![Crayon logo]

# OFFER FOR SERVER AND CLOUD ENROLLMENT – MACC

**Quickplay Media Private Limited**
**New SCE for Azure MACC**

## ACCOUNT MANAGER – Krishnakumar

October 12th 2022

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| Quickplay Media Services Pvt Ltd | Crayon Software Experts India Pvt.Ltd |
|---|---|
| First floor, Block 3, DLF IT Park, Shivaji Gardens No. 1/124, Manapakkam Chennai Tamil Nadu. India 600089 | Unit No 6, Tower -2, Artha Infratech Pvt. Ltd. SEZ,Plot No. 21, Sector Techzone - IV,Greater Noida West UP – 201306 |

12th October 2022.

Thank you for your request and have the pleasure of offering **Quickplay Media Private Limited** a proposal for the Enterprise Agreement for license requirements. All Crayon consultants are MCP in the licensing and CSAM Certified in Software Asset Management. We hope that this offer meets your requirements, and that we may be appropriate as a partner in this process.

Sincerely,

Krishna Kumar S

## Crayon

The company was founded in Norway 2002 by a team of skilled professionals and experienced management with a proven track record in the IT industry.

The idea was to provide a new set of software and license related services to assist companies in planning and managing software cost and license compliance. Crayon's customer offering and services are designed based on input from large companies and their challenges in this area. The feedback from customers was very positive and Crayon quickly became the market leader in Europe for software licensing as well and training. Now we are also considered as the most qualified implementation partner to Microsoft and that part of the business is growing fast across all technology areas.

Since 2005 we have established operations in Sweden in 2005, Denmark in 2006, Finland in 2007 and Germany in 2009 and now in Dubai, Malaysia, Singapore & India

**Competence:**

Crayon has an extensive array of competencies in software and software licensing. We have specialized in practicing Software Asset Management and to help customers manage their long-term IT cost by aligning licensing agreement to IT strategies and negotiate software contracts. Through a very strong IT-consulting practice Crayon can also assist its clients in architecture, design and complex deployment projects. In addition to that Crayon is a market leading technical training center for Microsoft, Oracle and others.

Crayon's team of 11 qualified Software Asset Management consultants is probably the largest team in India.

In India we have also acquired stakes in Chennai based Kryptos which is the leading cloud based licensing & IT Infrastructure management provider and has given us 85% share in the market on SPLA (Cloud based licensing).

## Introduction

License costs constitute a sizable portion of IT costs for most companies and licenses you own represents a great value. By choosing the right strategy for the procurement and management of licenses, you will be able to realize significant economic gains. This is what Crayon has based its strategy around. Our deliveries show that companies that implement a process suggested by Crayon can realize substantial gains.

Crayon believes it can deliver superior software cost outcomes for **Quickplay Media Services Pvt Ltd** to support their ongoing cost reduction initiatives. This will be achieved by:

- leveraging global software expert advice with their experience
- Employing processes to aggregate and consolidate license requirements
- providing superior fit for purpose software license requirement guidance
- Sharing best practice asset management methodologies.

Through our history in managing large global accounts, we have a repository of best practice global account management to leverage, should **Quickplay Media Services Pvt Ltd** choose Crayon to support software fulfillment.

We appreciate your consideration and look forward to continued dialogue in relation to this proposal.

## Contact persons for this offer

**Krishna Kumar**
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## Proposal

**Azure MACC EA Proposal:**

| Part No | Description | Qty | Unit Price/Year | Total Price Year 1 | Total Price Year 2 | Total Price Year 3 |
|---------|-------------|-----|-----------------|--------------------|--------------------|--------------------|
| 6QK-00001 | Azure Monetary Commitment Provision | 11 | $1,068 | $11,748 | $11,748 | $11,748 |
| AAD-82407 | **MACC Commit for $3 Million** | | | | | |

**Az Consumption Commit Amt:**
1. Product Description - Az Consumption Commit Amt in Pool.
2. Part Number - AAD-82407.
3. License Quantity – 32168, Usage Country – India.

| SKU | Description | PFAM | Purchase Unit | CNP/Unit | Discount | Discounted CNP/Month |
|-----|-------------|------|---------------|----------|----------|----------------------|
| AAA-96910 | Az VM FSv2 Srs-F64s v2-1 Hr-CA C | Azure Compute | Monthly | 213.26 | 7% | 198.3318 |
| AAA-96939 | Az VM FSv2 Srs-F32s v2-10 Hrs-CA C | Azure Compute | Monthly | 1067.71 | 7% | 992.9703 |
| AAD-18221 | Az Prem SSD Mngd Dsks-P40 LRS-1/Mo-CA C | Azure Storage | Monthly | 18664.76 | 7% | 17358.2268 |
| AAA-57388 | Az VM FSv2 Srs-F32s v2-10 Hrs-US W2 | Azure Compute | Monthly | 974.78 | 7% | 906.5454 |
| AAA-45197 | Az VM Dv3/DSv3 Srs-D8 v3/D8s v3-10 Hrs-CA C | Azure Compute | Monthly | 319.88 | 7% | 297.4884 |
| AAA-45117 | Az VM Dv3/DSv3 Srs-D16 v3/D16s v3-10 Hrs-CA C | Azure Compute | Monthly | 639.76 | 7% | 594.9768 |
| AAD-17877 | Az SQL DB Sgl/El Pool Gen Pur-SQL Lic-vCore-100 Hrs | Azure SQL DB | Monthly | 719.73 | 7% | 669.3489 |
| AAD-31050 | Az VM NCSv3 Srs-NC12s v3-1 Hr-CA C | Azure Compute | Monthly | 484.86 | 7% | 450.9198 |
| AAF-35966 | Az VM Edsv4 Srs-E8ds v4-100 Hrs-CA C | Azure Compute | Monthly | 4553.26 | 7% | 4234.5318 |
| AAD-18191 | Az Prem SSD | Azure Storage | Monthly | 5274.43 | 7% | 4905.2199 |

