

CSS

Cybernet - SlashSupport

Optimizing Data Center Operations and Investments

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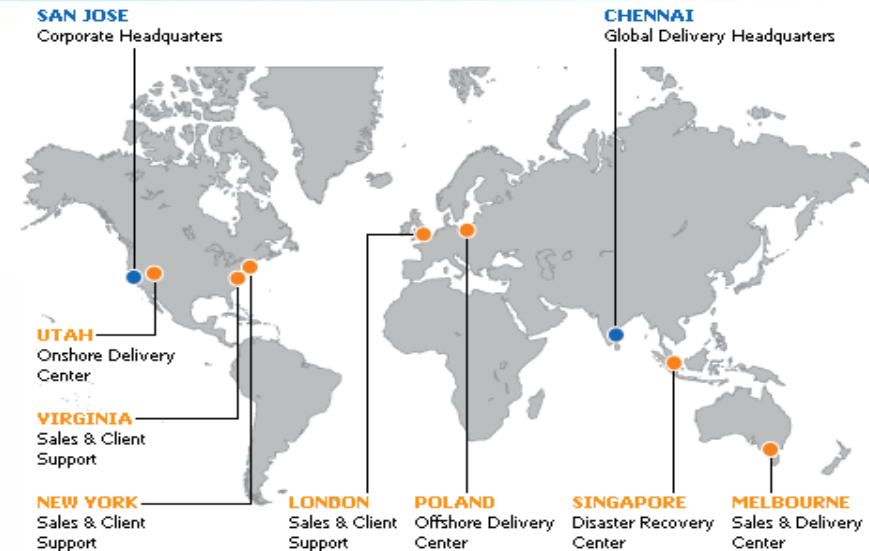
Washington, DC
April 30, 2009



Company Overview

DNA

- 100% referenceable customers
- 100% referenceable transactions
- Long term, valued partnership
- Sole focus on Technology Operations
- Process innovation as the value drivers



- 10+ years of Infrastructure, Technology Operations Management and Service Desk Delivery Experience
- Over 50+ engagements across multiple market segments, demographics and verticals
- 70% of Revenue from repeat business
- Robust Technology Infrastructure
- SEI CMMi Level 4 & ISO 9001:2000
- 4,500+ resources
- 10+ Global Delivery Centers
- Validation (100% client retention)
 - Leading Thought Leader in Outsourcing Value Chain – Forbes Dec '06
 - Innovator in Self-Help Tools – Wall Street Journal Nov '06
 - #1 Mid Market ITO Provider – Black Book of Outsourcing 2006 & 2007
 - Forrester Mid Tier IM Provider – 2007

Infrastructure Operations & Management

Remote Infrastructure Management <ul style="list-style-type: none">▸ Applications, Servers, Storage▸ Databases, Networks, Security▸ Outsourced NOCs	Remote Desktop Management <ul style="list-style-type: none">▸ Remote Troubleshooting, configuration▸ Virus, patch management	IT Helpdesk Services <ul style="list-style-type: none">▸ Multi-channel - voice, web, chat▸ Application support, desktop support▸ Outsourced Turnkey Helpdesk / Service Desk
Business Analytics / BI <ul style="list-style-type: none">▸ Deployment of BI tool▸ Data Feed aggregation▸ Custom Analytics and actionable Intelligence▸ Capacity Planning	Core Service Offerings	Messaging Services <ul style="list-style-type: none">▸ I Planet,▸ Lotus▸ Exchange
Performance Testing Services & Virtualization <ul style="list-style-type: none">▸ Load Testing of Applications▸ Consolidation / Virtualization planning / implementation	Network and Systems Management Services <ul style="list-style-type: none">▸ Development, deployment and support of Network Management and Operational Support Systems▸ Includes COTS as well as Open Source Solutions	

100% referenceable customers

CSS
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Google™

real.

Cisco
webex

Atlas Copco

ROKU™

VIACOM

Comcast.

at&t

>operative.

