Agenda

1. Company Overview & Focus on Business Outcomes
2. Value Proposition: IT at the speed of Business
3. Transformation Roadmap & Customers
4. Hybrid Cloud (Quick IT)
5. Security & Threat Management
6. IT Operations Analytics
Company Overview and Business Focus

Cloud Transformation Experts: Implement and Manage
Private, Hybrid or Public Cloud Solutions

Solution Offerings include
Hybrid Cloud (Quick IT),
Security and Threat Management, IT Operations Analytics

Cloud Automation and Integration
Cloud Organization and Operational Process Transformation

Cloud Architects, Cloud Engineers, Cloud Administrators, Cloud Analysts
"Center of Excellence" for Cloud Adoption

Pre-Built Solution Delivery and Integration Components
Shorten Implementation Cycles, Improves Time to Market and Cost Savings
Outcomes Centered on Business Priorities

- **OpEx Reduction**
- **CapEx Reduction**
- **IT Service Delivery Time in Minutes**
- **Improved Security to Effort Ratio**
- **Streamlined and Automated Data Center Operations**
- **Security Controls Native to Infrastructure**
- **Business Mobility**
- **Improved Uptime**
- **High Availability and Resilient Infrastructure**
- **Application and Infrastructure Delivery Automation**
- **Improved Security to Effort Ratio**
- **OpEx Reduction**
- **CapEx Reduction**
- **IT Service Delivery Time in Minutes**
- **Improved Security to Effort Ratio**
- **Streamlined and Automated Data Center Operations**
- **Security Controls Native to Infrastructure**
- **Business Mobility**
- **Improved Uptime**
- **High Availability and Resilient Infrastructure**
- **Application and Infrastructure Delivery Automation**
- **Improved Security to Effort Ratio**
- **Streamlined and Automated Data Center Operations**
- **Security Controls Native to Infrastructure**
- **Business Mobility**
- **Improved Uptime**
- **High Availability and Resilient Infrastructure**
- **Application and Infrastructure Delivery Automation**

Iono, Inc.
Iono Delivers *Quick IT* for Rapid Business Results

IT Technology Eras

- **Mainframe**
- **Client-Server**
- **Mobile-Cloud**

**IT at the Speed of Business**

*Business Expectations*

**Ability of IT to Deliver**

**Steady IT Budgets***

Cloud Capability Maturity Model

**Operational Tools & Technology**

- **Predictive**
  - 5: Optimized ITaaS
    - Automated, policy-driven operational control

- **Proactive**
  - 4: Business Automation
    - Automated process management and operational controls
  - 3: Service-Driven
    - Complete operational control and quality of service assurance
  - 2: Controlled
    - Limited control over virtualization and cloud computing layers
  - **Reactive**
    - 1: Basic
      - Defined for virtualization environment
    - 0: Ad-Hoc
      - No support for virtualization or cloud computing

**Process**

- **Predictive**
  - Fully transitioned org structure with Portfolio Managers, Service Managers, Converged Architects and Incubation Teams

- **Proactive**
  - Expanded operations roles, including process owners, service owners, front-office (tenant operations) and infrastructure operations (back-office)

- **Reactive**
  - Initial set of roles established, especially service owner
  - Roles are undefined

**Roles**

- **Predictive**
  - Ongoing role implementation with service delivery focus and infrastructure operations (back-office) focused

- **Proactive**
  - Initial set of roles established, especially service owner
  - Roles specialized for management of virtualization environment

- **Reactive**
  - Roles are undefined

---

*Source: VMware*
Customers

- Starbucks
- Dell
- Snapfish by HP
- eBay
- PNC
- Zebra Technologies
- CloudSimple
- EMC²
- Fireman's Fund Insurance Company
- Southwest
- Apple
- Advance Auto Parts
- ICW Group Insurance Companies
- Toyota
- Fenwick
- American AG Credit
- The Business of Innovation
- VMware
- Ferguson
- Nutanix
- Blackhawk
- FDIC
Customer Projects – Value Added By Iono

