

Capgemini Cloud Services Brokerage



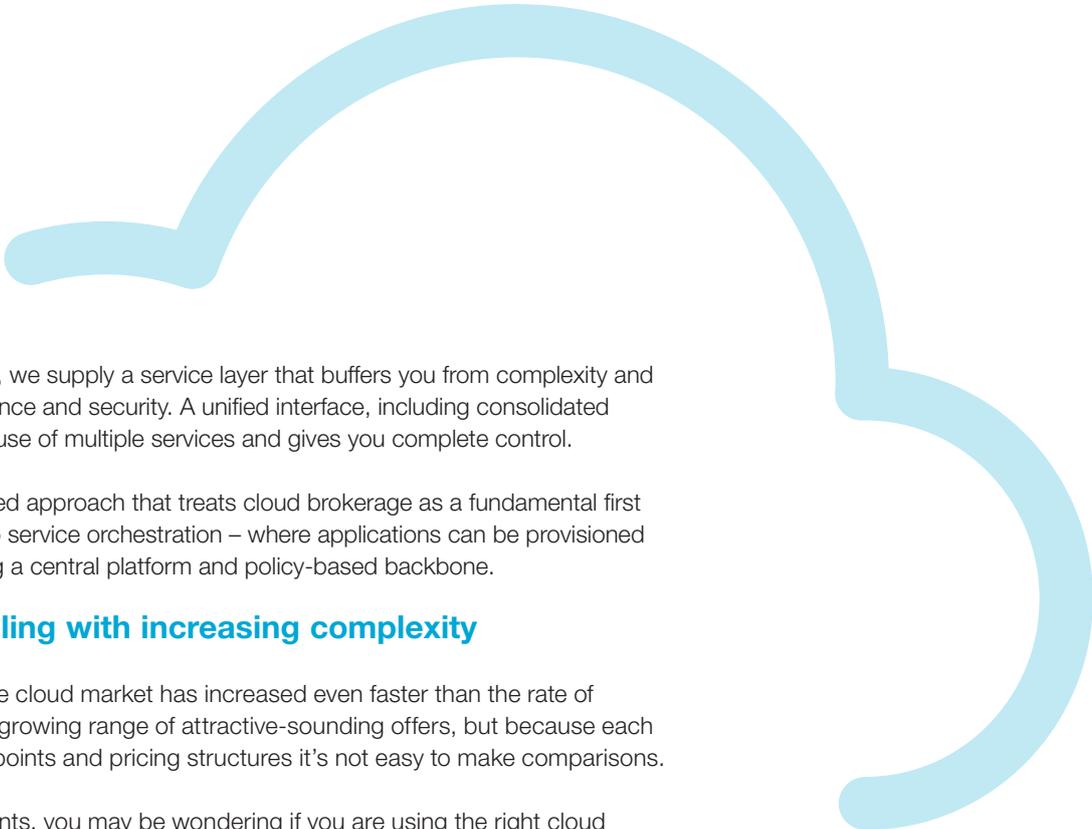
Ultimate flexibility and control for enterprise cloud users – plus infrastructure savings of up to 40%

To get the best out of cloud, you need to make sense of an increasingly complex market. You probably need to mix and match services from different providers, but you can't afford to sacrifice any of the control that you would get from a traditional prime contractor outsourcing arrangement.

Capgemini Cloud Services Brokerage (CSB) fully addresses this need for flexibility plus control.

First, we provide you with a "single pane of glass" through which to view the market and make informed choices. By referring to our catalog and using our selection engine, you can compare disparate services on a like-for-like basis. Our team of experts can help you develop and model complete solutions to ensure you get what you need.

People matter, results count.



Once you've chosen, we supply a service layer that buffers you from complexity and safeguards performance and security. A unified interface, including consolidated billing, simplifies the use of multiple services and gives you complete control.

Ours is a sophisticated approach that treats cloud brokerage as a fundamental first step in the journey to service orchestration – where applications can be provisioned by any provider using a central platform and policy-based backbone.

The need: dealing with increasing complexity

The complexity of the cloud market has increased even faster than the rate of adoption. There is a growing range of attractive-sounding offers, but because each has different selling points and pricing structures it's not easy to make comparisons.

Like many of our clients, you may be wondering if you are using the right cloud platforms. Perhaps you already have a private cloud or are looking at virtualizing your own infrastructure, but – having heard what great value services like Amazon Web Services (AWS) and Azure offer – you need to find out if they're appropriate. You may also be interested in combining various cloud services to get better value. Other typical concerns include:

- How to get the best deal if you buy directly from a public cloud provider.
- Whether you can get the enterprise-grade support services you need.
- Whether you can use a proprietary cloud from a service integrator without limiting your options, e.g. for integration with other solutions.
- Whether it's necessary to buy licenses for service integration toolsets, and how easy it will be to configure them.

