

Appirio Cloudsourcing for Professional Services

Current Situation

Running a productive professional services organization is challenging: growing your business in the face of global competition, putting effective processes in place to service your demanding client base, and ensuring effective collaboration across globally dispersed teams is difficult even in the best economic climate. Being successful in today's environment requires relentless focus on your core competencies.

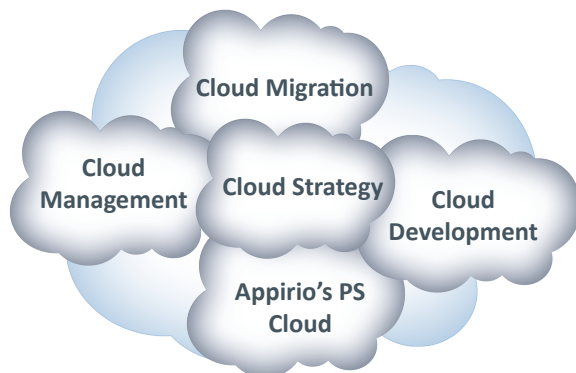
For many services businesses, IT operations is not a core competency. Running a data center is becoming more and more like operating a nuclear power plant—something best left to the experts. What if you could build your business on a pre-integrated set of cloud-based applications that can help you attract and serve clients better? What if you could lean on experts to migrate and manage your entire IT infrastructure in the cloud?

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 looking for ways to reduce your IT spend while delivering innovation that will help you serve your customers better, 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.

Appirio Cloudsourcing Solutions for Professional Services Organizations

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: Appirio's Professional Services Cloud tightly integrates the solutions to manage your customers, projects, people and financials which helps you close the loop across project sales, staffing and delivery. And, with Social PS Enterprise and PS Connect, you can enable collaboration of your teams and make your applications "social".

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 for Professional Services

Appirio Cloudsourcing solutions for professional services organizations includes:

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

Cloud Strategy Services—Executive consulting services to answer how and why you should move your infrastructure 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. We collaborate using Google Apps, run our sales and support processes using Salesforce CRM, and manage our people, projects, customers and financials using PS Enterprise, our end-to-end services management application built on Force.com.

The results? We've grown our business 400% over the past 2 years, 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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