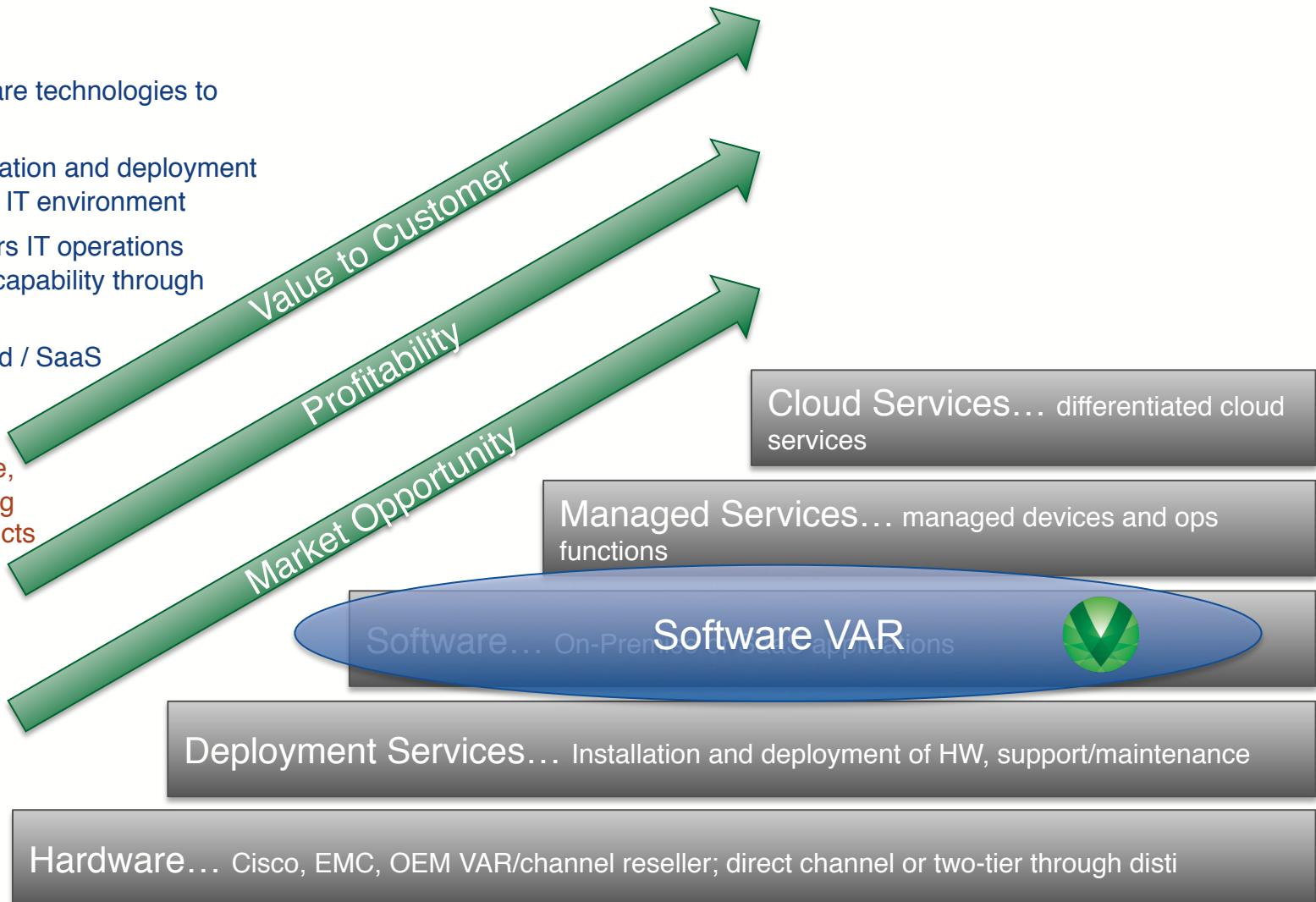
- ✓ Provide hardware technologies to customers
- ✓ Support installation and deployment of hardware in IT environment
- ✓ Lack visibility into customer environments to proactively support
- ✓ Declining margins in HW



