



STACKCLOUD.AI

Investor Presentation

Executive Summary



StackCloud simplifies enterprise IT infra by deploying software defined infra solutions

- Deploying & managing hardware heavy IT infra at affordable costs is an ongoing challenge for enterprises
- Transforming from a hardware defined infra to software defined infra resolves this challenge
- In the past 5 years, StackCloud has deployed Hyperconvergence & Private Cloud Solutions to enable this transformation
- It is currently an INR 22 Bn market opportunity for StackCloud

First versions of products designed & deployed generating a revenue of INR 200 Mn

- StackCloud has implemented 241 Hyperconvergence deployments across 121 customers
- India's first Geospatial Cloud is deployed & managed by StackCloud for NSDI, Survey of India, Govt. of India
- Established strategic channel partnerships with IT technology distributor giants - Ingram & Texonic
- StackCloud has acquired multiple customers across sectors & geographies

Founded by a highly qualified & experienced team

- 3 co-founders - Rohan Rao, Aman Sinha, Shrikant Shah - from IT & Telecommunication background
- With more than 20+ years of experience each in product engineering, software consulting & enterprise sales
- Deep relationships & domain expertise in data centre solutions
- Sound educational backgrounds & established presence in Chennai, Bangalore & Hyderabad

StackCloud is seeking to raise INR 250 Mn to fuel its expansion plans



Rohan Rao | Founder & Director

- 18+ years of experience in product consulting & solution design
- Previously worked with Riverbed Technology, Bharti Airtel Limited & Tata Teleservices
- Founded StackCloud to democratize HCI & Private Cloud solutions for Indian enterprises
- Lead StackCloud to execute SDI, acquire customer base of 120 & deployment base of 240



Aman Sinha | Strategic Alliances & Partnerships

- 24+ years experience in B2B enterprise sales & marketing in IT industry
- Has previously led B2B direct sales for Bharti Airtel Data Centre Biz & Datacraft
- Successfully forged channel partnerships for StackCloud product sales pipelines
- Devises sales strategy to lead sustainable revenue growth for StackCloud



Shrikant Shah | Technology Lead

- 18+ years of experience in product engineering & software consulting
- Previously worked at Qualcomm, Toshiba, Sony & Honda in Silicon Valley
- Heads product development at StackCloud & engineered private cloud solutions
- Designs AI & ML enabled functionalities to enhance existing products



The Need To Transform IT - The Genesis of StackCloud's Hyperconvergence Solutions

The Portrait of a Typical Indian Enterprise...



Company Background

A 75 year strong media enterprise in Print with 1.5 Mn circulations a day



Company Category

A medium sized enterprise with an INR 1000 Mn investment in manufacturing equipment



Company Size

Employs 1,000+ people across 13 regional offices



Implementing Business Applications

500 employees use ERP, CRM, Accounting app & communicate through emails

The company requires an IT infrastructure for operating business critical workloads of 500 employees using applications for business critical tasks

...with Mainstream Hardware IT Infrastructure...

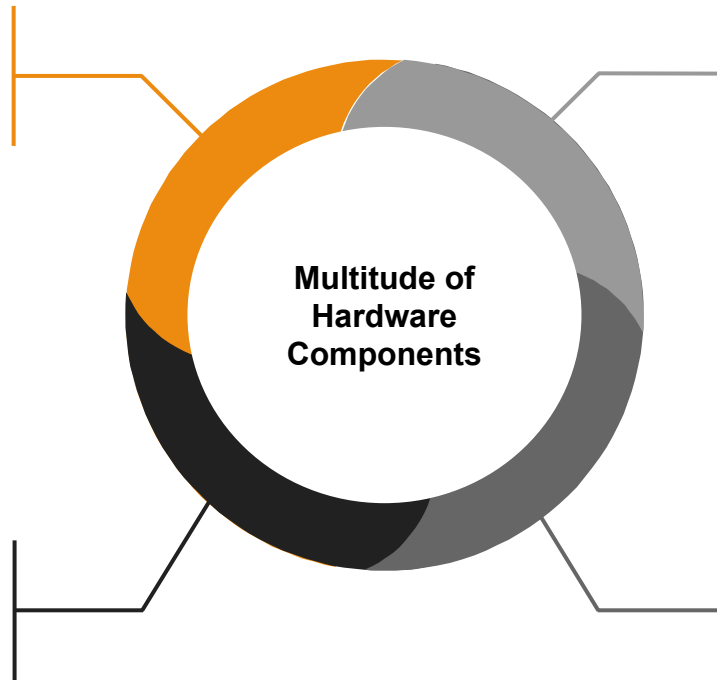


Servers

- Separate servers deployed for different applications
- For example:
 - Server 01 - ERP
 - Server 02 - CRM App
 - Server 03 - Accounting App
 - Server 04 - Database
 - Server 05 - Email communication

Network Resources

- Routers, switches, modems, cables & connectors required for communication & shared resources



Storage

- Typical resources include a Storage Area Network setup & RAID systems for data storage & inter server communication

Security

- Firewall, Intrusion Detection & Protection Systems are typical components of network security

...with Numerous Challenges...



