

# IT Services to Cloud Services



# Why you should listen to me

**OrangeScape** is a renowned Platform as a Service company



7 Years of maturity

Some our customers



Unilever



**Gartner**

Top 10 PaaS  
Worldwide 2010

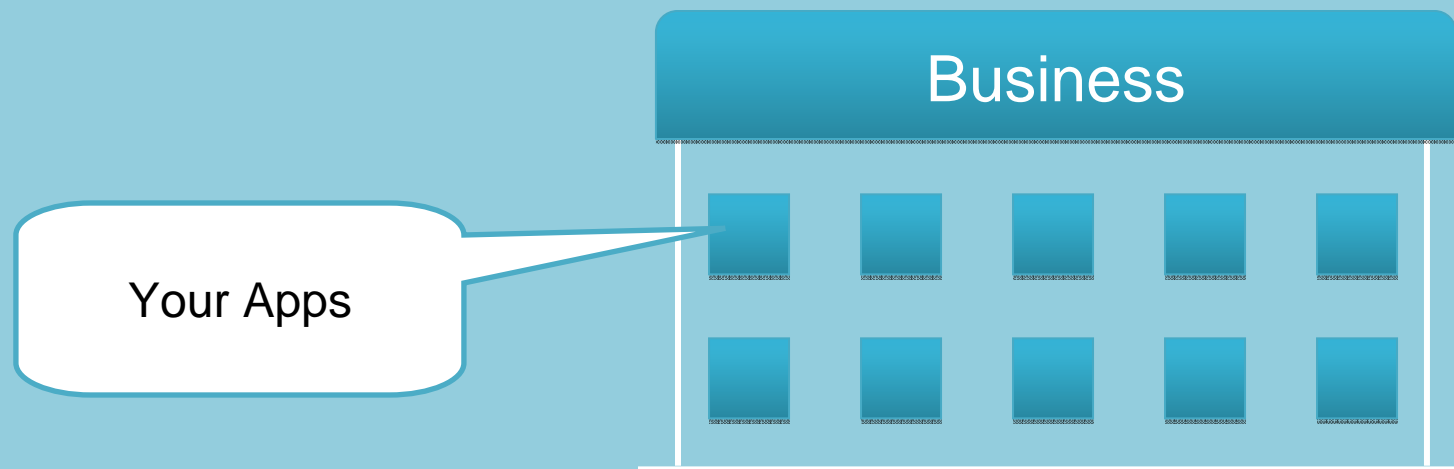
**FORRESTER**

Featured in First  
report on PaaS

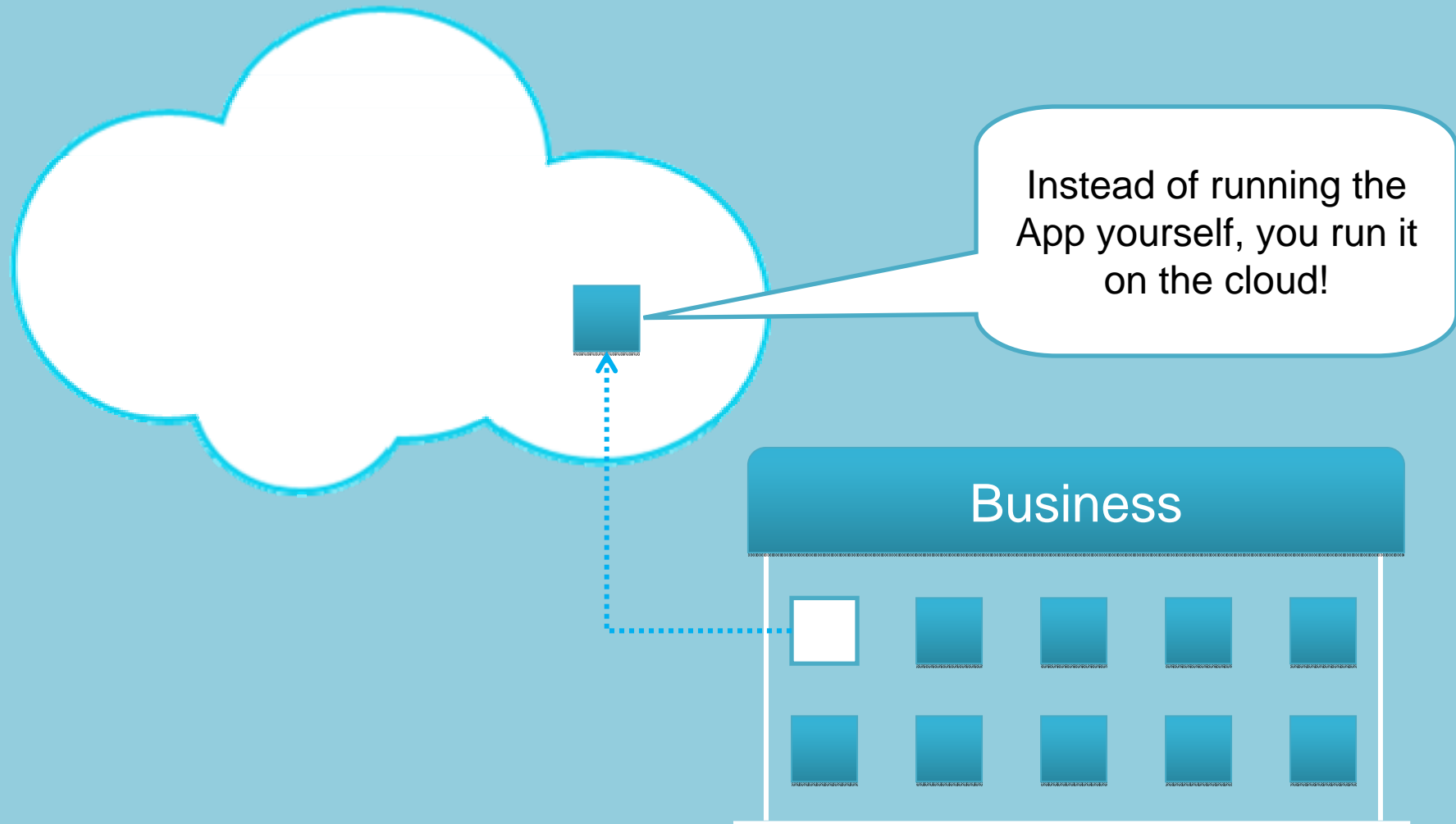
**Forbes**

The Rising  
Tech Stars

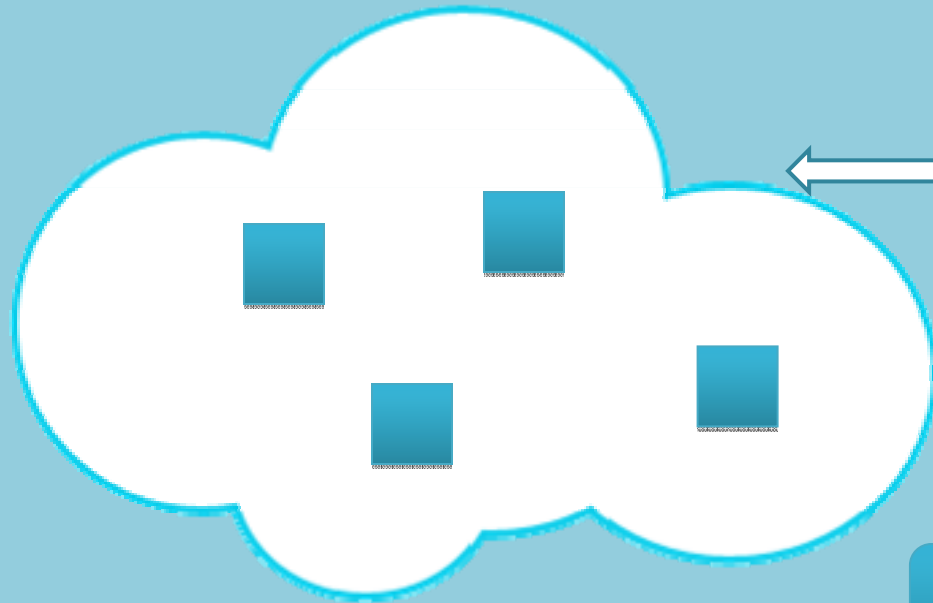
# Cloud Computing – A snapshot



