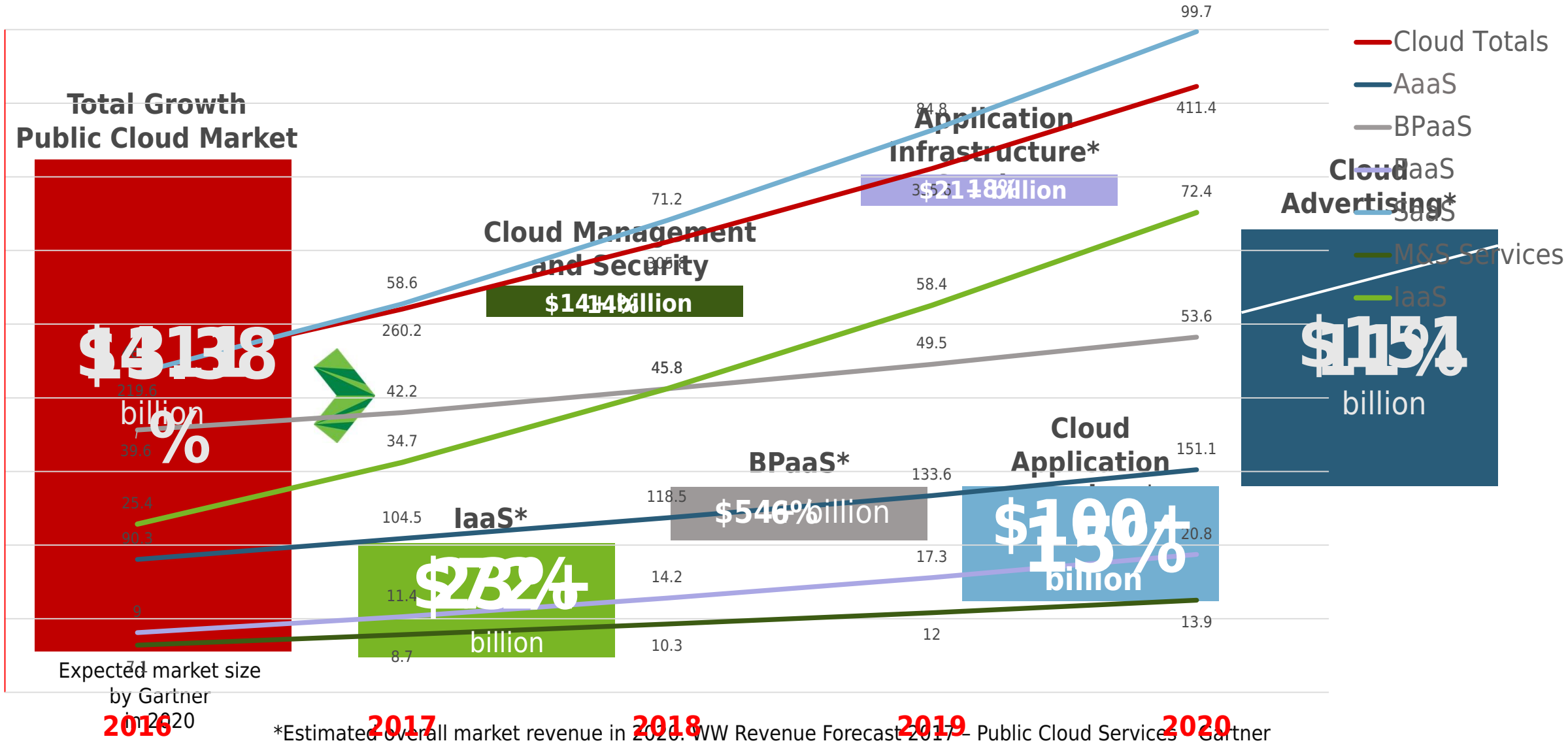# SERVICE PROVIDER DIGITAL TRANSFORMATION – MONETIZING THE CLOUD ECONOMY

Rony Moyal, SVP WW Sales

March 14 2018

IT Services are shifting to the Cloud

Market size for Cloud Services segments – What is your focus?