The solution: Capgemini Cloud Services Brokerage (CSB)

Capgemini CSB brings simplicity and transparency to a disrupted market so that our clients can get the best deals. We draw on our history of service integration to help you understand what is on offer, compare options meaningfully, and put together a service that will work for you. Then we make sure that you get the best out of your chosen solution, providing additional services such as performance management, security and consolidated billing.

Help with choosing the right services

We have two main tools to help you put together the right infrastructure solution.

Brokering platform

We have built a catalog populated with standardized service descriptions, which means that different providers' offers (including private as well as public cloud options) can be objectively compared. It's very much like using an insurance comparison site: you can view the whole market through a single pane of glass.

Our selection engine helps you put together the right service with the right attributes. For example, you might need certain data to be stored in a specific country – you can instantly see whether a service provides that and how it compares with other services in terms of price and other attributes.

Infrastructure expertise

Our experts can work with you to model different solutions so as to establish which one best meets a given need. We can also ensure that a proposed solution satisfies particular constraints. For example, you may intend to turn a service off on Friday and reactivate it on Monday to avoid paying for it over the weekend. We can confirm whether your chosen platform will allow you to do this without losing data when the service is reactivated. We can also check that your security requirements are met and answer any other queries you have.

Working with our experts, you can use our brokering platform to build a complete bill of materials which can then be adjusted to meet pricing constraints. Suppose the initial specification leads to a solution that costs \$20k/month, but the budget is \$15k/month – you can experiment with reducing the size of machines, changing the network connection, or reducing the support level until you get an acceptable solution at an affordable price. Once you have established your preferred solution, you can order it via our brokering platform.



A service layer to get the best from your chosen solution

Just as we provide a single pane of glass for selecting the right solution, we also give you one pane of glass for monitoring and managing the solution seamlessly once it's in use. This "service layer" enables visibility of the overall cloud infrastructure while shielding you from the complexity of the individual underlying elements. It gives you a simple, straightforward interface to all of them.

You can get all the services that you would expect from traditional outsourcing services that are not always available from cloud providers, who are often geared up to selling capacity and not much more. We can provide a full service desk to resolve your users' issues – you don't have to worry about which service element is being provided by whom. We can also take care of operation, implementation and onboarding.

Our service guarantees you a seamless journey from a conventional data center to the cloud, and later from one cloud provider to another – there's no risk of "dropping off a cliff" on the way.

As a broker, we can provide services that are not always readily available from public cloud providers including:

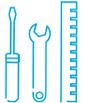
- Architecture design
- Choice of partner and location
- Enterprise levels of integrated management, assurance and support
- Choice of technical preferences
- Consolidated provisioning and self-service
- Consolidated billing: you get a single invoice for all the service providers that you use, making it easy to see what you're paying
- Single sign-on

Service and customization to suit your needs

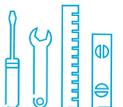
You can choose from three major variants of our CSB service layer.



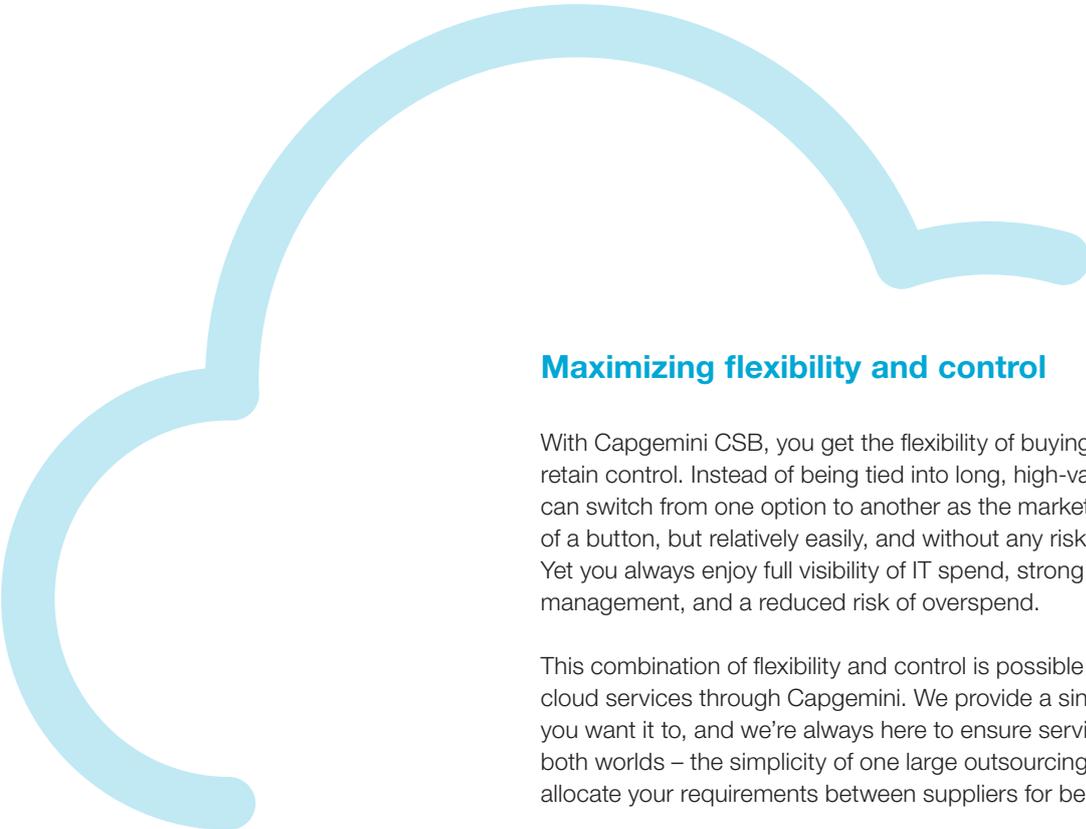
Infrastructure-as-a-Service (IaaS) gives you a simple cloud infrastructure with essential support services and one reported SLA for availability of up to 99.9% (depending on choice of infrastructure and architecture). This is ideal for non-critical workloads, and for test and development environments.