From VAR to Cloud Service Provider: The Roadmap



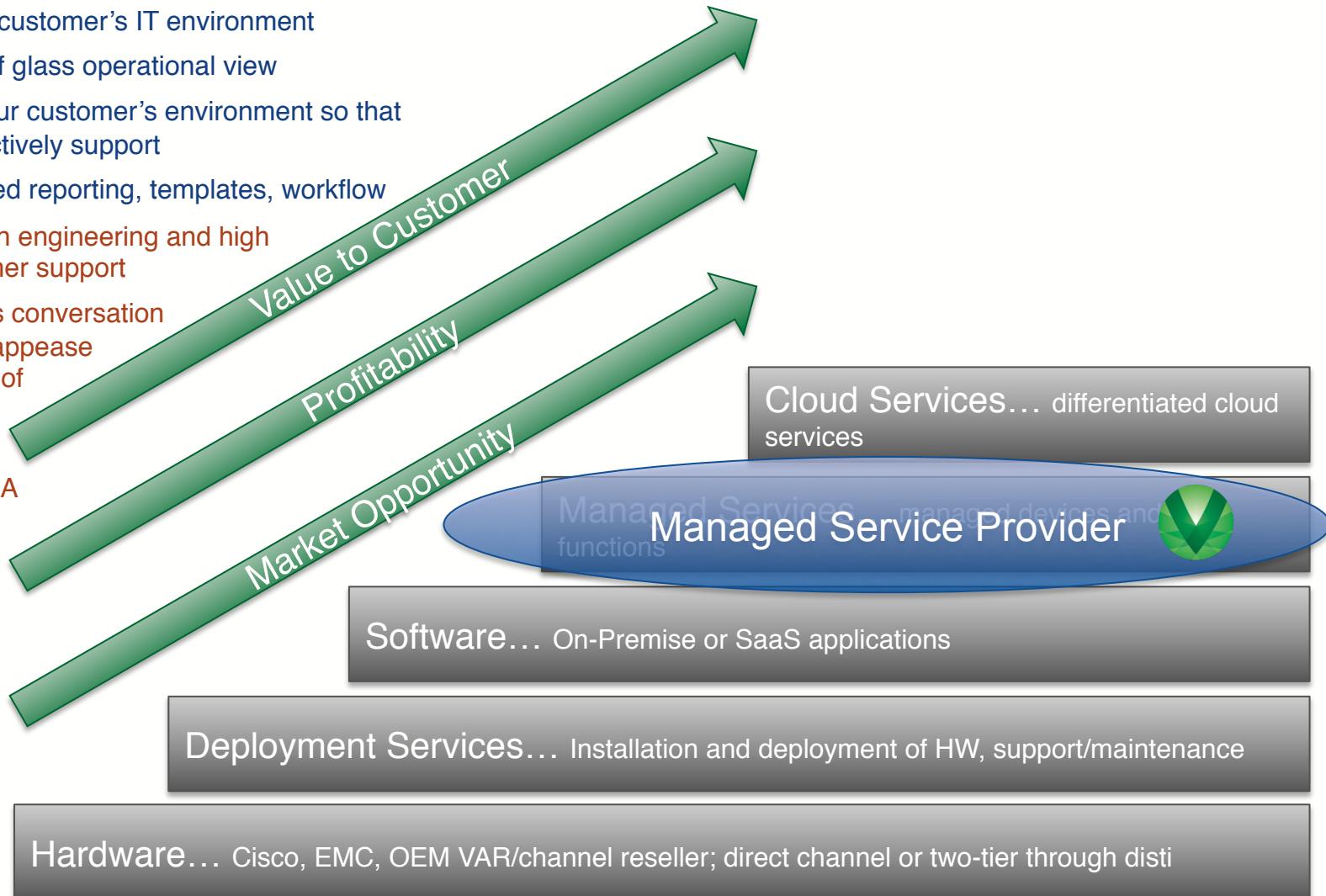
- ✓ Provide software technologies to customers
- ✓ Support installation and deployment of hardware in IT environment
- ✓ Offer customers IT operations management capability through software sale
- ✓ Dabble in cloud / SaaS as GTM
- ✓ New skill sets to sell software, SaaS, recurring revenue products