ActivePlatform

Total Growth Public Cloud Market

$313 / 18 billion %

Cloud Management and Security
$141 / 14% billion

Application Infrastructure*
$32 / 18% billion

Cloud Advertising*
$115 / 17% billion

BPaaS*
$54 / 6% billion

IaaS*
$73 / 24% billion

Cloud Application Services*
$100 / 13% billion

Expected market size by Gartner in 2020

Legend:
- **Cloud Totals**
- **AaaS**
- **BPaaS**
- **PaaS**
- **SaaS**
- **M&S Services**
- **IaaS**

Data points (by year):

99.7
84.8
71.2
58.6
260.2
411.4
72.4
58.4
53.6
49.5
45.8
42.2
34.7
219.6
39.6
25.4
90.3
104.5
118.5
133.6
151.1
9
17.3
20.8
14.2
12
11.4
10.3
13.9
8.7
7

2016   2017   2018   2019   2020

*Estimated overall market revenue in 2020. WW Revenue Forecast 2017 – Public Cloud Services - Gartner

Market challenges drive opportunity

The era of the subscription economy is here!
To stay current businesses will be required to migrate to cloud based offering.

To be successful, a cloud service provider will need to:

Automate Manual Processes	Reduce Horizontal Solutions	Simplify Complex Administration	Monetization of Services
• Challenges: • Platform, product, infrastructure expertise required • Employee performance impact • System downtime • Shift to OPEX budgets	• Challenges: • Different sales module • Time to value • Integration with other systems • Need to decrease CAPEX	• Challenges: • Limited support • Human cost to administrate and manage • Services portfolios not governed • Lack of real-time feedback	• Challenges: • Horizontal applications not differentiated • Desire to increase APRU • Complex billing schemes • Variable terms and conditions

Market challenges drive opportunity

Business transformation requires migration to cloud based services

ActivePlatform

Funnel 1:
- ISV Integration
- Cloud Monetization
- OPEX Vs. CAPEX

Funnel 2:
- Staying Current
- Offer products that customers want
- Syndicated & On-Premise

Funnel 3:
- Pre-Pay
- Pay As You Go
- Pay per Min, Hour, Day, week, Month

Funnel 4:
- Raise Margins
- Be a global player
- Multitier sales
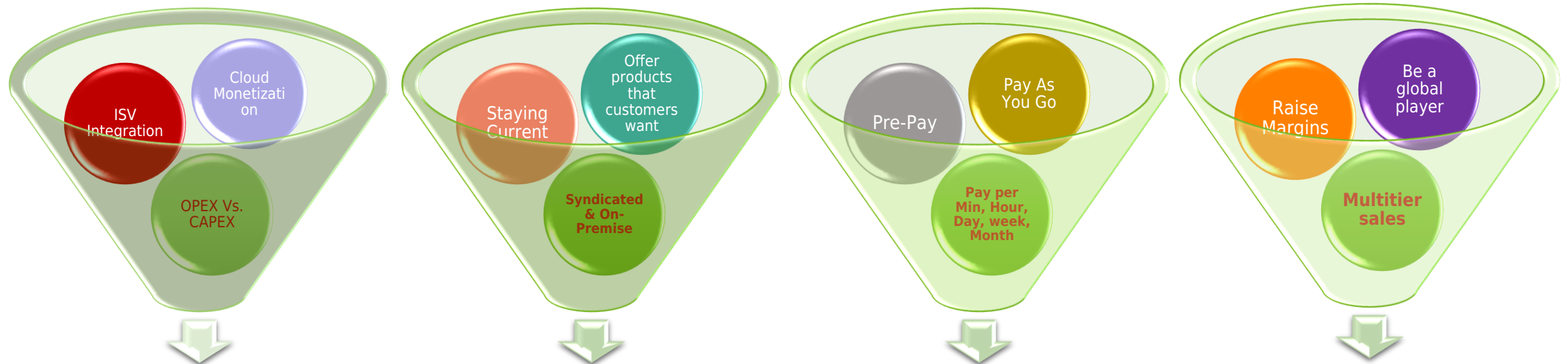
Service Automation	Billing Automation	Vendor Management	Business Intelligence	Customer CP
• Simplify delivery • Bundle services to raise margins and to spread the risk	• Monetize with ease • Be able to transact anywhere with any payment method	• Stay Current • Be fast to market with what customers want to buy	• Be in the know • Tie in your back end and streamline AR, AP,ERP, Inventory	• Self Serve reduce SDC • Single pane of glass, many services one user experience

Transformation to become a True Digital Provider

ActivePlatform

Are you good at these beach head areas of transformation?

