# THE WORLD OF **Retail** CLOUD:
# AIN'T THAT MURKY

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VISIT IMAGINEA'S HOME          WWW.IMAGINEA.COM/CLOUD

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# YES, RETAILERS ARE MOVING TO CLOUD…

| SOLUTIONS | BENEFITS | | |
| --- | --- | --- | --- |
| | Reduce Cost | Increase Revenue | Customer Experience |
| Development & Testing on cloud | ☁ | | |
| "Out of Box" Retail Store IT from cloud | ☁ | ☁ | ☁ |
| DevOps on Cloud for continuous development | ☁ | | |
| On-Premise to Cloud migration | ☁ | | ☁ |

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# …BUT THEY ARE DISCOVERING CHALLENGES

*What they told the Information Week 2014 Private Cloud Survey*

| Integrating with existing software increases complexity | Cloud is increasing the costs and complexity of systems | Getting skilled engineers is difficult and increases risk | Managing automation is difficult, it is a whole new domain |
|---|---|---|---|
| **56%** | **34%** | **27%** | **25%** |

Imaginea can help you leverage cloud benefits faster by eliminating these challenges

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# we have you covered

- ☑ Cloud Evaluators
- ☑ Cloud Experimenters
- ☑ Active Cloud Users



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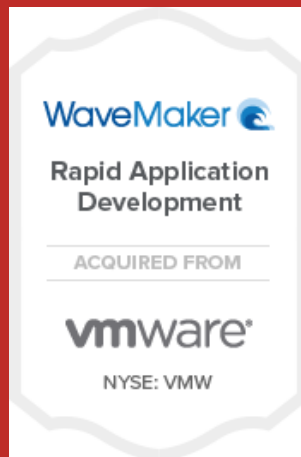
TRUST THE EXPERTS

BRING IT ON

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# A SERVICES COMPANY WITH A PRODUCT DNA

OUR PRODUCT DNA HAS WORKED VERY WELL FOR OUR CUSTOMERS AND ALSO FOR US

## Imaginea is the engineering service brand of Pramati

– *We work with the likes of Google, Tibco, Visa, and Intel*

**WaveMaker**
Rapid Application Development
ACQUIRED FROM
**vmware**
NYSE: VMW

**Qontext**
Enterprise Social Collaboration
ACQUIRED BY
**Autodesk**
NASDAQ: ADSK

**Pramati Studio**
Developer Studio
ACQUIRED BY
**PROGRESS** software
NASDAQ: PRGS

**hillview** TECHNOLOGIES
**Cloud Security Solutions**

**cloudjee**
Platform as a Service (PaaS)

**group $ave**
Save more with friends

**collegefeed**
Early Career Marketplace

**SOCIALTWIST**
Social Referral Marketing
(Est.2008)

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# IMAGINEA CLOUD SERVICES
## AT – A – GLANCE

IMAGINEA CLOUD SERVICES HELP IT ORGANIZATIONS ACROSS ALL STAGES OF CLOUD ADOPTION – FROM IDEATION ALL THE WAY THROUGH IMPLEMENTATION AND FURTHER
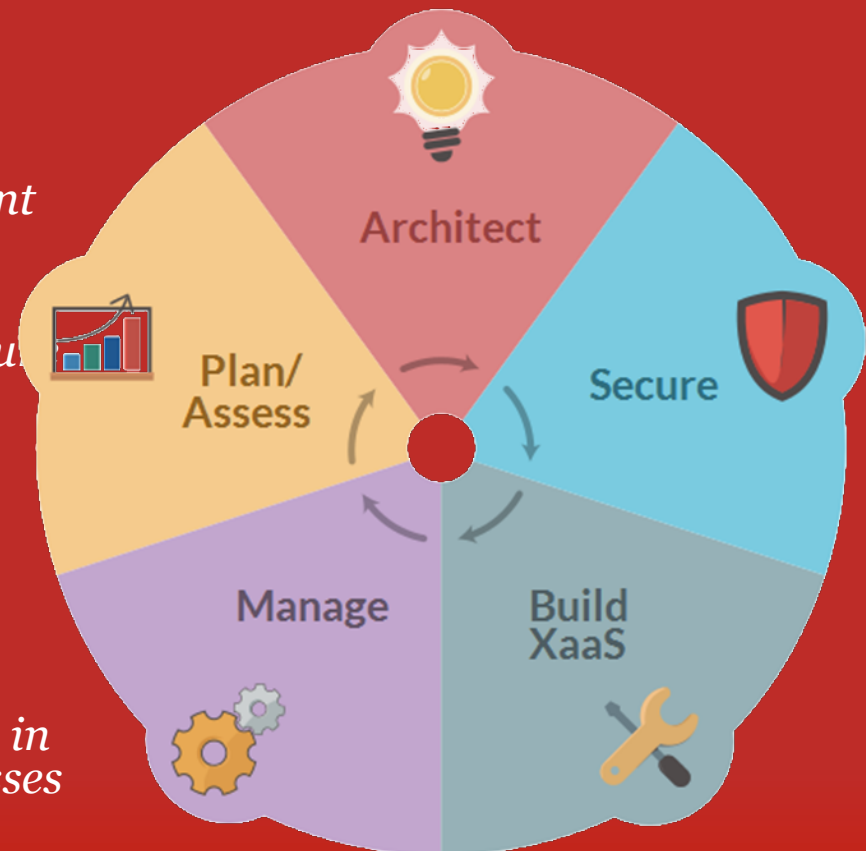
## End-to-End Cloud Engineering