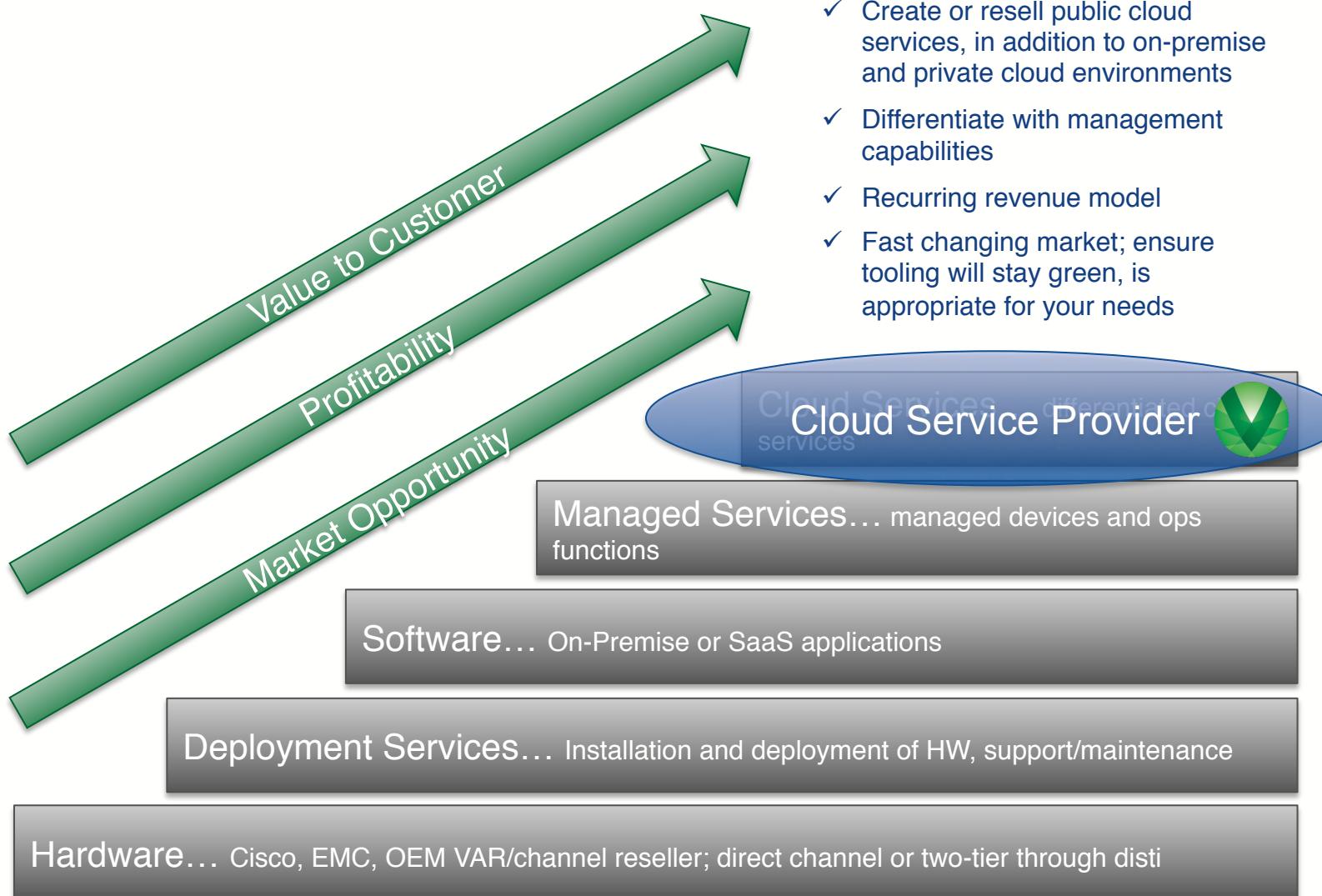
From VAR to Cloud Service Provider: The Roadmap