Are you expanding to others?

Product Drive Digital Offering	Bet on IaaS, PaaS, SaaS	Bundle Use Case Solutions	Enterprise and SMB B2B Portfolio	Consumer B2C Portfolio
Sales New Representation	Direct and Channel Sales	Audience-focused Digital Storefronts	Engage Ecosystem of Partners	Consumerization of B2B Buying Behavior
Process Automate Everything	Eliminate Manual Processes	ActivePlatform Infrastructure Expertise and Ecosystem	Digital Backend Processes, Notifications and Billing	Automated Vendor Engagements
Monetization Everything as a Service	Monetize public cloud sales	Monetize own hosted services and non-provisioned services	ARPU - Unit + ARPU - User	Drive OPEX to max profitability

Slicing the Pie – let's look at the numbers

ActivePlatform supports Service Providers in profitability control

ActivePlatform

Service and Billing Automation is a must to deliver best of breed services

Cloud services are better consumed bundled together and will generate better revenue margins this way

Customer Self-Service reduces service delivery cost

Simplified connector technology reduces TTM and cost

Using APs BI and SDK to create tight and streamlined integrations between backend and frontend will further increase efficiency and reduce SDC

Observed results with/without Cloud Automation:

Revenue Margins | Service Delivery Cost | Time To Market

43% | **9-12**% | **Days**
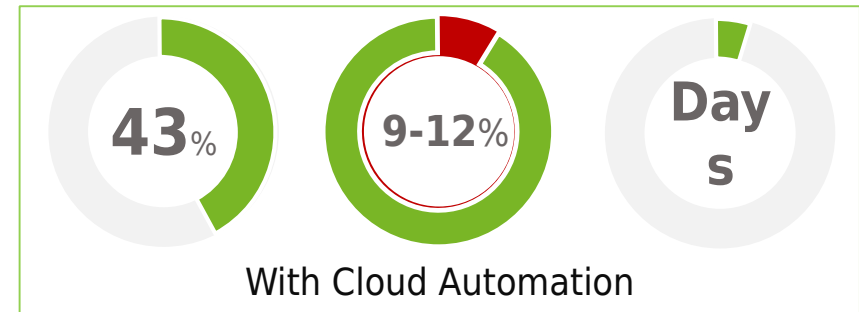
With Cloud Automation

20% | **13-16**% | **Weeks/ Months**
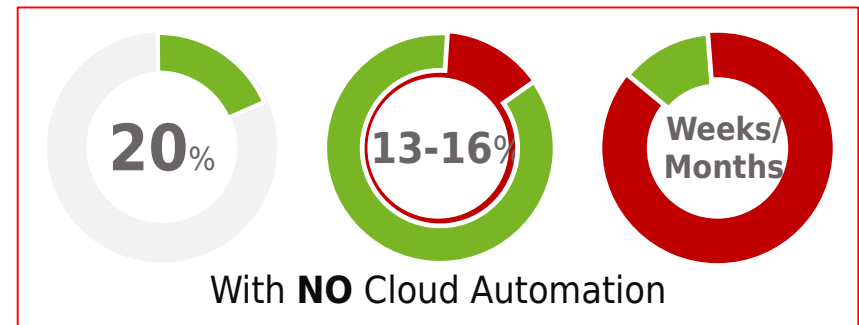
With **NO** Cloud Automation
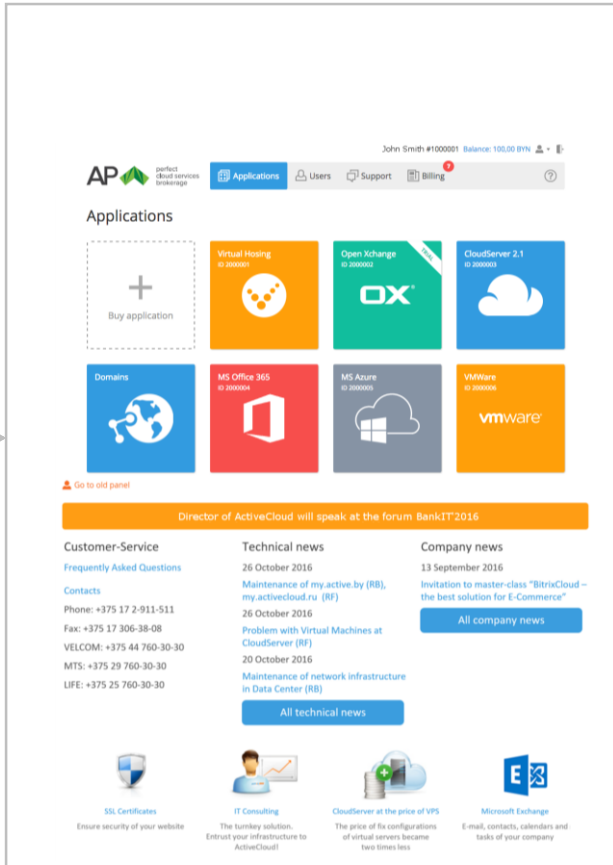
Cloud delivery through ActivePlatform Marketplace