**Technology**

**Expertise:** Hybrid Cloud Integration with Amazon AWS, Git, Puppet

**Value:** Enabled IT to scale capacity on demand

**Technology**

**Expertise:** Hybrid Cloud implementation with ServiceNow, AWS, vCloud Air, Infoblox

**Value:** Accelerated elimination of $55M hosting provider spend, improved IT service delivery efficiency

**Retail**

**Expertise:** IaaS/DevOps Integration with Puppet, Microsoft SCCM, F5, Infoblox

**Value:** Deployment time reduced from 10 weeks to 4 hours

**Financial**

**Expertise:** IaaS Integration with ServiceNow, Infoblox, network virtualization

**Value:** Transformation towards meeting regulatory compliance of financial applications

**Transportation**

**Expertise:** IaaS/DevOps Integration with CHEF for application delivery

**Value:** Developer productivity increased, sales closed $1.5M+ IaaS deal

**Government**

**Expertise:** IaaS Integration with Puppet for deployment of Oracle Weblogic

**Value:** Deployment time reduced by 40%
A global leader respected for innovation and reliability, Zebra offers technologies that give a virtual voice to an organization's assets, people and transactions, enabling organizations to unlock greater business value. The company's extensive portfolio of marking and printing technologies, including RFID and real-time location solutions, illuminates mission-critical information to help customers take smarter business actions.

**Zebra Technologies Corporation**

**Infrastructure as a Service**

**BUSINESS CHALLENGES**

- Time to Market Too Slow
- Revenue to Expense Ratio Too High
- Regulation & Security Concerns

**IT CHANGE DRIVERS**

- Business wants Applications Infrastructure Delivered Faster
- Business Wants IT Cheaper
- Business Wants Tighter Security to Avoid Breach or Audit Failure

**DESIRED IT OUTCOMES**

- Data Center Virtualization and Cloud Extensibility
- Streamlined and Automated Data Center Operations
- App and Infrastructure Delivery Automation
- Security Controls Native to Infrastructure

**PRODUCTS**

- VMware vSphere, vRA, vROps, vRB, NSX, VCM, vRLog Insight, SRM

**SERVICES**

- NSX, VCM, vRB, SRM
- Custom Integrations

**PRE-SALES**

- Requirements, Scoping, LOE Estimation, SOW

**SUCCESS CRITERIA**

- Hassle-free ability to move workloads between its public and private clouds
- Enable Self-Service to Any Cloud
- Streamlines Hybrid Cloud Operational Life-cycle Monitoring and Management
- Precise Cost Accounting
- A Unified Comprehensive Cloud Management Solution

**Iono, Inc.**

**PRODUCTS**

- VMware vSphere, vRA, vROps, vRB, NSX, VCM, vRLog Insight, SRM

**SERVICES**

- NSX, VCM, vRB, SRM
- Custom Integrations

**CUSTOMER HIGHLIGHTS**

- Time to Market Too Slow
- Revenue to Expense Ratio Too High
- Regulation & Security Concerns

- VMware vSphere, vRA, vROps, vRB, NSX, VCM, vRLog Insight, SRM
Solutions Portfolio from Iono Inc

Hybrid Cloud (Quick IT)

- Self Service Catalog
- Automated Provisioning
- Cost Management
- Micro Segmentation
- STM and ITOA

Services:
- Cloud Strategy
- Assessments
- Cloud Deploy and Migrate
- Cloud Manage and Optimize

Security and Operations

- Security and Threat Management (STM)
- IT Operations Analytics (ITOA)
- Intelligent Software
- Automated Services

Characteristics:
- Big Data
- Machine Learning
- Predictive Analytics
- Proprietary Algorithms
Need for Unified Hybrid Cloud
Outside-in or Inside-out Consumption