IaaS Plus couples cloud infrastructure with a range of management services providing comprehensive infrastructure support, including multiple SLAs and associated reporting. This variant suits a range of purposes, including many production environments.



IaaS Niche provides the cloud infrastructure of your choice, a full range of management support services, and specialist service overlays that address issues like security according to your organization's exact requirements. This is the right option for complex environments requiring non-standard services, and for those where compliance and regulatory requirements dictate that, for example, data is held in a specific location.



Maximizing flexibility and control

With Capgemini CSB, you get the flexibility of buying “as-a-Service”, but you also retain control. Instead of being tied into long, high-value outsourcing contracts, you can switch from one option to another as the market evolves – not quite at the touch of a button, but relatively easily, and without any risk of losing service continuity. Yet you always enjoy full visibility of IT spend, strong governance and budget management, and a reduced risk of overspend.

This combination of flexibility and control is possible because you’re buying your cloud services through Capgemini. We provide a single vehicle that works the way you want it to, and we’re always here to ensure service integrity. You get the best of both worlds – the simplicity of one large outsourcing contract plus the freedom to allocate your requirements between suppliers for best results.

Other benefits you can expect from Capgemini CSB include:



- **Better-informed choices:** We match the best providers and services with the business needs – no matter what your business is.



- **Greater speed:** You get a faster order-to-market pathway to generate business revenue sooner.



- **Lower cost:** We can help reduce infrastructure costs by 20-40%, also improving procurement management with pre-authorized purchase options.



- **Enterprise-strength security and assurance:** We maintain the same security, integrity and service levels you would expect from traditional outsourcing.



Why Capgemini as a CSB partner?

Unlike some of our competitors, we offer a true brokering service, not just an automated way of accessing cloud services. Our brokering platform offers a “compare the cloud” capability across price, capacity, security and other architecture attributes, via a self-service portal that shows all your options in a single window. These capabilities are complemented by expertise in all the key technologies to help you make the right choices and then get the best out of them.

We are technology agnostic so you can rely on getting impartial advice. However, our network of partnerships with leading cloud providers enables us to give you easy access to the best service for your needs, wherever in the world the provider is based – and a single way to access it all. We’re continually expanding our coverage, both vertically in terms of richness of functionality and horizontally in terms of the choice of worldwide providers. Current partners include AWS, CenturyLink and Terremark. We’re also assessing services including Azure, Skyscape and VMware vCloud Hybrid Services, and planning to expand coverage to Capgemini Private Clouds, SkySight and niche regional players.

These partnerships drive related benefits such as lower cost: through our volume and commitment, we can often generate discounts that an individual client would not be able to negotiate. You get charged for your consumption at the prices prevailing on a given day, so there’s no risk of missing out on discounts offered by cloud providers.

The service layer that we add to your cloud platform ensures a price-performance ratio and standard of care that you might not achieve if you bought directly. This is possible not just because of our expertise but also because of our strong relationships with the providers.

We can also offer a range of services to complement CSB. These include help with cloud strategy definition, assessment of your applications portfolio to identify candidates for migration to cloud, preparation for migration itself, and planning for the harmonization of cloud and legacy services.

We appreciate that what many clients are aiming for is full service orchestration: a scenario where it’s possible to have applications provisioned by any provider, using a central platform and policy-based backbone to enable seamless switching. We see CSB as a fundamental first step in the journey towards service orchestration, and have built our brokering platform to drive that journey as soon as the market is ready.



Ultimate **flexibility** and
control for enterprise
cloud users – plus
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About Capgemini

With more than 130,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2013 global revenues of EUR 10.1 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Learn more about us at

www.capgemini.com

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