Integrates and drives throughput for IT and IoT Clouds
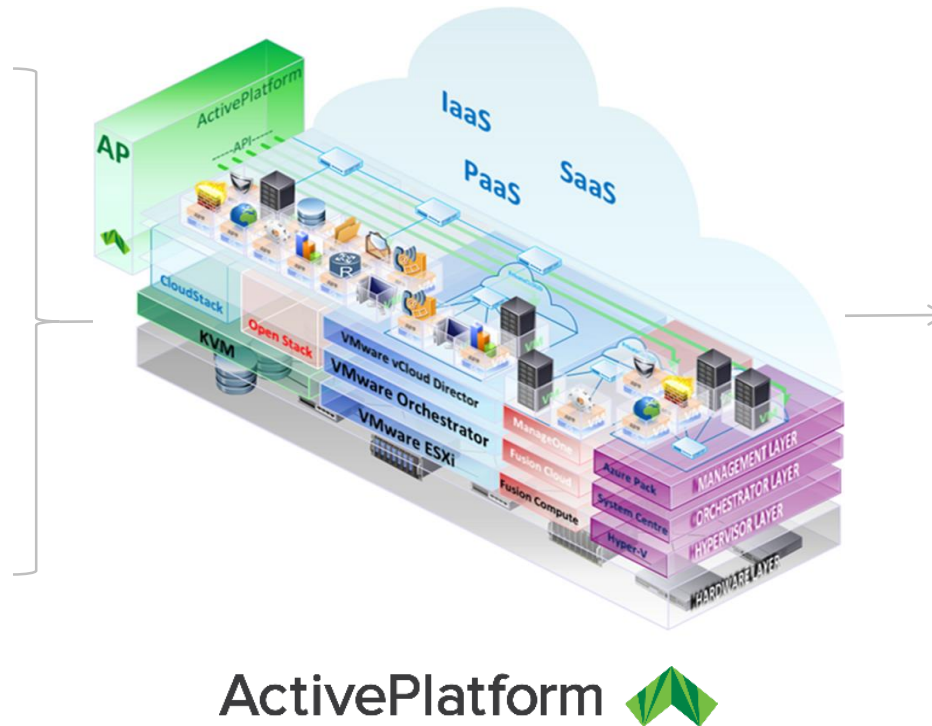
Global Catalogue of Cloud Services

Integrated services in a Federated Marketplace

Global adoption by CSP's

ActivePlatform reaches 20+ countries with plans to roll-out to cover 50+ countries