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Fast to get started

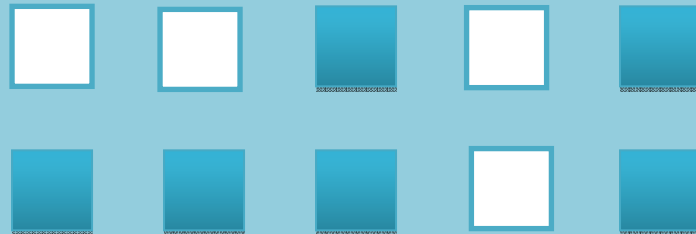
Costs less

No headaches of servers & storage

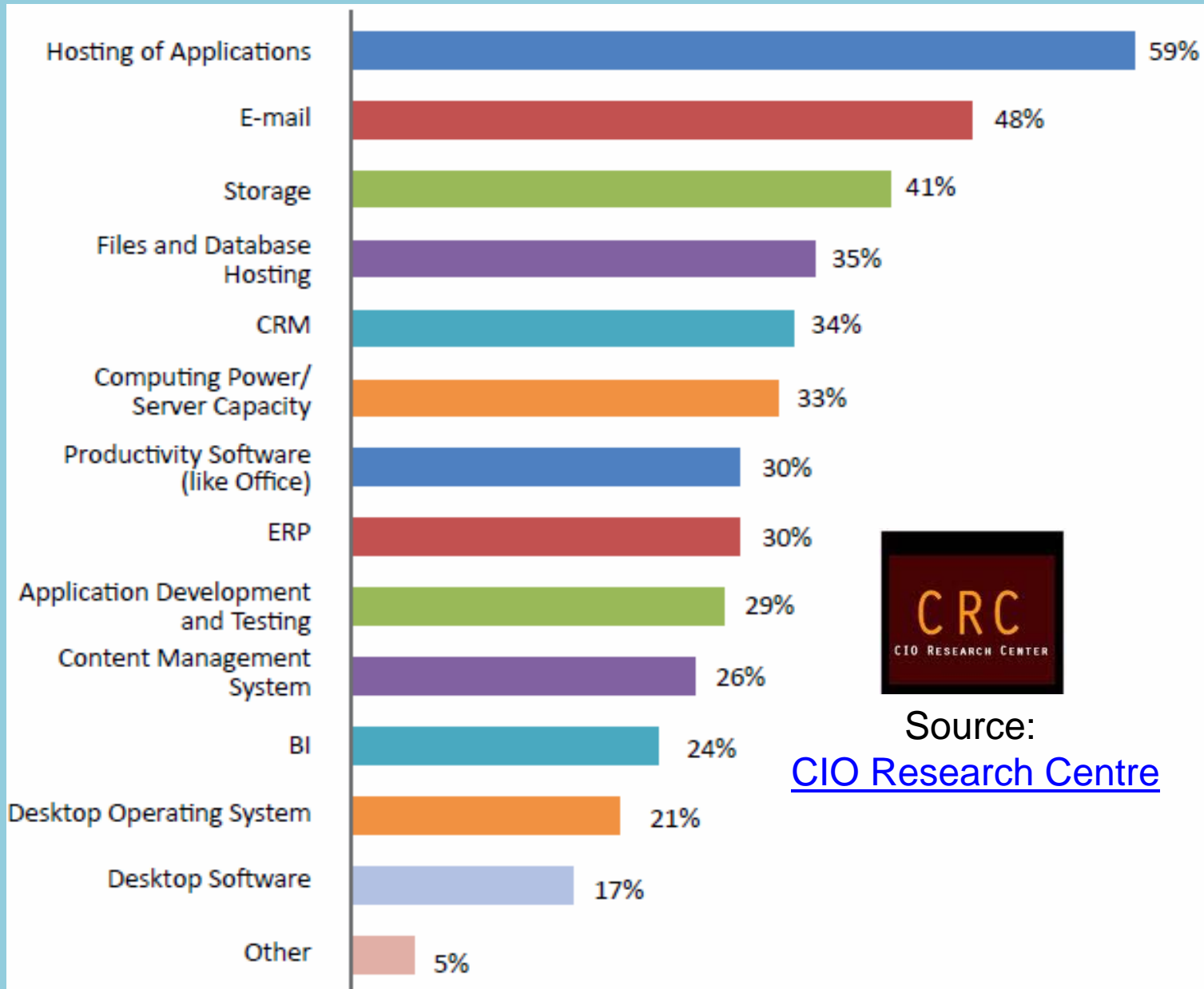
No tech team to keep your apps running

Lesser worries on upgrades!