High Data Centre Footprint

Elaborate hardware infrastructure occupies considerable rackspace & real estate



Lack of Scalability

Adding or modifying the existing hardware infrastructure is cumbersome with an ever evolving compliance structure



Increased Costs

The high ongoing maintenance cost of IT infrastructure creates a major impact on company's CAPEX & OPEX



Procurement & Support Challenges

Different hardware resources are procured through different vendors creating dependency on multiple parties for service & support



Operational Complexity

The turnaround time for installing, configuring & maintaining various hardware components is very high & management is complex



Time to Deploy

Installation & configuration of new hardware components is high & integrability with existing infrastructure becomes a challenge

Resolving these Challenges...

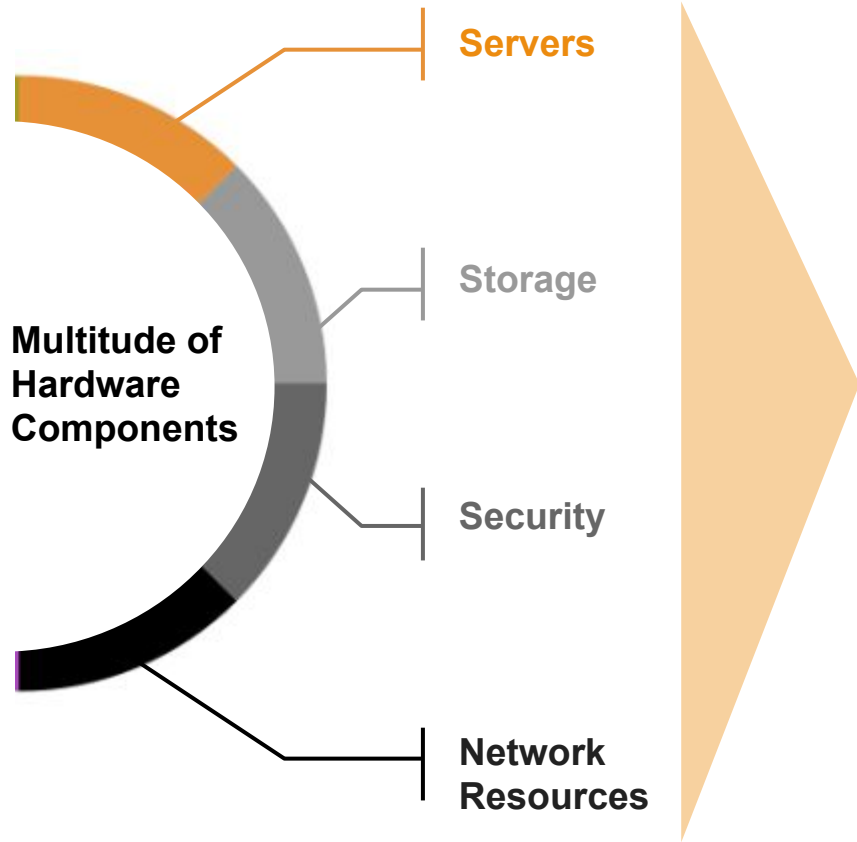


An elaborate Hardware Defined Infrastructure is the root cause of these challenges...

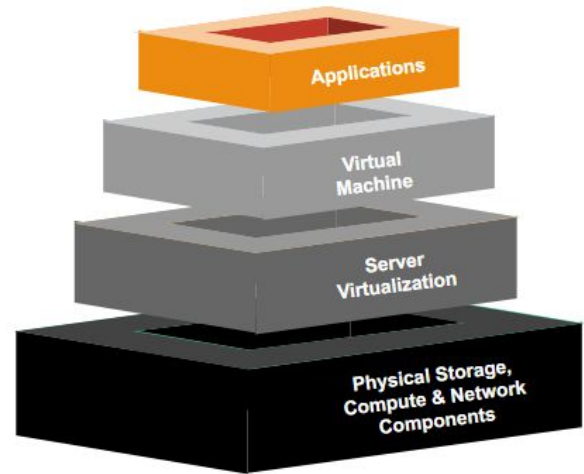
The solution is to transform Hardware Defined Infrastructure into Software Defined Infrastructure...