Sun
microsystems

TOMMY HILFIGER

atg.

macrovision

NTT Communications

blue vector

Goldman
Sachs

glob@t.com®
WEB HOSTING MADE EASY®

Novatium
Computing for the next billion

Splice
COMMUNICATIONS

Virgin
america

Meru
NETWORKS

bmcsoftware

NAVIC
networks

KEYNOTE
The Mobile & Internet Performance Authority™

Bb
Blackboard

SMC
Networks

Alcatel-Lucent

NORTEL

Juniper
NETWORKS

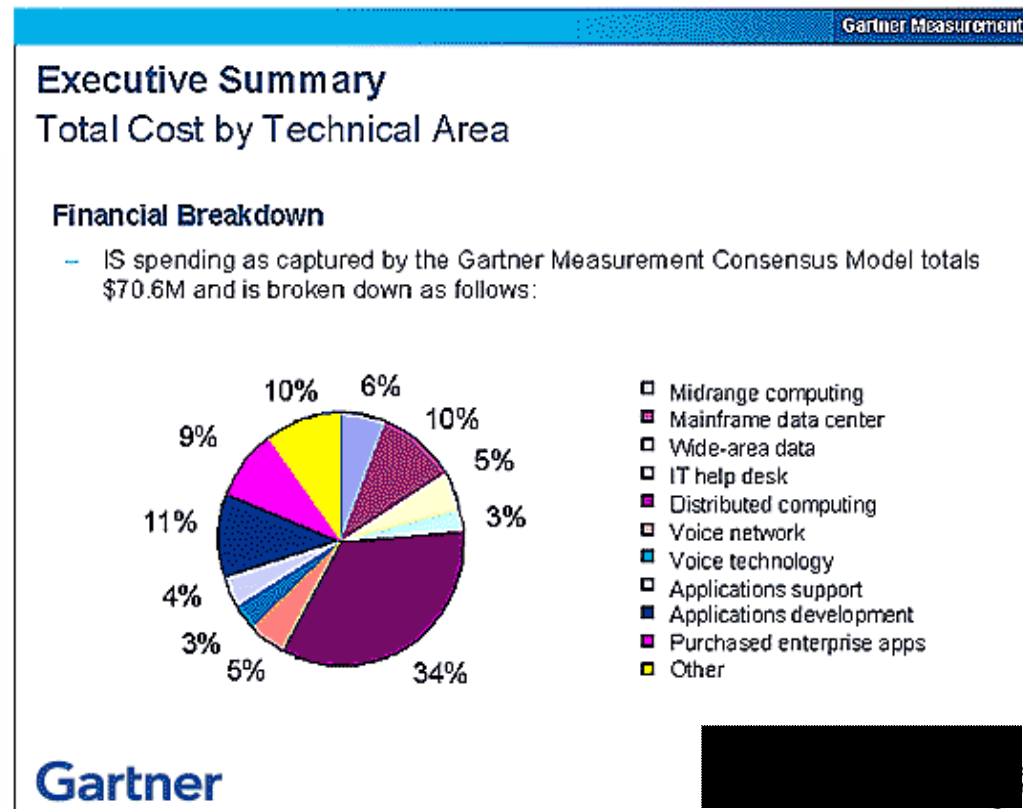
ServePath.

Data Center Operations Costs

Data Center Costs

- 30-44% of IT Spend associated with Data Center Operations
- Power Costs have increased 30% in last 5 years
- 24 x 7 Monitoring and Management Costs decreasing

Source: 1 Gartner Inc, 2 CSS Customer Survey
3 CSS Customer Survey



Rationalize, Optimize, Innovate (ROI) Approach

Rationalize

- People
- Process
- Technology
- Skills realignment and utilization
- Customer centric & revenue enhancing process implementation
- Technology usage analysis, Tool utilization, IT asset inventory analysis and redeployment

Immediate gain

Lower costs, better assets utilization, better SLAs

Optimize

- Base lining
- Benchmarking
- Optimization framework
 - Application
 - Infrastructure
 - Support
- Guaranteed performance improvement
- Moderate investments needed

Further improvement

Improved Reliability, Scalability, Availability, further cost benefits

Innovate

- Automation tools to drive efficiency
- Technology Platform based solution rather than people based offerings
- Knowledge engineering to redefine aspects of how people, process and technology are used innovatively
- Extensive use of Open source tools to lower TCO

Strategic advantage

Market repositioning, New service offerings, Faster time to market, Quicker ROI

Most client engagements constructed with GAIN SHARE based on SLA / PRODUCTIVITY Benchmarks