- ✓ Manage your customer's IT environment
- ✓ Single pane of glass operational view
- ✓ Visibility to your customer's environment so that you can proactively support
- ✓ Operationalized reporting, templates, workflow
- ✓ New skill set in engineering and high quality customer support
- ✓ Different sales conversation to sell value, appease IT employees of outsourcing threat
- ✓ Manage to SLA



From VAR to Cloud Service Provider: The Roadmap



Evolve to sustain more predictable, managed growth

Deployment Services

Play critical role business needs driven requirements

De-mystify the cloud

Migration Services

Explore new ways to deploy your business services in the cloud

Managed Cloud

Capitalize the un-tapped recurring managed services revenue after a successful migration

MAP OUT YOUR FUTURE

Cloud (Public, Private & Hybrid)

Customer Needs

VAR & Vistara

Deployment

- Private clouds demand deep technical and developer insight
- Public clouds require handling disparate interfaces and customization
- Applications require understanding of architecture

- Business process focused
- Understanding of application architecture in the cloud
- Limited focus on building scalable architecture

- Technical know-how in deploying clouds
- Expertise with varied public clouds
- Knowledge of application architecture; bundled packages to simplify application hosting

Migration

- Migrate existing applications and services to the cloud
- Requires management of physical & cloud infrastructure

- Help with provisioning cloud services
- Usability focused management interface

- Specialized services focused on migration
- Partner portal provides unified management interface - shows cloud as an extension to physical infrastructure

Management

- Need operational support
- Reduced capital expenditure

- Need SMB / SME focused services; Requires 24/7 ops support
- Business model built around cap-ex

- Tiered services to suit various customer needs: CloudWatch, CloudCare, CloudRSA
- Services packages structured to 'recapture' capital expenditure

Cloud Essentials Powered by Vistara



Base Bundle

Infrastructure Availability and Performance

- Instances, server and storage hardware
- Cloud infrastructure monitoring... Hypervisor, public cloud availability
- OS resource monitoring... CPU, Memory, Disk Space, IO rate, Network Traffic Monitors for Linux and Windows

Secure Self-Service Access to Cloud Resources

- Securely launch console on cloud instance over the Internet
- Remote Console Access... SSH, RDP, VNC, Telnet

Infrastructure Topology Views

- Track cloud inventory... View cloud instances and private infrastructure
- Map relationships between VM, host, fabric to storage array and between on-premise and cloud resources

Alert, Incident and Problem Management

- Alert dashboard... View and manage alerts, create incident and problem tickets
- Automated Alert Escalation

Reporting

- Reporting... Inventory, availability, and service level reports

Advanced Bundle

Partner Enabled Services Dashboard and Reporting

- Dashboard
- Service delivery reports

Application and Service Monitoring

- Advanced performance monitoring... Network, storage, service topology, backups
- Application components... MySQL, IIS, MSSQL, MongoDB, Cassandra
- Cloud resources... Auto-scale activity
- Web services... HTTP(S), DNS, SSH, SSL Certification Expiry, PING

Automation

- Runbook automation... Framework + Scripts
- Cloud Automation

Patch and Configuration Management

- Patch VMs &Hypervisors
- Configuration Health Checks
- Compliance against best practices and regulatory standards (PCI, DSS, SOX)... Console recording

Capacity Management and Analytics

- Planning analytics... What-If modeling for planning, procurement planning analytics, Identify over and under utilized resources
- Demand forecasting and management...
- Enforce quotas and limits on usage
- Chargeback reconciliation... Validate provider billing