Business



# Indian CIO – Cloud Priorities



Source:  
[CIO Research Centre](#)

I have  
basic needs

I want to run  
business apps!

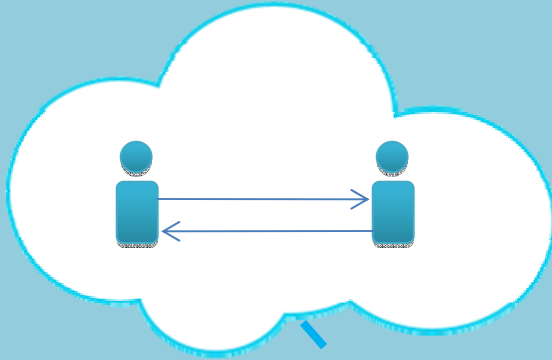
I want to build custom  
apps!

**Computing needs ?**

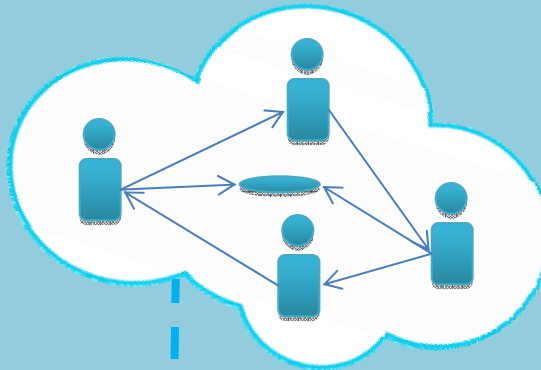
I am big. I need  
everything on the  
cloud. I want  
transactional scale.

I want scale in my  
custom apps!

## Communication



## Collaboration



## Productivity



Email



Chat



Calendar



Meetings

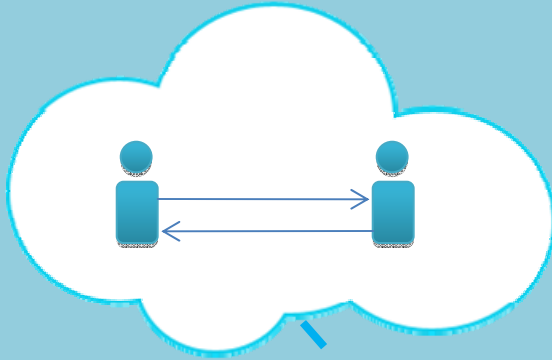


Documents

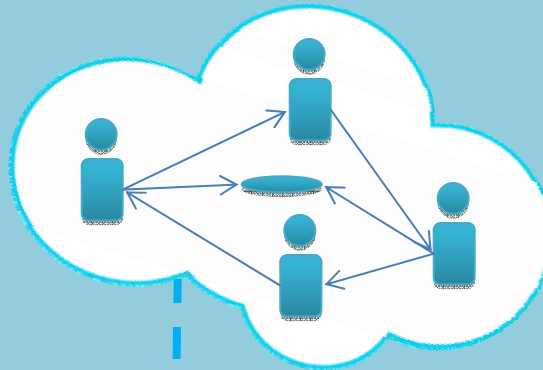


Spreadsheets

## Communication



## Collaboration



## Productivity



1

Basic needs of any business



Email



Chat



Calendar



Meetings



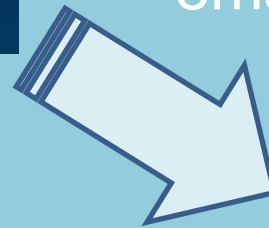
Documents



Spreadsheets



IIFL moves  
email to cloud



- Google Apps \$50/user/year
- Total Users moved 20,000
  
- Service Provider Benefits
  - 20% commission from Google
  - That's \$200,000 recurring revenue ( Rs. 1 Crore)
  - One time implementation Rs. 5 – 10 lacs
  - Ongoing support Rs. 15 Lacs p.a.
  - Total Revenue – Rs. 1.25 Crores

