Wipro iStructure Infrastructure as a Service (IaaS) BattleCard

EMC² BUSINESS PARTNER

WIPRO Applying Thought

SOLUTION OVERVIEW AND VALUE PROPOSITION:
Today's enterprises must be responsive to change. They need to engage in technology transformation across infrastructure, applications and business processes. From cloud and virtual compute to physical servers and enterprise storage, businesses must address their enterprise cloud requirements.

Designed, implemented & delivered by Wipro DCS (Data Centre Services Division) and powered by EMC² infrastructure, **iStructure** Infrastructure as a Service (IaaS) is a global computing platform that delivers compute, storage, recovery, network, security, and other services in an automated, consumption-based model that can be customized for internal Line of Business (LOB) users.

TARGET CUSTOMER:
- Large- and medium-sized companies with complex digital and IT strategies for re-platforming enterprise workloads, hosting corporate applications, and migrating and deploying applications.
- Companies with an open systems environment that could benefit from a higher degree of virtualization and consolidation.

TARGET PERSONAS:
- **IT:** Corporate IT Management, IT Operations and Security, application owners.
- **Sales/Marketing:** CMO, VP of Digital Marketing, VP/Director. of Online Retail/e-commerce, Line of Business leads.
- **Finance:** CFO, FP&A Manager.

CUSTOMER PAIN POINTS:
- IT investments require high CAPEX and OPEX outlays.
- Staff does not possess the right skills to manage IT projects, or resources are limited.
- Organizations don't have the funding or resources to build their own secure and robust computing platform.
- Provisioning of storage and compute across departmental projects and LOB/functions is inefficient.

- Test/development environments are inadequate.
- Server, backup, and recovery environments are siloed and inefficient.
- Service levels for servers, networks, and storage are not being met in the required timeframe.

MAIN OBJECTION:
- *"How do we know that service levels will be met?"*
  Answer: Some service providers make promises they don't keep. With **iStructure** IaaS, you will get a solid commitment to service levels for provisioning, strong security profile, and the high availability you expect. Wipro is your partner, and we are invested in being ahead of the technology curve to provide world-class IT infrastructure.

KEY BENEFITS:
- Provides a suite of managed services on top of the physical infrastructure layer.
- Gives you the precise mix of virtual/physical storage your organization requires.
- Delivers an easy-to-manage web portal for self-service provisioning and event response management.
- Cuts provisioning time in half.
- Increases the flexibility of delivery models and defined workloads.
- Automates policies for workload balancing, applications, and orchestration.
- Performs image-based backups on Wipro infrastructure.
- Lowers hardware and software Total Cost of Ownership (TCO).
- Improves time to market and meets service levels.

STATISTICS:
- Total Cost of Ownership (TCO) of hardware and software can be 40% lower with iStructure.
- iStructure can reduce provisioning time by more than 50%.

DEAL STRUCTURE:
iStructure is a highly-defined set of services that Wipro—an EMC² global alliance partner—presents as a catalog of business and information technology-related services. Through an easy-to-use, intuitive interface, customers can select capacity for compute, network, and storage as needed.

iStructure is based on a pay-as-you go model, with high, medium, and low price levels available to meet specific computing needs, including a choice of operating systems. Prices are by the hour and only for what is used, withautomated billing and capacity reporting. Servers and storage can be self-provisioned. Incremental resources can be added or subtracted during the requisite period of time.

ROI:
Wipro differentiates from other service providers by coming to a potential customer with contractually committed pricing. Each engagement is different, based on the amount of capacity. Generally, an outsourcing commitment spans 3-5 years. Once a company migrates IT infrastructure to iStructure, ROI should be realized almost immediately.

RISK:
IT investments require high CAPEX and OPEX outlays. iStructure helps mitigate the risk of overinvesting in IT infrastructure, and of relying on staff that do not possess the right skills to manage IT projects.

QUALIFYING QUESTIONS:
1. Do you want a transformational solution that manages infrastructure for content, websites, and applications?
2. Do you want to identify new growth opportunities or enter new sectors or markets?
3. Are you seeking to reduce IT CAPEX?
4. Have workloads been moved off premises to the public cloud?
5. Are you planning server and storage consolidation?
6. Are you planning to re-platform and migrate ecommerce platforms /websites to meet future strategic business planning and corporate direction?
7. Is your corporate website environment optimized for traffic and scale? Is it agile and flexible for planned departmental projects?
8. Have you ever experienced a website outage, downtime, or slow performance in your current environment?
9. Are you currently evaluating vendors or retail/ecommerce sites, websites, or Content Management Systems to host corporate applications offsite?
10. Do you have availability/physical server requirements that current service providers can't meet?

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