

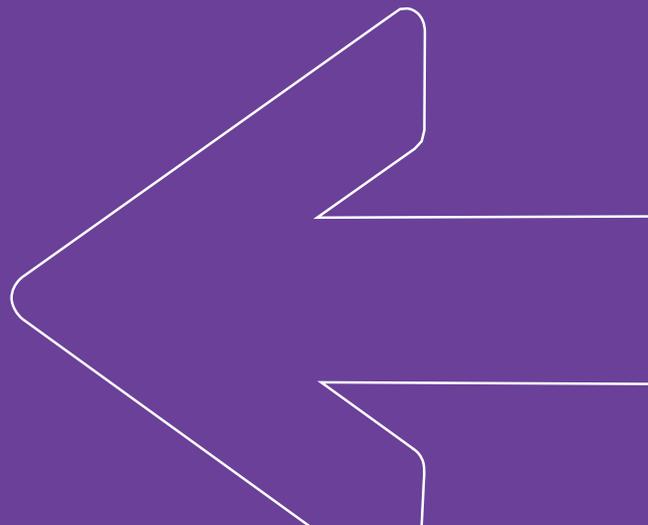
APPLICATION DELIVERY HAS TAKEN A DRAMATIC NEW TURN.

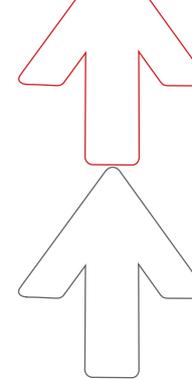




IT IS NOW FOCUSED ON THE END USER.

Cloud computing, mobility, device and application proliferation are fundamentally changing the way employees and enterprises use IT; The old siloed approach of data centers, networks, applications and end points is giving way to a cross domain, end to end view focused on the end user. And that is completely changing the application delivery landscape.





Anunta is a managed infrastructure solutions (IMS) company that is defining new services, like ADaaS™ and products like EuVantage*, to deliver end-user centric outcomes. Where traditional IMS companies' are focused on meeting device-level SLAs and managing response times, Anunta focuses on the measurement and management of application performance as experienced by end users in an enterprise.

Anunta's teams have spent over a decade in designing, building and managing customized application delivery solutions using desktop virtualization technologies for enterprise clients that ensure enterprise employees easy accessibility to business applications with a high degree of availability and predictability to increase end user satisfaction.

Anunta is a specialist in these technologies and its clients include some of the top companies in India, including 3 of India's top 5 private banks. It has been named as a vendor to watch in Gartner's "Emerging Market Analysis: India's Top 10 Technology Trends and Drivers in 2014" Report.

+ BUILDING THE PARADIGM FROM THE GROUND UP

A new IT environment requires a fresh approach to technologies, tools and services. Here are the unique characteristics that sets Anunta apart.

EXPERTISE IN VIRTUALIZATION: Anunta has been an early mover in desktop virtualization and today has a proven track record in engineering user-centric virtualized infrastructures that scale and deliver to business needs. It's Center Of Excellence (CoE) continuously tracks and tests new and emerging virtualization products.

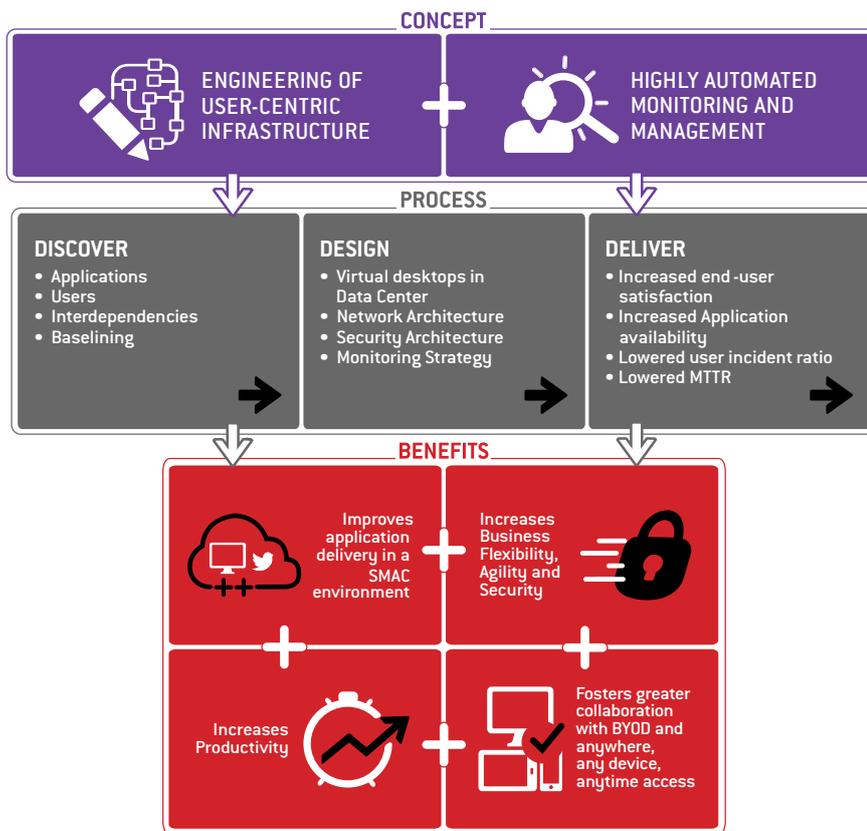
END USER FOCUS: Anunta's design, migration and monitoring are all centered around the end user experience and SLAs are provided on performance of business applications as experienced by the end user, as opposed to infrastructure availability. Critical attention is paid to user profiling and bench marking performance and UATs are conducted with actual end users.