Rationalize: Data Center Power and Cooling

Data Center Power and Cooling Analysis

- Hot Aisle / Cold Aisle
 - Bypass air
 - Hot air recirculation,
 - Hot air contamination
 - Hot spots
- Power Consumption Analysis
 - Orphan Systems

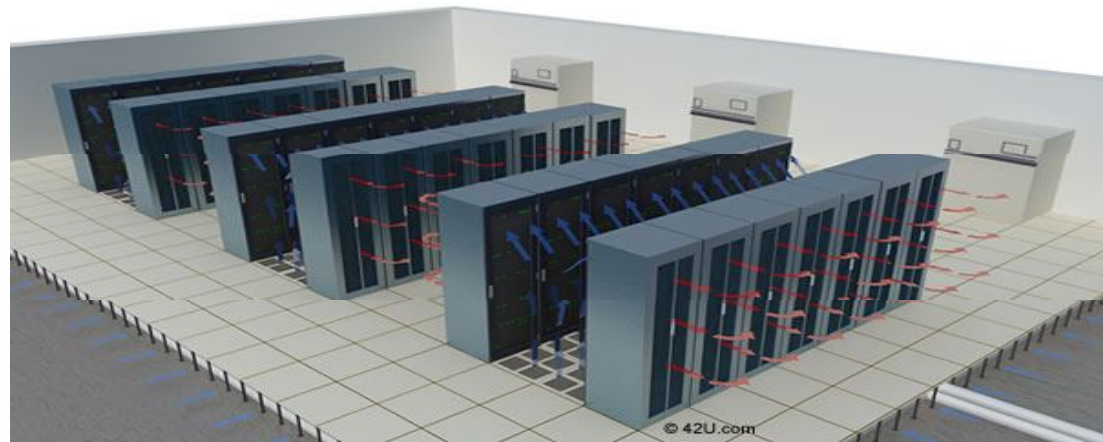


Figure: Hot Aisle / Cold Aisle (Robert Sullivan, an Uptime Institute scientist, advanced the concept of hot aisle/cold aisle, data center layout)

Rationalize: Server / Application Consolidation

Server / Application Consolidation

- Risk assessment - identifies risk points in existing infrastructure
- Multi-strategy analysis process - databases, middleware (on residual) - virtualization, OS stacking, zones (on residual)
- Lifecycle-specific approaches - in-place "scavenging" onto existing gear - refresh-based analysis (onto hypothetical efficient server models)