Note: a) IIFL moving to Google is public information  
b) The computation is derived from price published on Google website

2

I want some  
business apps!  
(but spare me the details)

Business



2

I want some  
business apps!  
(but spare me the details)

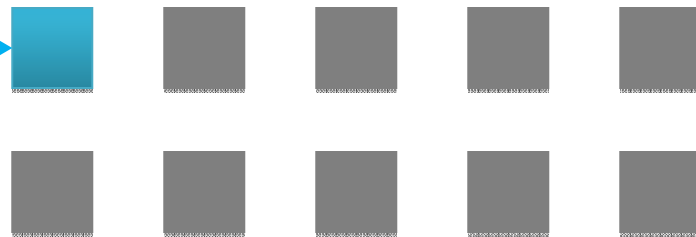


## Software as a Service

Utility IT : Not *custom* but *configurable*

✓ Cost Savings ✓ Support

Business



2

I want some business apps!  
(but spare me the details)



# Software as a Service

Utility IT : Not *custom* but *configurable*

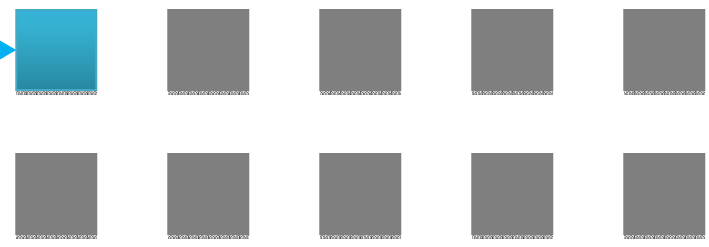
- ✓ Cost Savings
- ✓ Support

salesforce

ramco  
OnDemand ERP

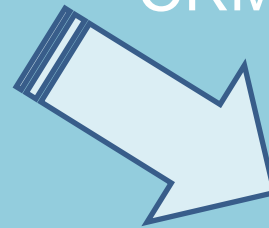
impel

## Business





CRM on cloud



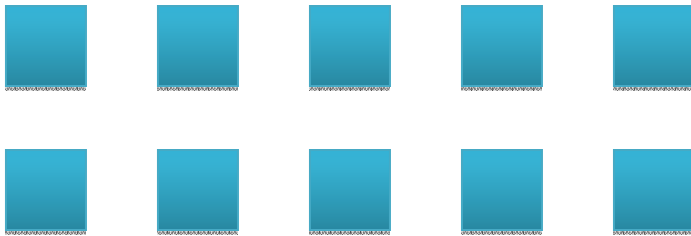
- Service Provider Benefits
  - 1X to 2X of typical subscription costs
  - 1 lac for domestic customers
  - 2.5 Lacs international customers
  
- One of the largest implementation
  - 200 users
  - 30 Lacs for one-time customization
  - + 14 Lacs in reselling commission



3

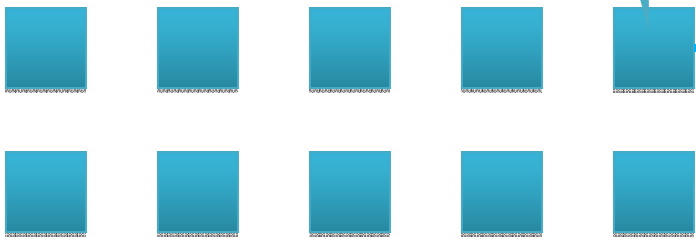
My requirements  
are unique!

Business



I Want a custom app....