Customers

Active CLOUD
a Softline Company

softline®

ASBIS®

Райффайзен БАНК

UZTELECOM

Subscription
100,000

Users
200,000

Business Case: Telco

MTC

Objective

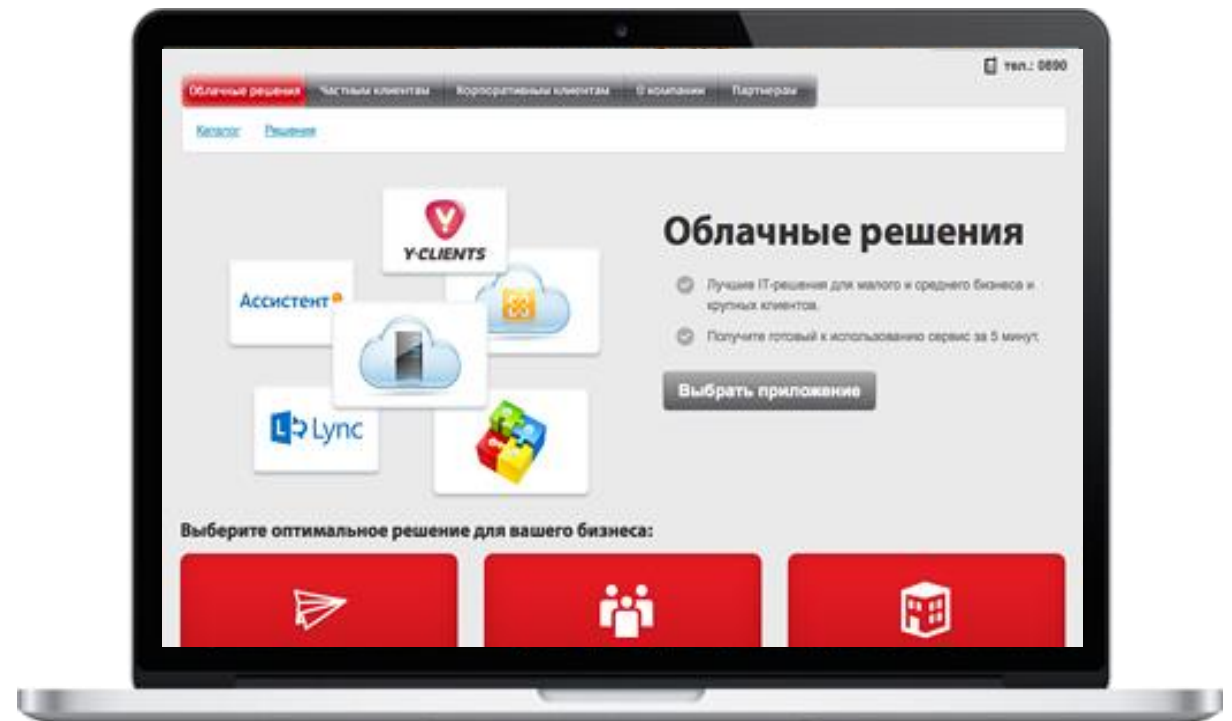Churn rate reduction and attracting new SMB-customers

Deployment time

6 months

Results

Launching sales of SaaS & IaaS services. Project ROI– 30%

http://cloud.mts.by

Business Case: Telco + Gov

Uztelecom launches commercial and government clouds

- Largest telecommunication operator and the major service provider to the Uzbekistan government.

- ActivePlatform partnered with Huawei on both Uztelecom commercial and government clouds.