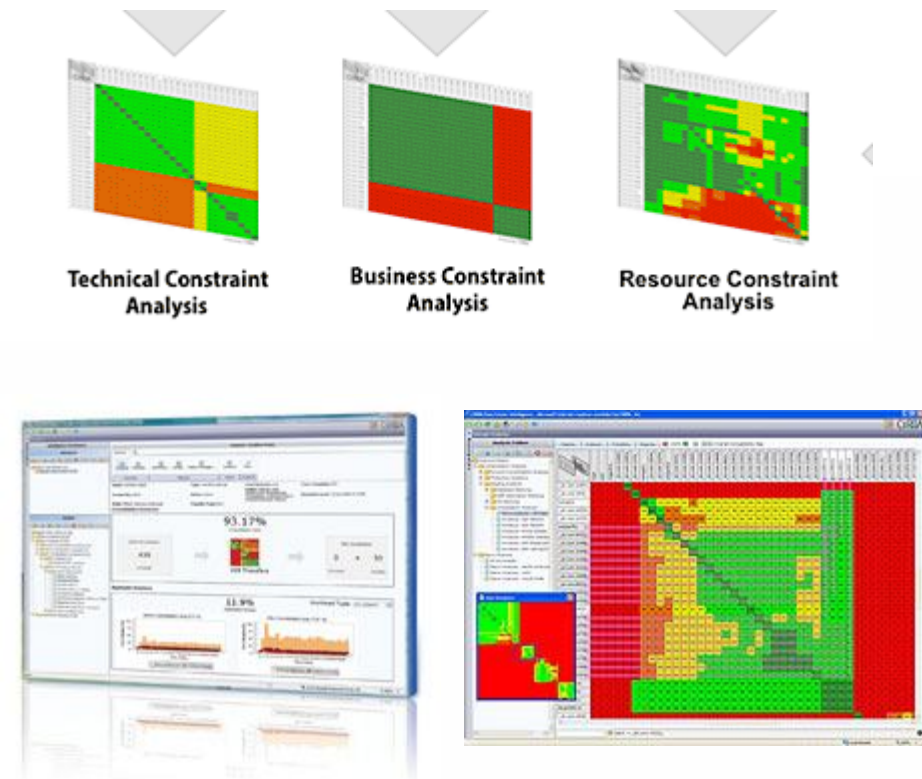


Figure: Application and Server Consolidation Modeling (Cirba Inc)

Rationalize/Optimize: Shift Left Operations



	At Launch	12 mos	24 mos
Business			
Elements Under Management	4000	20000	100000
Data Centers		multiple	
Geographies	3	3	3
Workforce Area		US, APAC, EMEA	
% Operational Staff with CSS	3%	50%	65%
Operations			
Noise Alerts as % of Total Alerts	27%	25%	25%
Resolution at Tier 1	25%	45%	65%
Resolution at Tier 2	35%	35%	15%
Resolution at Tier 3	40%	20%	20%
Alert Response Time	15 mins	5 mins	3 mins
Mean Time to Resolve (MTTR)	15 mins	10 mins	8 min
MTTR Standard Deviation	10 mins	4 mins	2 mins
Financials			
Cost of T1 Transaction	\$5.71	\$4.71	\$4.40
Cost of T2 Transaction	\$50.00	\$35.00	\$12.00
Cost of T3 Transaction	\$212.00	\$153.00	\$50.00
Operating Expense / Rev(%)	33%	25%	22%

