Cloud Vendor Report

Cloudify Ltd

behind every cloud...
clarity . choice . control

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Introduction and Context

This is a summary of the <u>Cloud Vendor Report (CLOVER)</u> information held on file by Behind Every Cloud Ltd with regard to <u>CLOUDIFY Ltd</u>. This information is supplied strictly under the terms of the prevailing Non Disclosure Agreement and must not be provided to a third party without the express prior written permission of BEC.

The purpose of this report is to quickly convey the outcomes of the comprehensive analysis of key high-level metrics and attributes of CLOUDIFY Ltd by Behind Every Cloud as they pertain to the provision of <u>Infrastructure centric private and Multi-Tenanted Cloud Services</u> to clients in the London Finance Sector.

About the BEC Report and the CLOVER™ Rating Scale

Behind Every Cloud is a specialist consultancy providing proven expert advice on IT Strategy and Cloud Vendor Selection to its target niche markets within the London Finance and Legal Sectors. The partners of BEC are senior IT Infrastructure consultants, with over 63 years of combined design, delivery and management experience.

The CLOVER™ 🍀 rating scale is a visual summary of the relative score of the Cloud Services offered to the London Finance sector by CLOUDIFY Ltd against a number of key vendor selection criteria – with a rating from **0 to 5** (zero typically reflects a "no data held" status).

Our Approach to Data Collection and Data Accuracy

Behind Every Cloud routinely conducts Cloud Vendor Selection consultancy engagements on behalf of both large and small clients in the London Finance and Legal Sectors. These selection processes are extremely thorough and involve the arduous submission of extensive information by Cloud Vendors, and the subsequent detailed analysis of the information by our specialist consultants. A typical 2 stage RFI / RFP vendor selection engagement will significantly reduce the amount of time and drain on resources usually associated in completing this work internally.

From the outset, the process and systems adopted for these engagements was designed to capture, electronically analyse and enable a quantified comparison report such as this for all vendors involved. We aspire to accurately rate our own confidence in our data and provide transparent information about its source.

Data Accuracy Rating

Report Data Confidence	80%
Data Last audited and updated	8th October 2013
Cloud product requirement	IaaS
Nature of Last Review / Engagement: Formal request for information submission	

Overview including Commercial Strength and UK Cloud Pedigree

A small to medium sized, relatively experienced IT vendor established in 1991 with a heritage in Data Centre Colocation and Internet Service Provision. Having commenced offering Cloud Infrastructure as a Service in 2010, their pedigree is solid - but the legacy of this early market entry is an aging estate, which is now scheduled for refresh in 2014/5. With approximately 720 customers in the UK, of which approximately 60 take IaaS (from which they derive approximately 30% of their UK Revenues) their transition to pure-play Cloud Vendor is still underway, but a three digit 2012 Cloud revenue growth shows promise. Their overall Credit Ratings are acceptable if not outstanding, but they are too small for a very large project. 60% ownership by a Private Equity firm may be cause for concern regarding future stability. With more than 5 x £1M p.a. clients, this vendor would potentially suit a target client seeking to spend between £300K and £500K p.a. on a stable mature IaaS platform

CLOUDIFY Ltd at a Glance

▲ OVERALL CLOVER™ RATING

(Within the caveat of the data confidence, the overall rating of CLOUDIFY Ltd as a provider of Cloud Infrastructure Services).

▲ GOOD CUSTOMER BASE
A high uptake of cloud IaaS customers in the last 24 months. More than 5 +£1M p.a. clients

▲ MATURE PLATFORM
Proven platform with a good history of availability

▼ 60% PRIVATE EQUITY OWNED

Infrastructure Architecture including DC Topology & Platform

The Data Centre topology deployed for London Cloud IaaS clients is split between 2 DC's in London and a tertiary DC in the Thames Valley, although 8 other Data Centres are available within the UK. A market average 10Gbps fibre is available between these nodes with low latency. Overall the DC and telecomms topology is sound (albeit slightly too heavily dependent on London sites). The primary platform deployed is Cisco Compute, VMware and NetApp SAN which is stable and mature. Full provisioning and orchestration is not yet available.

Reference Clients and Vertical Alignment

Vertical reviewed – Finance

Whilst not tightly aligned with the Asset Management or more traditional insurance, Retail or IB space, they are not without Finance Sector clients including customer A and customer B.

IaaS Cloud Platform and Services Maturity

In some ways, the current cloud platform is almost a little too mature. It is certainly stable and it relies on tried and tested technologies, but therein lies its downfall in that it does not support some of the more advanced expectations of the emerging Cloud Services demand. A refresh is on the horizon and even potentially a deviation from core technologies which may present challenges. If this vendor elects to remain with its incumbent SAN vendor then the projection is for a continuation of good perfomance to date. The migration and onboarding team on offer look strong and have plenty of hard won experience.

Operational Risk Profile

Overall the financial risks presented by this vendor are moderate within a maximum contracted value of £450K p.a., and it presents a relatively safe bet for those clients who require stability more than new features and flexibility. The DC Topology and network, and platform deployed are all sound and stable, but major upgrade required in 2014/5 presents a key risk that should be carefully monitored and managed.