| | Mngd Dsks-P20 LRS-1/Mo-CA C | | | | | |
|---|---|---|---|---|---|---|
| AAD-46842 | Az VM BS Srs-B16ms-10 Hrs-US W | Azure Compute | Monthly | 572.04 | 7% | 531.9972 |
| AAA-96909 | Az VM FSv2 Srs-F16s v2-10 Hrs-CA C | Azure Compute | Monthly | 533.85 | 7% | 496.4805 |
| AAA-96842 | Az VM FSv2 Srs-F16s v2-100 Hrs-US W | Azure Compute | Monthly | 6109.43 | 7% | 5681.7699 |
| AAD-36341 | Az App GW Std v2-Fixed Cost-1K/Hr-CA C | Azure Networking | Monthly | 17290.86 | 7% | 16080.4998 |
| AAA-45015 | Az VM Dv3/DSv3 Srs-D4 v3/D4s v3-10 Hrs-US W | Azure Compute | Monthly | 168.58 | 7% | 156.7794 |
| AAA-88067 | Az VM BS Srs-B4ms-10 Hrs-CA C | Azure Compute | Monthly | 133.29 | 7% | 123.9597 |
| AAD-31050 | Az VM NCSv3 Srs-NC12s v3-1 Hr-CA C | Azure Compute | Monthly | 484.86 | 7% | 450.9198 |
| AAA-45179 | Az VM Dv3/DSv3 Srs-D8 v3/D8s v3-10 Hrs-US W2 | Azure Compute | Monthly | 276.65 | 7% | 257.2845 |
| AAF-47039 | Az VM Dsv4 Srs-D8s v4-100 Hrs-CA C | Azure Compute | Monthly | 3083.54 | 7% | 2867.6922 |
| AAF-53458 | Az VM Esv4 Srs-E8s v4-100 Hrs-CA C | Azure Compute | Monthly | 3976.9 | 7% | 3698.517 |
| AAD-33315 | Az SQL MI Gen Pur-SQL License-vCore-10 Hrs | Azure SQL DB | Monthly | 71.32 | 7% | 66.3276 |
| AAA-88127 | Az VM BS Srs-B4ms-10 Hrs-US W | Azure Compute | Monthly | 142.65 | 7% | 132.6645 |
| T6Z-00010 | Az IP Addresses-Bsc IPv4 Static Public IP-200 Hrs | Azure Networking | Monthly | 51.88 | 7% | 48.2484 |
| AAL-31580 | Az Front Door-Prem Base Fees-1/Mo-Z2 | Azure Security Center | Monthly | 23774.93 | 7% | 22110.6849 |
| AAA-68645 | Az VM BS Srs-B4ms-100 Hrs-US W2 | Azure Compute | Monthly | 1195.95 | 7% | 1112.2335 |
| AAD-18102 | Az Prem SSD Mngd Dsks-P20 | Azure Storage | Monthly | 4795.33 | 7% | 4459.6569 |

| | | | | | | |
|---|---|---|---|---|---|---|
| | LRS-1/Mo-US W2 | | | | | |
| AAD-18290 | Az Prem SSD Mngd Dsks-P15 LRS-1/Mo-US W | Azure Storage | Monthly | 2738.44 | 7% | 2546.7492 |
| AAA-45008 | Az VM Dv3/DSv3 Srs-D4 v3/D4s v3-10 Hrs-US W2 | Azure Compute | Monthly | 138.33 | 7% | 128.6469 |
| AAD-26639 | Az SQL MI GP - Strg-DataStd-10 GB/Mo-CA E | Azure SQL DB | Monthly | 90.77 | 7% | 84.4161 |
| AAD-33263 | Az SQL MI GP - Strg-DataStd-10 GB/Mo-CA C | Azure SQL DB | Monthly | 90.77 | 7% | 84.4161 |
| AAF-53677 | Az VM Dsv4 Srs-D8s v4-100 Hrs-US W | Azure Compute | Monthly | 3227.63 | 7% | 3001.6959 |

**Terms and Conditions**:

1. **ACD Discount: *3%*** *discount till end of enrollment term (3 years), barring RI SKUs and Marketplace purchases*
2. **SKU Discount: *7% discount*** *on top SKUs till end of enrollment term*
3. **ACO: USD$290k:** *Consumption Based ACO as per the given table below. The Credits will be granted at the end of each Usage Period at anniversary*

| S.no. | Usage period | Paid Usage Target | ACO requested |
|---|---|---|---|
| 1 | Upfront | NA | $10k |
| 2 | 1 Nov 2022 to 30 Oct 2023 | $1 Mil | $40k |
| 3 | 1 Nov 2023 to 30 Oct 2024 | $2 Mil | $240k |
| | **Total ACO** | | **$290k** |

4. 3 years upfront PO is mandate.
5. Customer will be billed monthly as per the actual consumption.
6. MACC EA is 3 Year agreement and cannot be cancelled in the interim period.
7. Payment Terms: 30 days from the date of invoice.
8. **Quote is valid till Oct 28th, 2022**
9. SCE enrollments commit for MACC – $3 Million over 3-year term period
10. In the event the full value of the Commitment has not been invoiced upon expiration of the Coverage Period, Customer shall pay an amount equal to the Commitment minus the total amount invoiced for Eligible Services and Offerings during the Coverage Period ("Shortfall Invoice")
11. Payment Terms: 60 days from the date of invoice
12. Crayon will act as PAL for this signed EA for 3 years
13. **Dollar PO must be released to the above mentioned Crayon Address in Page no – 3.**