Business



3

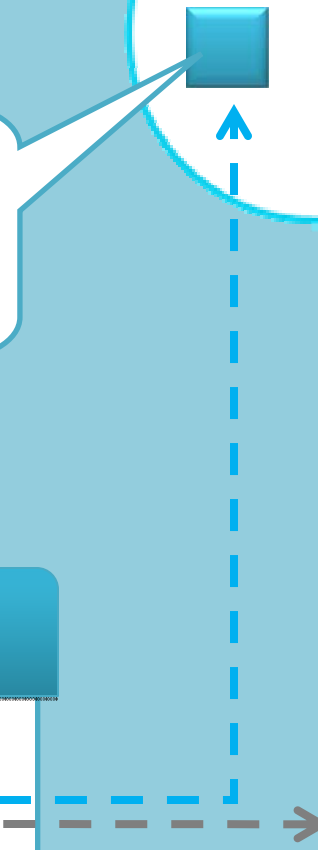
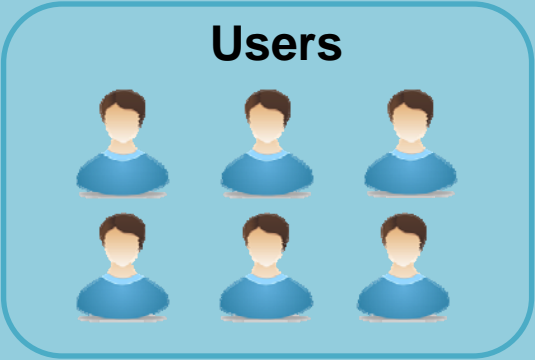
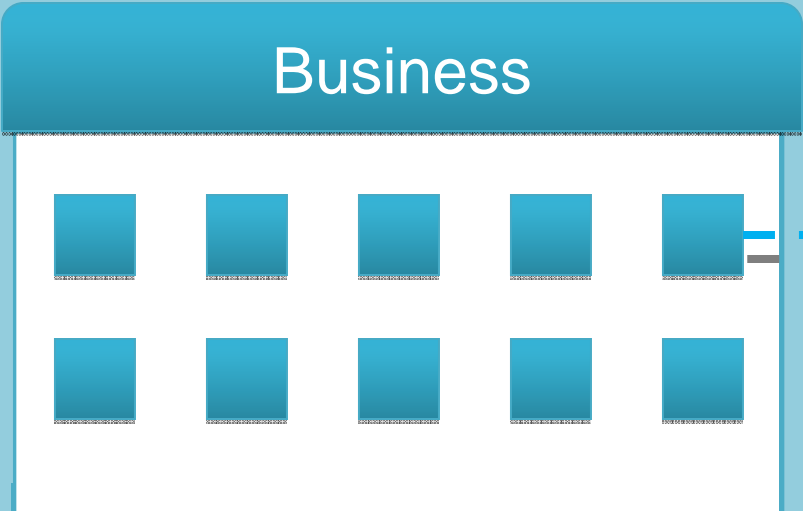
My requirements are unique!