PERFORMANCE MANAGEMENT: Anunta uses a proprietary platform called EuVantage for monitoring and management. EuVantage provides unparalleled cross-domain visibility of the entire infrastructure chain and dramatically reduces time to isolate and resolve issues



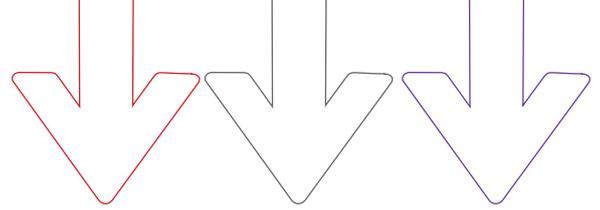
++ ADaaS: CHANGING THE RULES OF THE GAME

IT teams everywhere are increasingly turning to desktop virtualization to meet the demands of anywhere, anytime, any device application delivery in a secure manner. Their prime concern is preserving high availability and end-user satisfaction while doing so. To meet their needs, Anunta has created Application Delivery as a Service (ADaaS™)



ADaaS combines the expertise of engineering user-centric infrastructure using virtual desktop technology with highly automated monitoring and management. This ensures that the application functionality journey from server to screen meets availability and performance goals at end user.

ADaaS has delivered proven business benefits like simplifying IT management to make it more agile and scalable and significantly improving end-user satisfaction with trouble tickets coming down by 90 %. India's leading financial services companies, banks, manufacturers and business services companies have used ADaaS to transform application delivery to their corporate offices, far flung branches, manufacturing facilities and mobile and stay-at-home workforces.



SMART MONITORING WITH EuVantage* +++

EuVantage, Anunta's Commercial Off the Shelf Product (COTS), brings a new approach to management of virtualized application delivery environments and helps IT Operations teams reduce the mean time to resolution (MTTR) of incidents by upto 70%.

UNPARALLELED CROSS-DOMAIN VISIBILITY



Problem: According to Enterprise Management Associates (EMA), 80% of organizations have multiple teams involved in solving problems and this results in maxing out the IT response time SLAs.



Solution: EuVantage, uses a cross-domain dependency model created from a set of components that participate in delivering an application to an end-user. The associations between these components are auto-discovered and mapped using various techniques and then presented as an end-to-end view to the operator. This helps IT Operations & Management teams to quickly understand the components and potential problem areas in delivering the application to the end-user.

EFFECTIVE ROOT-CAUSE ANALYSIS



Problem: IT teams are typically bombarded with alerts without any context as to the potential end user impact of the alert. They respond with a "whack-a-mole" approach of trying to deal with all issues and end up missing the critical ones.



Solution: EuVantage's core dependency model reduces the universe of elements that an operator has to deal with. This way when resolving an issue the infrastructure team can limit their attention to elements that actually impact end user. In addition, EuVantage also auto-curates a set of dashboard elements instead of the operator having to consider every metric to locate the problem.

PROACTIVE END USER EXPERIENCE MONITORING



Problem: Most IT teams come to know of End User Experience (EUE) issues only via trouble tickets from users. Critical EUE issues could significantly impact user productivity and business revenue.



Solution: EuVantage presents IT with a single service assurance platform that allows teams to move from one phase to another without having to manually transfer valuable information regarding the incident. This ensures incident management is highly reliable, standardized and automated with minimum reliance on individual skills and technology/ device level specialization.

++++ CHOOSE THE SERVICE THATS RIGHT FOR YOU

Getting a desktop virtualization project right involves putting in place several crucial pieces like designing and sizing the hardware, system integration, user migration, the monitoring infrastructure and day-to-day management.