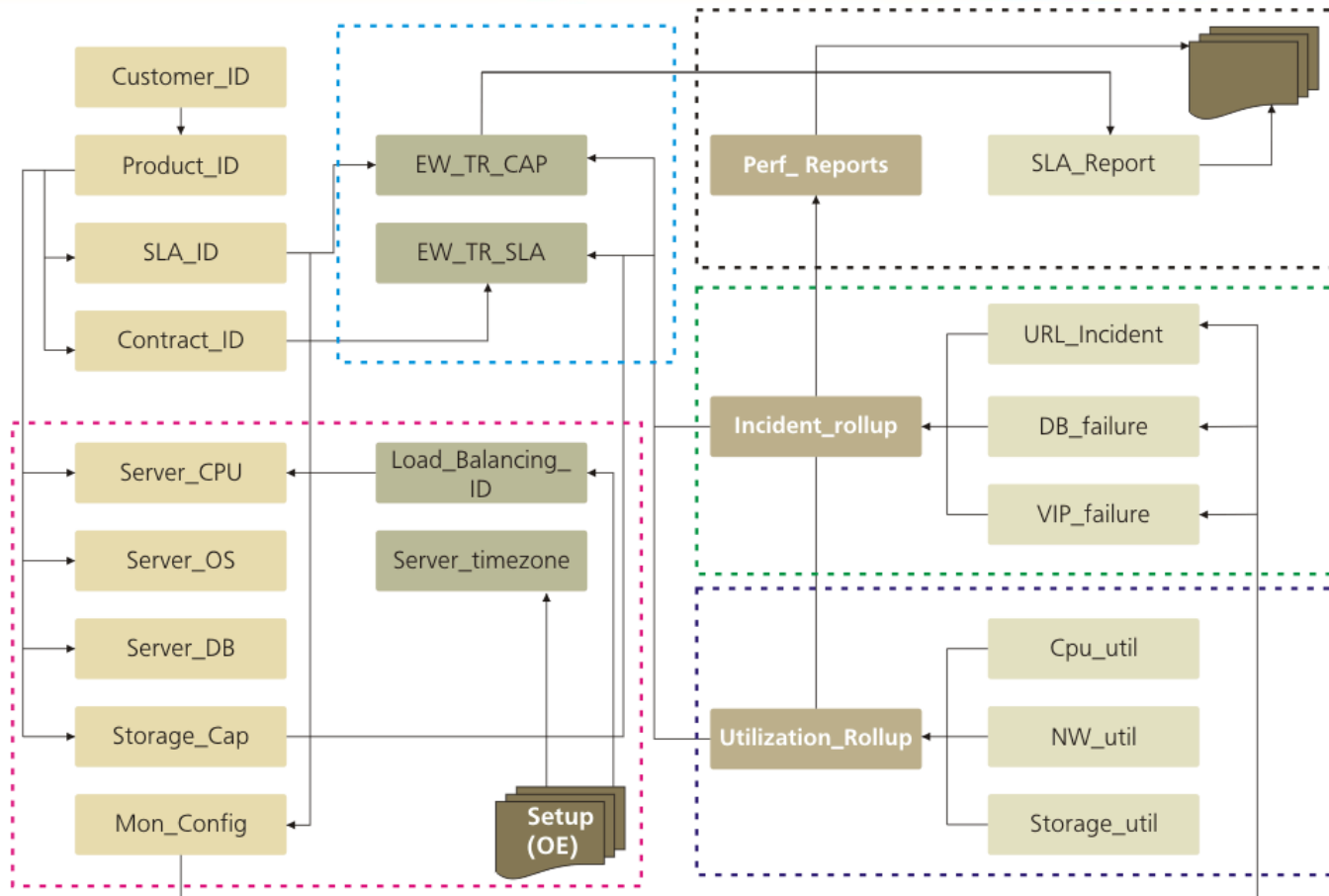
Source: Cybernet-SlashSupport, Customer

Notes: Includes change management, incident and problem management activities

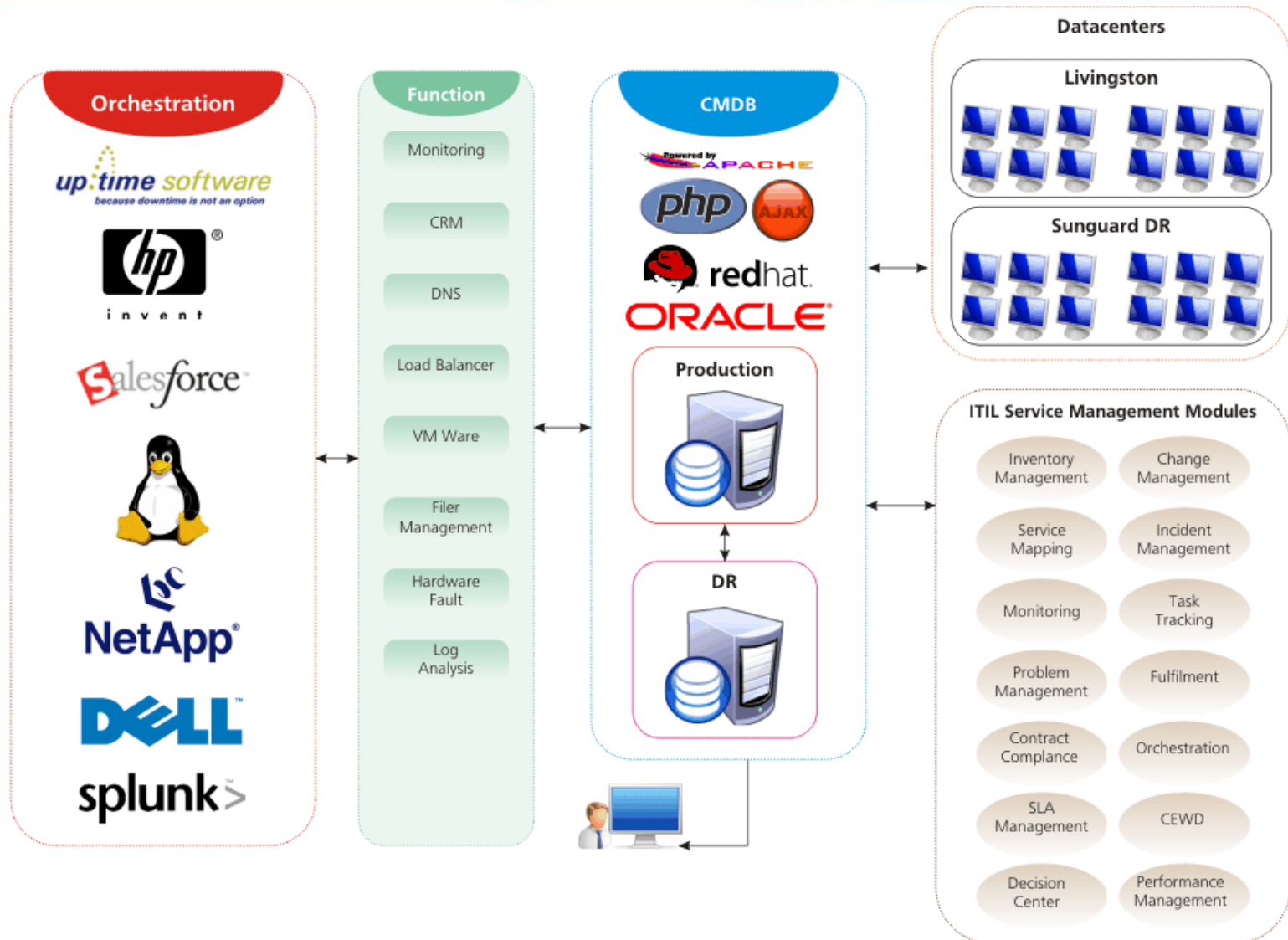
Optimize: ITIL / IT Service Management and Process Development