"Spider" diagram of Key metrics for CLOUDIFY Ltd

Spider diagram showing the following axes: Data Centre Topology, Accreditations, Cloud Employees UK, Cloud Customers UK, Years in Cloud, D&B Rating, Av Revenue per UK Cloud Customer, UK Cloud Revenue, Percentage of UK Rev from Cloud (scale 0–5).
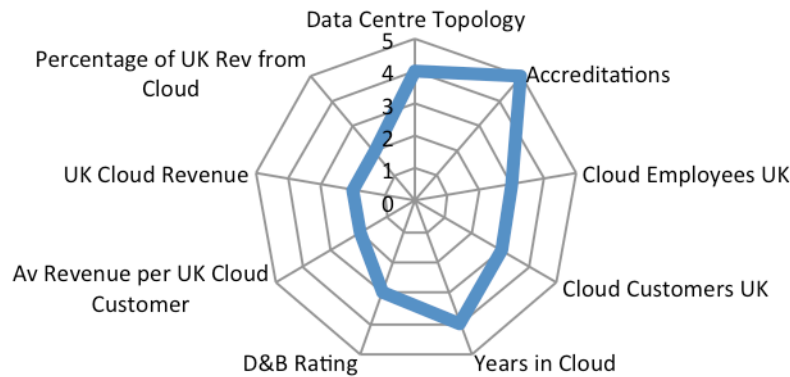
Metric	0	1	2	3	4	5
Data Centre Topology	no data	Poor DC1, DC2 and DC3	Good DC1 but DC2 and DC3 poor	Good DC1, But DC2 and DC3 > 100 Miles **OR** Good DC1, But DC2 and DC3 < 20 Miles		Good DC1, DC2 and DC3
Accreditations	none	Vendor but no relevant Independent Accreditations	Independent, but no relevant Vendor Accreditations	Independent and Vendor Accreds, but missing ISO2701 or ITIL	-	Full Independent and Vendor Accreditations
Cloud Employees UK	no data	0-24	25-49	50-99	100-249	250+
Cloud Customers UK	no data	0-49	50-99	100-149	150-199	200+
Years in Cloud	no data	0-1	2-3	4-5	6-7	8+
D&B Rating	no data	3	-	2	-	1
Av. Revenue per UK Cloud Customer	no data	0-99	100-199	200-299	300-399	400+
UK Cloud Revenue	no data	0-9	10-19	20-29	30-39	40+
Percentage of UK Revenue from Cloud	no data	0-20	21-40	41-60	61-80	81-100

General Company details

Company Legal Entity Name	CLOUDIFY Ltd
Company Main Phone Number	+44 20 7389 8000
Website	www.Cloudifyltd.co.uk
London or Other Primary UK Office Address:	CLOUDIFY UK HQ
	Thames Valley
Year Company Established:	1991
Year Commenced Cloud Services:	2010
Company Ownership Profile:	Private

Account Management Team – Primary Contacts and Roles

First Name	Last Name	Title	Mobile No.	Email
John	Smith	Business Development Manager	+44123456789	John.smith@Cloudify.com

Company Annual and Recurring Cloud Revenues – Last 3 Years

	UK Annual Revenue (£M)	Global Annual Revenue (£M)
2012	39.6	39.6
2011	29.22	29.22
2010	25.23	25.23
	Incl. UK Cloud Annual Revenue (£M)	Incl. Global Cloud Annual Revenue (£M)
2012	10	10
2011	3.2	3.2
2010	1.1	1.1

Dun and Bradstreet Ratings (based on 2012 Financial Year)

Risk indicator	2
	1=Minimum risk of business failure; 2=Lower than Average risk of business failure; 3=Greater than Average risk of business failure; 4=High risk of business failure; - represents no data
Latest Annual Revenue	£39.6M
Maximum Credit	£450k

Employees, Customers & References

	UK employees	Global employees
Total	150	150
Incl. Cloud Specific	120	120

	UK Customers	Global Customers
Total	720	780
Incl. Cloud Specific	62	66

Reference customers	Cloud product	Length of contract (years)
Finance Customer A	IaaS	4
Finance Customer B	IaaS	3
Retail Customer C	BaaS	1

Calculated Metrics

Percentage of UK Customers on Vendor Cloud	9%
Percentage of Total UK Revenue from Cloud Services	33%
Percentage Growth in UK Cloud Revenue in past 12 months	180%
Average Revenue (£K) per UK Cloud Customer	£175K
Average Number of VM's per UK Cloud Customer	90
Average Revenue (£) per VM on Vendor's UK Cloud	£1800.00
Percentage of UK Employees dedicated to Cloud Services	80%

Industry Awards, Accreditations & Recent Independent Audits

During the 2012 awards season, CLOUDIFY customer projects achieved great success, winning an award for Cloud Project of the Year for work with tech provider A, Most Innovative Virtualisation Project at a virtualisation conference A with customer X and Enterprise Project of the Year with tech product A at the X awards.