Private Cloud
- Gen 3 Apps
- DevOps
- IT
- DR & Gen 2 Apps

Public Cloud

Management
Hybrid Cloud (Quick IT) Conceptual Overview

- Service Desk (ServiceNow)
- IPAM (Infoblox)
- LB (F5 Future)
- IAM (AD)
- Storage (EMC NetApp)
- Accounting Finance (Roadmap)

Protected Site
- Virtual Data Center
- IT / Operational Systems

Recovery Site
- Virtual Data Center
- DR (Disaster Recovery)

Public Cloud
- Public Cloud (Azure)
- Public Cloud (vCloud Air)
- Public Cloud (AWS)

Private Cloud
- SaaS
- Public Cloud (AWS, Azure, vCloud Air, etc.)
Quick IT – Unified Hybrid Cloud Solution

Service Portal – App Store Experience

Cost Management and Visibility

Components – Modularized Capabilities
## Iono Quick IT Benefits

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agility</td>
<td>Automate IT service delivery (applications, infrastructure, desktops and any IT service) to rapidly respond to business needs</td>
</tr>
<tr>
<td>Control</td>
<td>Personalized, business-relevant policies enforce application deployment standards, resource quotas ad service levels</td>
</tr>
<tr>
<td>Choice</td>
<td>Protect investments in current and future technologies through broad multi-vendor, multi-cloud support and extensible solution</td>
</tr>
<tr>
<td>Efficiency</td>
<td>Improve IT service delivery while lowering costs</td>
</tr>
<tr>
<td>Flexible</td>
<td>Allows deployment on premise, in the cloud, or in hybrid environments</td>
</tr>
<tr>
<td>Simple</td>
<td>to deploy, operate, and easily scales</td>
</tr>
</tbody>
</table>
Iono Security Threat Management (STM)

**Adaptive Visualization**
1. Provides complete view how users, devices and applications interact
2. Sec-ops staff can see all threats and take action immediately w/o extensive analysis

**Simplified Effective Threat Detection**
1. Shows the threats that matter - which need immediate action
2. Provides clear complete consolidated information on the type of threat
3. Indicates all compromised sources and threat targets

**Surgical Containment and Elimination of Threats**
1. Provides clear actionable steps to stop the threat
2. Indicates the service impact of the recommended remediation
3. De-risks remediation - tracks and reports all actions for later audit
Iono STM Competition

Large Enterprise IT Spend Savings using STM > ~$9M per year (~14%)

Savings include optimization of IT OPEX + IT CAPEX + Sec OPS

Legend
- SIEM
- NG-Firewall
- End Point
- UEBA
- STM

Unknown Threats

Threat Remediation

Single Line Alerts

Fully Automated Operation

Real Time Containment

Compliance

DDoS All Types

Compromised Credentials

Advanced Persistent Threats

Malware
## Iono STM Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effective</td>
<td>Secures your organization from any type of threat, from traditional DDoS, malware, advanced persistent threats, compromised credentials and insider threats</td>
</tr>
<tr>
<td>Reduces Risk</td>
<td>Detects threats in minutes, bringing to the top those threats, which are most critical to immediately contain</td>
</tr>
<tr>
<td>Reduces Cost</td>
<td>Lowers the cost of risk to the organization</td>
</tr>
<tr>
<td>Enforces Policy</td>
<td>Create business-relevant policies for user groups, devices and applications can intercommunicate amongst themselves and with whom in the outside world</td>
</tr>
<tr>
<td>Flexible</td>
<td>Allows deployment on premise, in the cloud, or in hybrid environments</td>
</tr>
<tr>
<td>Efficient</td>
<td>Improves IT and Security teams productivity while lowering both operations and capital to the organization</td>
</tr>
<tr>
<td>Simple</td>
<td>to deploy, to operate, and scales with no additional effort</td>
</tr>
</tbody>
</table>
Iono IT Operations Analytics Solution
The Power of P³

PAST
1
Incident Replay
One Place for Diagnostics
Root Cause Analytics

PRESENT
2
Web Scale Monitoring
Behavior Profiling
Anomaly Detection

PREDICT
3
Predictive Analytics
Actionable Recommendations
Optimization
Iono IT Operations Analytics Solution

