

Appirio Cloudsourcing

Current Situation

Today, enterprises in every sector are figuring out how to do more with less. More than ever, there is a need for innovation and agility. IT leaders are looking to Cloud Computing to deliver much needed innovation with minimal capital expenditures. This is driven by the compelling business case for Cloud Computing—shared infrastructure that allows IT to address emerging business requirements 2–5x faster at 30–40% lower cost.

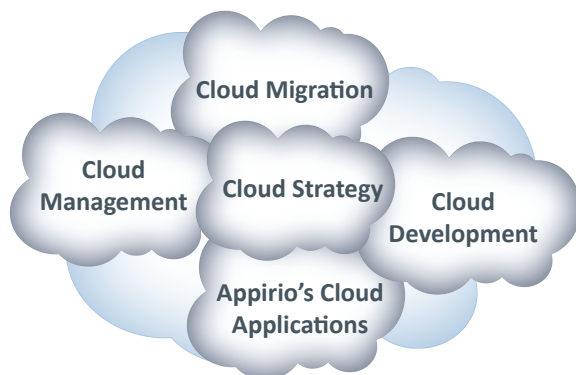
As a result, more and more CIOs are “thinking big” about the cloud. But this requires CIO’s to answer a host of questions: What is my roadmap to move applications to the cloud? How do I manage this transition? What are the risks and how do I mitigate them? How do I govern a cloud-based architecture? To help them answer these questions, CIOs need a new type of partner.

Introduction to Cloudsourcing

Welcome to Cloudsourcing: Sourcing complete solutions to run your business from the cloud—by knitting together cloud applications, cloud platforms, and cloud infrastructure. If you are spending more than 5% of your revenue on IT and are looking at ways to reduce the spend while delivering innovation, we have a solution for you. Appirio can help you reduce your IT spend by 30 to 50% and improve alignment with your business objectives by moving your entire IT infrastructure to the cloud. In the process, we’ll support your business’s growth through world-class innovation coming from the clouds of Salesforce, Amazon, and Google.

Appirio Cloudsourcing Solution

Appirio offers a set of products and professional services that make cloudsourcing possible.



Cloudsourcing Benefits

Lowered TCO: With Cloudsourcing, entire categories of spend will go away—no more VPN, Firewall, DMZ costs, no more rack space to build/rent, no more datacenter power and cooling costs. Cloudsourcing enables a 30–50% reduction in TCO by dramatically lowering your hardware and IT personnel costs.

Improved Business Agility: Deploying and managing legacy on-premise applications mean you live in a world of lengthy requirements gathering/analysis and prolonged development, testing and release cycles. Cloudsourcing delivers a set of pre-integrated applications that make it possible to move quickly to meet the needs of the business. IT can finally enable business agility instead of inhibiting it.

Improved User Effectiveness: By knitting together the cloud applications that you use to run your business, your users will have the right information at the right time to make the right decision for your business.

Lowered Risk: Appirio will manage the entire migration to the cloud, enabling you to focus on what’s unique to your business. Based on our expertise gathered from working with 150+ enterprise customers, we will help you mitigate your technology and business risks and ensure value capture.

Appirio Cloudsourcing Solution

Appirio's Cloudsourcing solution includes:

Pre-integrated Cloud Suite: The foundation of Appirio's Cloudsourcing solution is a pre-integrated Cloud Suite. The combination of Salesforce CRM to manage your customers, Google Apps to collaborate and in certain verticals Appirio PS Enterprise to manage your people, projects and financials, gives you a highly elastic, cost-effective, agile—and serverless—technology foundation for your business.

Cloud Strategy Services—Executive consulting services to answer how and why you should move to the cloud: Appirio will begin every Cloudsourcing engagement by working with your IT and business leaders to develop a business-case driven Cloud roadmap.

Cloud Migration Services—Plan and execute the migration of your current IT to the cloud: Appirio will execute your Cloud roadmap and migrate your entire IT infrastructure to the cloud. Our services include discovery, process modeling, integration, customization, data migration, deployment, and training/change management.

Cloud Development Services—Ongoing application development and extension: Appirio will build custom cloud applications to support your company specific business processes. Appirio specializes in agile development on cloud platforms like Salesforce's Force.com and Google's App Engine. We are the extension of your IT team—in the cloud.

Cloud Management Services—Ongoing management of your cloud-based IT environment: Appirio leverages a certified team of onshore and offshore resources to deliver ongoing, subscription-based management services in three areas:

- **Maintain:** Centralized administration and support of business rules, workflows, reporting and content
- **Enhance:** Enhancements to leverage the platform and optimize existing components and configurations
- **Monitor:** Upkeep and monitoring of integrations across cloud and on-premise applications

Getting Started

For more information, email cloud@appirio.com or visit www.appirio.com/cloudsourcing

Why are we so confident in the Cloudsourcing approach?

This is how we run our own business—as a serverless enterprise. Over the past 2 years, we've grown our business 400%, while spending 50% of Gartner benchmarks for IT spend, and have no capital tied up in IT infrastructure. We've experienced the benefits of running our entire business in the cloud, and work with customers every day who are taking steps in that same direction.

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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