Maintenance

- Create and configure security policies
- Configure VM backups
- Log rotation

Integrated Ticketing

- Built-In Integrations with 3rd party ITSM Solutions
- Knowledgebase



Base Bundle

Example: Private Cloud Bundle



VSPEX Element	Vistara Part #	Quantity
Server	VT-DEV-SERVER	3
Virtual Machines	VT-DEV-SERVER	50
Network	VT-DEV-NET-REGULAR	2
Storage	VT-DEV-STORAGE	1
TOTAL		56 devices

Vistara Lifecycle Management

Server

- ✧ Server Availability and Performance Monitoring
- ✧ OS Patching and Anti-Virus Updates
- ✧ Remote Console & Recording
- ✧ Runbook Automation



Network

- ✧ Availability and Performance Monitoring
- ✧ Remote Console & Recording
- ✧ Network Configuration Backups



Storage

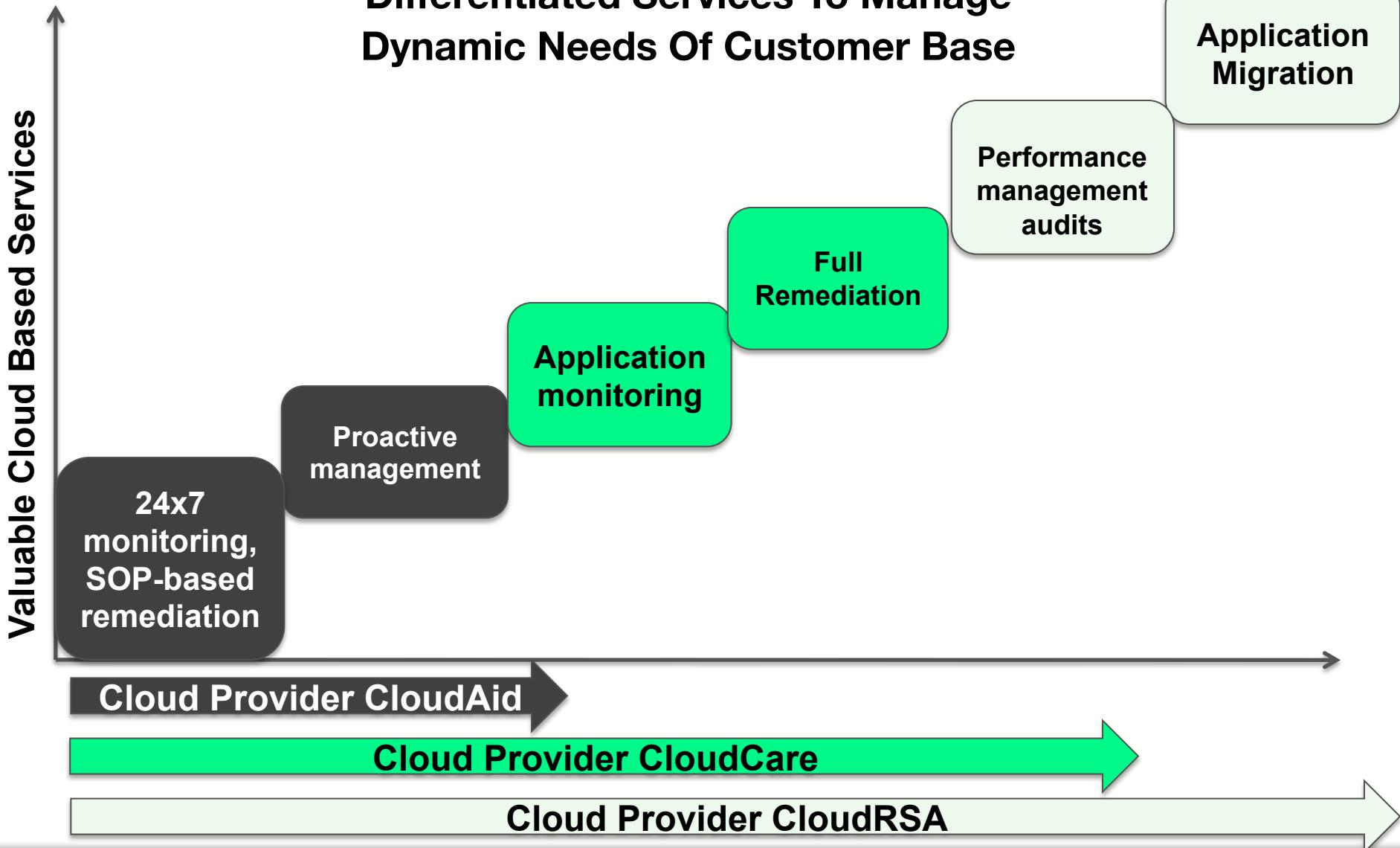
- ✧ Availability and Performance Monitoring
- ✧ Remote Console & Recording