- Successful integration with Uztelecom infrastructure and Huawei FusionSphere,

- Virtual desktop infrastructure (VDI), and web hosting services for Windows and Linux.
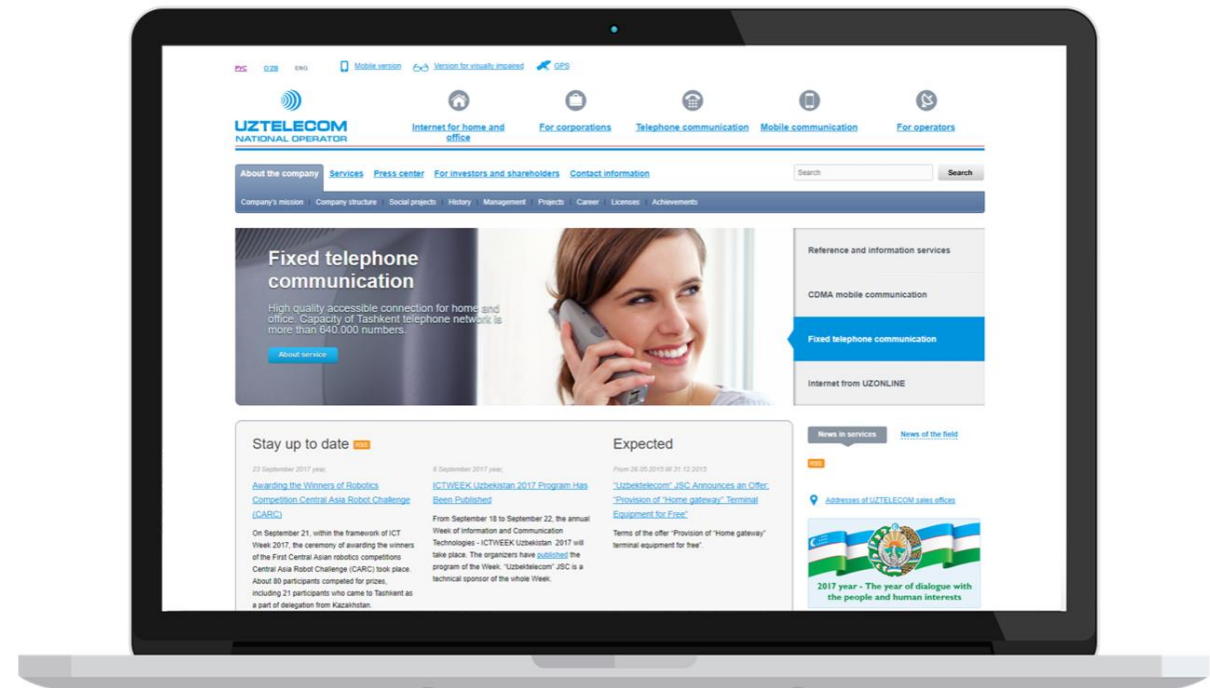
Why Active Platform?

Comprehensive Digital Transformation Enabler for Cloud Solution Providers

LIVE CLOUD BUSINESS EXPERIENCE
Proven track of record creating successful cloud services providers, deep managed services expertise
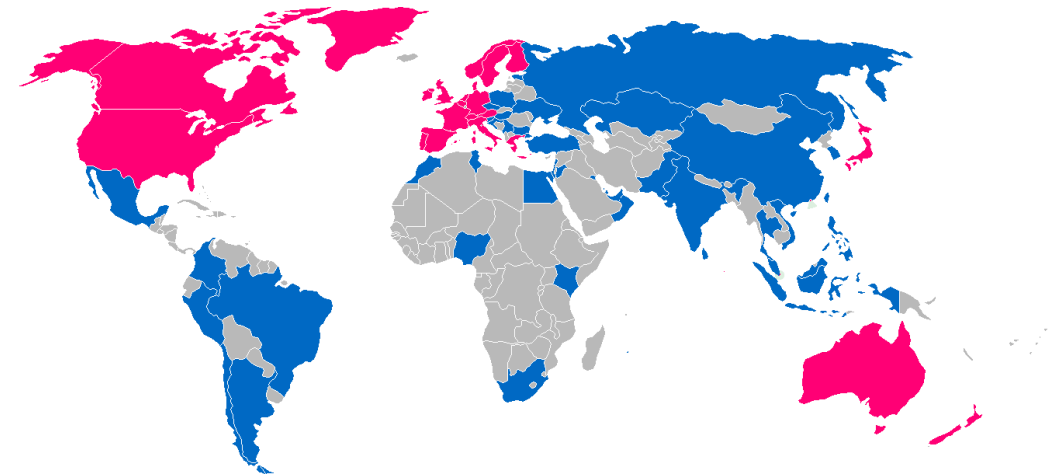
RAPID GO-TO-MARKET
Turn-key solution, quick deployment and configuration, robust means for new products onboarding

EASE OF INTEGRATION
APIs and SDK for seamless integration in existing business processes and IT infrastructure

ActivePlatform

Fit for cloud providers in emerging markets

Ovum
TMT intelligence | informa

Download "On the Radar" and "Research note"

http://activeplatform.com/inspire/assets/files/OvumReportsOnActivePlatform.pdf

"The key for the cloud provider is to make the marketplace available, and to ensure its administration and integration is as frictionless as possible.

ActivePlatform has developed a platform with a cloud provider-facing marketplace and a customer-facing storefront that is designed to meet these needs."

Roy Illsley, Principal Infrastructure Analyst, Ovum

Come and see us at R22

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THANK YOU

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