**Application Analysis**
Connect application & infrastructure resources for problem analysis

**Incident Replay**
Understand what happened at any moment in time across your compute, network, storage and application silos

**Advanced Analytics**
Topology | Behavior | Anomaly Problem | Predictive

**Actionable Recommendations**
Crowd-sourced, knowledge base
## Iono ITOA Competitive Landscape

<table>
<thead>
<tr>
<th></th>
<th>SaaS</th>
<th>ML based Analytics</th>
<th>Time Machine</th>
<th>Notification Tools Integration</th>
<th>Various Data Sources Integration</th>
<th>Actionable Recommendations</th>
<th>Massively Scalable</th>
<th>BiModal IT Dev Ops Support</th>
<th>Hybrid Cloud Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>ITOA</td>
<td>☮</td>
<td>☮</td>
<td>☮</td>
<td>☮</td>
<td>☮</td>
<td>☮</td>
<td>☮</td>
<td>☮</td>
<td>☮</td>
</tr>
<tr>
<td>vR Ops</td>
<td>〇</td>
<td>〇</td>
<td>〇</td>
<td>☮</td>
<td>☮</td>
<td>☮</td>
<td>〇</td>
<td>☮</td>
<td>〇</td>
</tr>
<tr>
<td>Arkin</td>
<td>☮</td>
<td>〇</td>
<td>☮</td>
<td>〇</td>
<td>☮</td>
<td>☮</td>
<td>〇</td>
<td>☮</td>
<td>〇</td>
</tr>
<tr>
<td>FixStream</td>
<td>〇</td>
<td>〇</td>
<td>〇</td>
<td>☮</td>
<td>☮</td>
<td>☮</td>
<td>〇</td>
<td>☮</td>
<td>〇</td>
</tr>
<tr>
<td>SignalFX</td>
<td>☮</td>
<td>〇</td>
<td>〇</td>
<td>☮</td>
<td>☮</td>
<td>〇</td>
<td>☮</td>
<td>☮</td>
<td>〇</td>
</tr>
<tr>
<td>Moogsoft</td>
<td>〇</td>
<td>〇</td>
<td>☮</td>
<td>☮</td>
<td>☮</td>
<td>☮</td>
<td>〇</td>
<td>☮</td>
<td>〇</td>
</tr>
<tr>
<td>BigPanda</td>
<td>☮</td>
<td>〇</td>
<td>☮</td>
<td>☮</td>
<td>☮</td>
<td>☮</td>
<td>〇</td>
<td>☮</td>
<td>〇</td>
</tr>
</tbody>
</table>
## Iono ITOA Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduce Alarm Storms</td>
<td>Reduces alarms by 99%, improving productivity by reducing operational staff fatigue</td>
</tr>
<tr>
<td>Faster MTTR</td>
<td>Reduces the time needed to diagnose and isolate root cause of incident and helps avoid war rooms and finger pointing in the process</td>
</tr>
<tr>
<td>Maintain SLAs</td>
<td>Provides deep insights into issues in the environment, and actionable recommendations to prevent application performance degradations</td>
</tr>
<tr>
<td>Prevent Outages</td>
<td>Predictive analytics provides warning signals before they result into major outage and disruption in your applications</td>
</tr>
<tr>
<td>Flexible</td>
<td>Allows deployment on premise, in the cloud, or in hybrid environments</td>
</tr>
<tr>
<td>Efficient</td>
<td>Improves IT Ops teams productivity while lowering both operations and capital to the organization</td>
</tr>
<tr>
<td>Simple</td>
<td>to deploy, to operate, and scales with no additional effort</td>
</tr>
</tbody>
</table>
On-Prem or Hosted Private Cloud – Complete Solution

- VMware vRealize
- SDDC
- VMware NSX
- Hyper-converged Infrastructure
- Physical Networking
- IT Operations Analytics
- Real-time Threat Mgmt
- Managed Services