Users



... on cloud

3  
My requirements are unique!



Software Infrastructure Abstraction

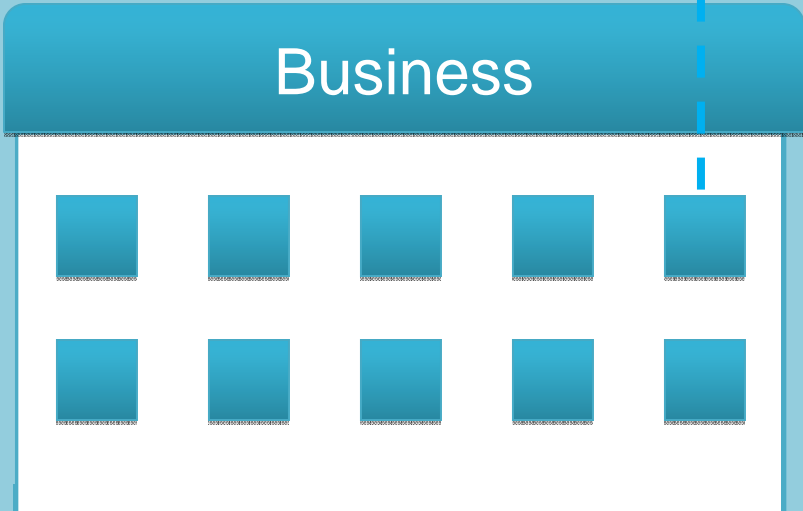
Rapid development

WYSWYG Style Development



Platform as a Service

Business



**OrangeScape**  
Write Once. Cloud Anywhere

*force.com*

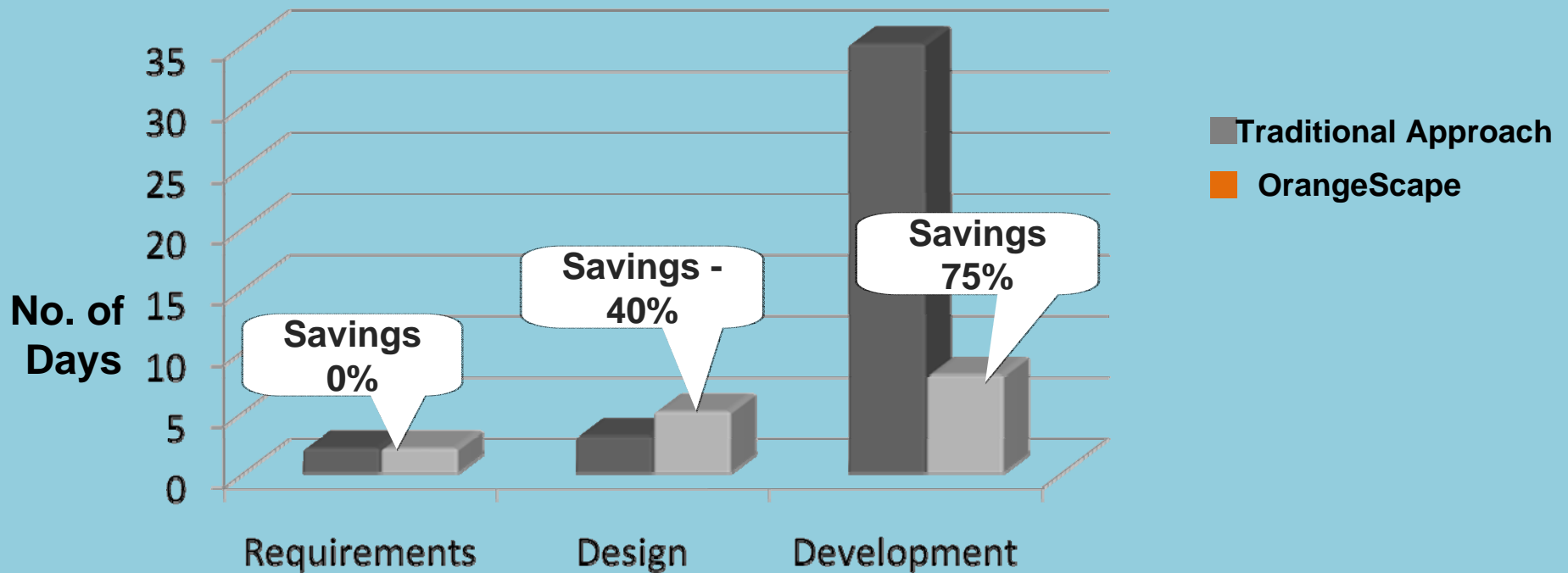
# PaaS Business Case 1

- » Country-wide Insurance Provider
- » Services Multi-million end-customers
- » Cross-functional with Multi-tenant (78)
- » 750 Branch Offices
- » 20,000 Employees

- Stores & Purchase, Inventory,
- F&A, Payroll, Loans & Advances
- Employee Self Services, HRMS
- Hospitality, Library Management
- Interfaces with Core Insurance & HIMS

		Conventional	With OrangeScape
1	Project Time to Market	14 to 18 months	7 months ( <u>&gt;50% faster</u> )
2	Total Effort	700 person months	289 person months (4 people working for 6 months)
3	Development Effort		
	Requirements Analysis	100 person months	100 person months
	Design, Development, Testing	600 person months (Team Size 35-40)	189 person months (Team Size 27)
	Total Effort/Costs Saving	289pm v/s 700 pm => <b><u>59% cheaper</u></b>	
4	Effort for software changes <sup>#</sup>	4 – 6 weeks	1 week

# PaaS Business Case 2



Costs Breakup	Traditional Approach (\$)	OrangeScape (\$)
Development	1,200,000	400,000
Deployment	20,500	192,000
<b>Total Cost</b>	<b>1,220,500</b>	<b>592,000</b>

51%  
Cheaper

# A Case study



Leading  
Cloud Service  
Provider

- Founded in 2006, but really in 2008
- Implemented cloud solutions for 180+ enterprises
- Funded by Sequoia
- 200+ employees
- 400% growth
- 100% revenues for cloud related services



Catch the Cloud Wave

Thank You!