Tools Development	Practitioner	Organization
<ul style="list-style-type: none"> ▶ ITIL / ITSM Based Tools development <ul style="list-style-type: none"> ▸ 4+ years ▸ BMC / Marimba ▸ CMBD ▸ Incident Manager ▸ Orchestration Engine 	<ul style="list-style-type: none"> ▶ 20 + Infrastructure Management Contract Engagements <ul style="list-style-type: none"> ▸ Service Delivery Processes ▸ Service Support Processes 	<ul style="list-style-type: none"> ▶ 3+ years since embracing ITIL for Incident, Change, Problem Management
<ul style="list-style-type: none"> ▶ ITIL / ITSM Based Tools Integration / Customization <ul style="list-style-type: none"> ▸ 4+ years ▸ HP OV / HP SD ▸ Atrium / Remedy 	<ul style="list-style-type: none"> ▶ Multiple Service Strategy / Service Design / Service Transition Engagements 	<ul style="list-style-type: none"> ▶ Recent Addition of KM Management
	<ul style="list-style-type: none"> ▶ 3+ years of ITIL based delivery, 2-3MM incidents handled per years 	<ul style="list-style-type: none"> ▶ ITIL Based Service Desk Consolidation servicing 5000+ employees globally
		<ul style="list-style-type: none"> ▶ 95% + CSAT
		<ul style="list-style-type: none"> ▶ Business Impacting events down 90+%
		<ul style="list-style-type: none"> ▶ T2R at ~12 minutes

Optimize: ITIL process based cmdb



Innovate: Orchestration



Innovate: Cloud Based Computing

Corporate Productivity Application

SmartDig - a centralized email archival, indexing, search & retrieval solution available as a service

CloudBuddy - a free tool that creates your 'Virtual Desktop' on the Cloud

Payroll - automated payroll processing on EC2

Platforms

CloudTestGo - an on-demand performance testing solution that enables Load testing of applications including web & non-web and services deployed in the Cloud

SmartEC2 - an ANT based automated deployment tool, designed for cloud environments. It supports custom scripts for developers to customize their deployment according to their application need.

Cloud Services

GoGrid - cloud based virtual servers, orchestration and support

Stratascale - On-demand hosting support operations

Cordis - Cloud based BPM offering support

Cloud Initiatives Driving 5-10% Data Center Cost Reduction in Year 1, with payback in 7-8 months

Server / Applications

- Virtualization and Infrastructure Optimization
- Server / Application Analysis
- VMware, Citrix Xensource product deployment and management
- Higher server utilization
- Fault Isolation
- VM Security
- Optimize licensing cost
- Centralized management and deployment

Network & Storage

- Transparent Sharing Of Network Equipments
- Improves Security, Flexibility & Reliability
- Guaranteed resource and role based access
- VLAN implementation
- Deliver using COTS (Ex: Cisco SONA)
- Enable Reuse of Network-Based Services

The logo for CSS, featuring the letters 'CSS' in a stylized, blue, italicized font.

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Thank You