Industry Accreditations	Industry Accreditations other
Cisco Cloud Provider	Cisco Premier Partner
GCloud	Cisco UCS Partner
HP Converged Cloud	Flexpod Premium Partner
ISO/IEC 20000 (Service Management)	NetApp Star Partner
ISO/IEC 27001 (Info Security)	VMware Solution Partner
ISO9001 (Quality)	
ITIL v3	
Microsoft Gold	
PCI DSS Level 1	
Prince 2	
Vmware vCloud	

Cloud Platform Data Centre Architecture & DC Information

Datacenters Operated	Single DC	UK	Western EU (Excl. UK)	Global
DC Totals	NA	8	4	16
Co-Location	✓	✓	✓	✓
Managed & dedicated	✓	✓	✗	✗
Multi tenanted IaaS	✓	✓	✓	✓
Dedicated IaaS	✓	✓	✓	✗
Capacity & pricing Flex up & down	✓	✓	Multi tenanted only	✗
Orchestration engine and or abstract customer interface	✗	✗	✗	✗
High Availability architecture	✓	✓	✓	✓
Asynchronous Replication	NA	✓	✓	✓
Synchronous Replication	NA	✓	✗	✗
Managed Backup	NA	✓	✓	✓
NOC & Support staff locations	NA	✓	✗	✗

	Wholly owned	Rented DC	Rented Suites	Rented Cages	Rented Racks
UK Data Centre Ownership Model	✗	✗	✓	✓	✓

Data centres used for UK Cloud Services – Ordered by Relevance to London Clients

The following table shows Behind Every Clouds recommended Data Centres ordered in relevance for client X the DC separations are also shown (in miles):

	DC Vendor & Site Name	Description	Postcode	DC Flood Risk	DC Location – Other Concerns	Uptime Institute Status
1	London North	Primary London DC	XYZ	Medium	0	Tier 3 Self Certified
2	Thames Valley	Secondary DC	XYZ	None Selected	0	Tier 3 + Self Certified
3	London South	Alternative Primary London DC	XYZ	High	0	Tier 3 + Self Certified

Data Center Separations (distances in miles)	
DC 1 & 2	32
DC 1 & 3	12
DC 2 & 3	19

	True	False
Confirmation that Data centres do not share a proximity risk	✓	
Comments:		

Data Centre Connectivity Information

Connectivity Ownership	Own Dark Fibre Between DCs
Connectivity in place and available between data centres	20 Gbps
Data centre Interconnect Cost per Gbps – List Price/£Mth	£800
Data centre Interconnect – Default Bandwidth Provided Per Client	1 Gbps

Core Technical Services Offered to Market

Public Cloud Integrator	Infrastructure on Demand - short term	Mainframe Services
Backup aaS	Database Mgmt - Oracle	Mainframe Support
Data Centre - Colo	Database Mgmt - SQL	Premises and DC fit out
Data Centre Facilities - Multiple Sites	Monitoring Services	Private Cloud - Dedicated
Data Centre Location - Single	Monitoring Software	Private Cloud - Multi-Tenanted
DR aaS	Network Bulk Capacity & Intrnat'l	Private Cloud Only Pure Play
Full IT Support - Large Bus. Focus	Network IP Value Add ISP, MPLS & VPN	Public Cloud - Compute
Full IT Support - Medium Bus. Focus	Network Point to Point WAN Services	Public Cloud - Email
Full IT Support - Small Bus. Focus	Network Value Add - Telco Integrator	Software Vendor - Licenced
Hardware Compute & OS	Platform aaS / Hosted VM's / VDC	Storage aaS Other eg DropBox
Help Desk SPOC 24/7	Desktop aaS	Storage Hardware & Software OS
Help Desk SPOC Bus. Hrs	Infrastructure aaS incl DR	Voice - Hosted

Advertised Service Availability	99.99%
Petabytes of Storage under Management	2.4
Current Virtual Machine (Server) Count on Cloud	1500

Vendor /Technology Details for Underlying Cloud IaaS Platform

Primary Vendor Compute	Cisco Systems
Secondary Vendor Compute	HP
Primary Vendor SAN	NetApp
Secondary Vendor SAN	HP
Primary Vendor Network	Cisco Systems
Primary Vendor Hypervisor	VMware
Secondary Vendor Hypervisor	N/A
Primary Vendor Telco	COLT
Secondary Vendor Telco	BT

List Pricing Metrics

Virtual Machine Entry Level List Price/£Mth: **(based on 1 vCPU, 1GB RAM, 50GB HDD)**	£160.00
Uplift per vCPU – List Price/£Mth	£6.00
Uplift per GB vRAM – List Price/£Mth	£8.00
Uplift per GB Storage – List Price/£Mth:	£0.15
Uplift per GB Fast Storage – List Price/£Mth:	£0.25
Backup as a Service cost per GB - List Price/£Mth	£0.18
DR Uplift as % of Production VM costs	20%
Microsoft SPLA Licensing included	YES
Antivirus Management and Monitoring included	NO

END OF REPORT