

Appirio \$1 Million Dollar Cloudsourcing Guarantee—Program Details

Program Introduction

Appirio is so confident in our approach to Cloudsourcing that we guarantee at least \$1 Million in annual TCO savings. Appirio will work with you to put together a business-case roadmap to move entirely to the cloud. If you decide to outsource the execution of that roadmap to us, we'll manage the migration of your entire IT infrastructure to a pre-integrated suite of leading cloud applications and platforms. When we're done, you'll spend at least \$1M less than you would have with your on-premise infrastructure. If you don't, we'll make up the difference. We'll manage your IT for free, investing up to a million dollars of our cloud expertise to make the situation right.

Eligibility

In order to qualify for the Appirio Guarantee, you must meet all of the following qualifications:

- Be willing and able to move your business entirely to the cloud
- Be able to bring together your IT and business leadership to work with Appirio to build and execute a roadmap to the cloud
- Have more than 500 employees and current IT Spend (defined below), including Software, Hardware, Personnel, and Outsourcing, of \$5 Million or more

Engagement Process to Qualify for the Guarantee

If you are eligible, here's process you'll go through to start our engagement and qualify for the guarantee:

- Appirio will schedule a 1 hour call with you to walk through the cloudsourcing engagement process and determine whether there's a good fit.
- If there's mutual interest, Appirio will conduct a free workshop with business and IT leadership to provide an overview of cloudsourcing and assemble a plan for moving forward.
- Customer then engages Appirio's Cloud Strategy team to assess your current IT environment in detail and size the business benefits of moving to the cloud. You must provide access to your IT and business leadership to support this process.

- Appirio will develop a business case-driven Cloud Roadmap. The business case will articulate the annual TCO savings and identify areas of savings across software, hardware, personnel and other IT cost areas.
- Customer will review and approve the business case and roadmap, and decide whether to engage Appirio Professional Services and purchase Appirio Products to execute the roadmap. The exact products and services will be defined and scoped in a Statement of Work prior to engagement.
- Customer must migrate systems and phase out the existing environment based on the mutually agreed upon cloud roadmap and migration plan. Any major changes to the plan will need to be reviewed and agreed to by customer and Appirio.

TCO Savings Definition and Measurement

Appirio uses the following definition of IT spending, based on Gartner's definition:

- Annualized costs on a "cash out" basis and includes Capital spending, Operational Expenses but not depreciation and amortization
- From resource perspective includes: Hardware, Software, Personnel (including travel, benefits, training, facilities burden), Consulting/Outsourcing
- From IT domain or activity perspective includes: The data center (servers, storage etc), client devices (desktops, laptops, PDAs, smartphones), voice and data networks (including but not limited to voice and data transmission, fixed and mobile telephony, remote access services, internet access services), help desk, application development and maintenance

Appirio will conduct all calculations of TCO savings. We will calculate TCO savings as follows:

- **On-premise TCO** equals projected Total IT Spend (as defined above) that would have been spent on your on-premise IT infrastructure
- **Cloud TCO** equals the Total IT Spend (as defined above) once the migration to the cloud has been complete and the on-premise systems and infrastructure has been phased out
- **TCO Savings** = On-Premise TCO—Cloud TCO for a 1 year period

Scope of Guarantee

If we determine that the 1 year TCO savings on or before we complete your migration to the cloud is less than \$1M, then you are entitled to the guarantee. We'll do everything we can to make up the difference: We'll manage your IT for free, investing up to a million dollars of our cloud expertise (products and services) to make the situation right.

Of course, there's some fine print: Determination of savings rests solely with Appirio. In the event that Appirio determines that the savings target has not been met, Appirio has the discretion to determine how to remedy the discrepancy, including but not limited to partial or complete refunds, new products or services, or other remedies that Appirio may choose, with a list price of \$1 million. Terms of this Promotion are non-negotiable. And false or misleading information submitted during roadmap development process makes you ineligible for the guarantee. Appirio reserves the right to change the terms and requirements of the \$1M Guarantee at any given time without notice. Appirio's sole and exclusive liability and Customer's sole and exclusive remedy under this Promotion is the non-payment for the products and professional services delivered by Appirio.

Guarantee Availability and Timeframe

The Appirio \$1 Million Dollar Guarantee is available for companies in the United States of America. The guarantee is non-transferable. The guarantee program starts on April 22, 2010 and is open until midnight Pacific Time on October 31, 2010 or when Appirio withdraws the guarantee, whichever is earlier. Customers must complete the Cloud Roadmap and Business Case assessment by December 31, 2010.

How to sign up for the Appirio \$1 Million Dollar Guarantee

To get started, fill the quick form at www.appirio.com/1Million

Appirio (www.appirio.com), a cloud solution provider, offers both products and professional services that help enterprises accelerate their adoption of the cloud. With over 2500 customers, Appirio has a proven track record of implementing mission-critical solutions and developing innovative products on cloud platforms such as salesforce.com, Google Apps, and Amazon Web Services. From offices in the U.S. and Japan, Appirio serves a wide range of companies including Avago, Hamilton Beach, Japan Post Network, Ltd, Pfizer and Qualcomm. Appirio was founded in 2006, is the fastest growing partner of salesforce.com and Google, and is backed by Sequoia Capital and GGV Capital.

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