Anunta has a range of services that enterprises can choose from.

SERVICE	PROCESS	BENEFITS
DESIGN SERVICES: Designing and solution architecting capabilities that can correctly size an enterprise's needs.	<ul style="list-style-type: none"> Assessment of existing infrastructure and performance benchmarks Designing Data centre, security and monitoring infrastructure Designing and provisioning virtual desktops based on user profiles and productivity goals Defining integration with enterprise applications and peripherals 	<ul style="list-style-type: none"> Fully scaleable design Ensures user acceptance of new environment Ensures ROI meets business goals
IMPLEMENTATION SERVICES: Seamlessly moving to a virtual environment.	<ul style="list-style-type: none"> Creation & Installation of Virtual Desktop Infrastructure Integration with existing infrastructure User Migration & UAT As-build documentation handover 	<ul style="list-style-type: none"> Ensures seamless transition to virtual environment with zero business interruption User acceptance ensured
REMOTE INFRASTRUCTURE MONITORING: A unified framework for incident, change, and problem management.	<ul style="list-style-type: none"> Unified framework for incident, change, and problem management of virtualized infrastructure End to end monitoring from server to screen using proprietary, highly automated monitoring platform EuVantage Business aligned SLAs 	<ul style="list-style-type: none"> 70% Incidents resolved pro-actively Reduction in Incident to user ratio by 80 -90% Increased Application Availability Increased productivity
DAAS Plus	<ul style="list-style-type: none"> Provisioning of VMs Capacity Management Integration with existing applications Image Management 	<ul style="list-style-type: none"> No requirement for in-house skills of virtualization management Seamless Integration with traditional environment Ensures benefits of virtualization are realized Avoids cost overruns due to VM proliferation

CLIENT SPEAK *

India's leading Banks, Financial Services companies, Manufacturers' and Business Services companies have chosen the ADaaS™ way to desktop virtualization and enjoyed the benefits.

“We found Anunta’s end-user focused approach to be unique. Importantly this was backed with deep domain experience of virtualization and a track record of execution that few other providers had...”

ANUP PUROHIT, HEAD IT, RATNAKAR BANK.

“Since bringing Anunta on board, our end-user experience has greatly improved. Their speed of response, proactive management approach and depth of technical knowledge has given us the confidence to expand our partnership.”

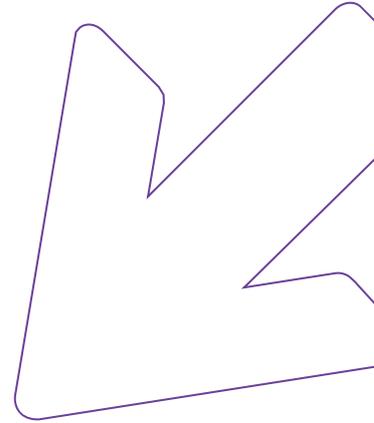
PRATAP GHARGE, PRESIDENT AND CIO, BAJAJ ELECTRICALS LTD.

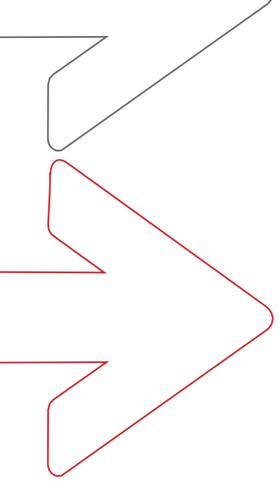
“The replacement of traditional PC’s and adoption of innovative technologies like hosted shared desktop (HSD) over private cloud has helped us achieve higher end-user performance...Anunta’s delivery model with end-to-end ownership for managing end-point performance has helped us deliver IT services efficiently and effectively.”

ANOOP HANDA, EXECUTIVE V. P., TECHNOLOGY, FULLERTON INDIA.

“Anunta’s fully managed application delivery has empowered Polycab’s managers with anywhere, anytime access. This means business gets real time inputs making decision making more informed and nimble.”

UDIT PAHWA, CIO, POLYCAB WIRES PVT. LTD.





AT A GLANCE **

- Anunta has defined new services (ADaaS™) and products (EuVantage) for adoption and management of desktop virtualization
- Currently delivers ADaaS™ to over 32,000 endpoints including 3000 in the USA
- Clients range from Banking & Financial services to Manufacturing & Business Services
- Cited as one of the Vendors to Watch in Gartner's 'India's Top 10 Technology Trends and Drivers in 2014' Report
- Offices in Mumbai, Chennai and Bangalore (India) and Maryland (US)

Learn more at www.anuntatech.com