– *Building a business case for cloud programs*
– *Architecting/Sizing XaaS environment*
– *Implementing & Automating XaaS environments*
– *Securing/Scanning cloud infrastructure*
– *Managing & Optimizing cloud operations*

## Our Expertise

– *Private/Hybrid IaaS & PaaS*

## Cloud Competency Centre

– *Imaginea's Cloud Competency center in Mountain View, CA and India addresses our customers cloud innovation challenges*



Architect

Secure

Build XaaS

Manage

Plan/ Assess

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# ON PREMISE TO CLOUD MIGRATION

**Relevant for**

☐ Cloud Evaluators
☑ Cloud Experimenters
☑ Active Cloud Users

**Pain Point**

- Moving production applications from on premise servers to cloud environment is risky & requires customization

**Solution**

- Imaginea's PaaS platform & rapid application development expertise helps build API's quickly meeting high performance & security requirements

**Benefits**

- Get cloud's scalability, asset cost reduction benefits quickly with no risks to your operations

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# DEVOPS ON CLOUD

**Relevant for**

☐ Cloud Evaluators
☑ Cloud Experimenters
☑ Active Cloud Users

## Pain Point

- Engineering time is lost in non value adding tasks such as environment configurations & setups, increasing TCO and time to launch. A recent study revealed only 18% of companies release applications in less a day, most take much more[1]. Also, about 30% of issues are caused due to manual configuration[2]

## Solution

- Automating manual DevOps tasks for application integration & deployment using scripting tools such as Chef/Ansible.
- Adopting an agile methodology for Continuous Integration & Deployment.

## Benefits[3]

- Productivity increase by 40%
- Deployment Management effort reduced between 30 -40%
- Software Development effort reduced by 25 – 30%
- Operations overhead reduced between 10 – 15%

1. http://www.forrester.com/Five+Ways+To+Streamline+Release+Management/fulltext/-/E-RES58422
2. ftp://ftp.software.ibm.com/software/au/events/innovate/Business_Track_2.pdf
3. http://www.wipro.com/Documents/industries/Accelerate_Application_Development_through_DevOps_Automation.pdf

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# APP DEVELOPMENT & TEST CLOUD

## Relevant for

- ☑ Cloud Evaluators
- ☑ Cloud Experimenters
- ☑ Active Cloud Users

### Pain Point

- Traditionally, IT infrastructure availability was a showstopper for IT project: Application development needed development servers to begin their task, QA needed QA servers and so on
- Over years, this has resulted in proliferation of assets with only 10%[1] of test servers being used actively. Virtualization has helped improve efficiency but with limitations

### Solutions

- An application development & test hybrid cloud supporting self-service, auto scaling and de-allocation capabilities to make resources available on demand and de-allocating unused resources.

### Benefits

- Significantly high asset utilization rates, up to 70%.
- Improved engineering efficiency through lower lead times and better infrastructure to build and test applications.

1. ftp://ftp.software.ibm.com/software/au/events/innovate/Business_Track_2.pdf
2. http://public.dhe.ibm.com/common/ssi/rep_wh/n/LBW03004USEN/LBW03004USEN.PDF

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# WHY IMAGINEA?

WHY WORK WITH IMAGINEA?

Our enterprise software heritage and history with product development; ability to build lasting products.

Our experience with highly demanding customers ensuring their success; we have the specific expertise to choreograph complex solutions and their deployment.

Our vertical expertise in Healthcare, Insurance, Retail, Financials etc.

Our Mountain View Cloud Competency Center, an innovation center for cloud technologies, customer pilots etc.

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