Operations Platform

- | | | |
|--|--------------------|-----------------------------|
| ✧ Alert Dashboard & Automated Escalation | ✧ Asset Management | ✧ Discovery |
| ✧ Integrated Incident & Problem Management | ✧ Knowledge Base | ✧ Reporting |
| ✧ Third Party ITSM Tool Integration | ✧ Service Map | ✧ Role Based Access Control |

Differentiated Services To Manage Dynamic Needs Of Customer Base



Real Example



Luminalto Infrastructure

Total 257 | 13 5 239 | Page 1 of 7. Displaying 1-40 of 257

Type	Name	IP Address	Operating System	Notes	Logged In ...	Last Discovered...	Management Profiles	SKU	Consoles
Device Types							Select Filter		
Desktop (18)	172.21.75.21	172.21.75.21				05-12-14 11:05:35	2		
Server (101)	172.21.75.21	172.21.75.21				06-19-14 10:01:57	2		
Network Device (5)	172.22.22.1	172.22.22.1				12-05-13 18:52:31			
Storage (2)	172.25.131.100	172.25.131.100	Linux 2.6.X			01-06-14 21:40:09	3		SKU
VSPEX (1)	172.25.131.21	172.25.131.21	FreeBSD 7.X			01-28-14 10:51:35	3		
Vblock (1)	172.25.131.22	172.25.131.22	Other			01-29-14 03:29:12	3		
V-Block	8213f00b0a4b177b2049430d6...		iOS						
VMware (3)	adminuser-VirtualBox-14.0...	172.21.2.153	Ubuntu Trusty Tahr (...)	adminuser	05-06-14 19:01:40	V			
Agent-Functionality									
Agent-Kafka									
api.tivamo.com	10.1	Luminalto							
app1	10.2	Search by Name/IP address							
app201	172.								
AVLT	61.9								
azureroletest14	191.								
bdh1 DO NOT DEL	172.								
bdh2 DO NOT DEL	172.								
bdh3	172.								
Bronze	172.								

Dashboard Infrastructure Maintenance Alerts Service Desk Reports Knowledge Base Setup

Aki Naito

vspex1

Last Updated: 05-02-14 08:01:15 PST

Alerts: 0 0

\$ VM Billing

Controllers

Name	IP Address	OS
172.21.75.21	172.21.75.21	

Network Devices

Name	IP Address	OS
sw0	172.21.12.1	NOS

Servers

Name	IP Address	OS
172.21.75.132	172.21.75.132	VMware ESXi 5.5.0 build-1623387
172.21.11.11	172.21.11.11	VMware ESXi 5.5.0 build-1623387
esx42-acmelab	192.168.101.42	VMware ESXi

Storage Devices

**Value to
Customer**

Profitability

**Market
Opportunity**



Q&A: Boost Revenue and Growth By Transforming into a Cloud Provider



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Thank you