**StackCloud enables this transformation for enterprise IT by designing & deploying
Hyperconverged Solutions**

Hyperconvergence Simplifying Enterprise IT...















Hyperconvergence combines processing, storage, security & networking hardware resources into a single system



This simplified solution uses software & servers to replace expensive purpose built hardware

With Significant Impact on Scalability & Affordability



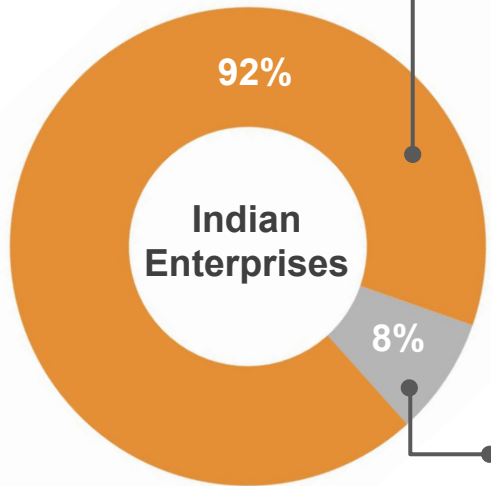
	High Data Centre Footprint	▶		16:1 Reduction in Footprint
	Increased Costs	▶		50% - 65% Reduction in IT Infrastructure Costs
	Operational Complexity	▶		39% Operational Simplicity
	Lack of Scalability	▶		49% Better Scalability
	Procurement & Support Challenges	▶		68% Higher Availability & Support Ecosystem
	Time to Deploy	▶		52% Faster Deployment

StackCloud Deploying HCI Solutions...



Competitive Landscape

- MSMEs
- Large Enterprises

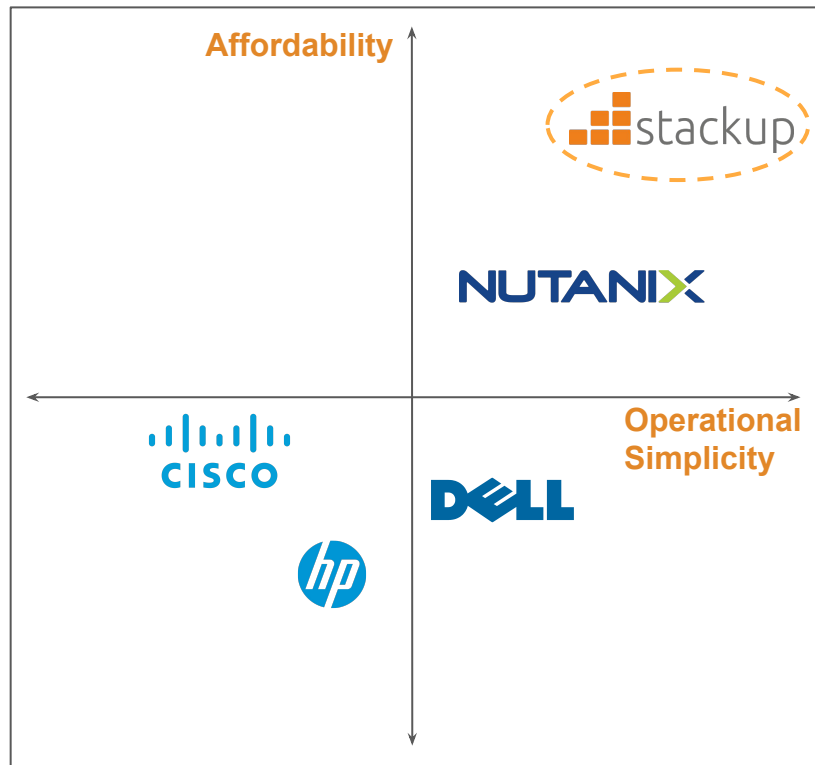


StackCloud:
StackCloud is focused on providing HCI solutions customized to Medium Enterprise needs
Enclouden, local unorganized solution providers catering to MSMEs

Nutanix, Dell, Cisco, HP:
Multinationals targeting large & medium sized enterprises, MNCs

Nutanix, Dell, Cisco, HP:
Multinational Technology Conglomerates are key solution providers for large enterprises

Competitive Edge





The Phase Wise Growth Roadmap of StackCloud

StackCloud's Roadmap



Phase Wise Development of StackCloud & Future Plans for Expansion

Proof of Concept (PoC)



Hyperconvergence Solutions



Catering to Print Media Companies



Status: Completed
(June 2015)

Extended PoC



Hyperconvergence Solutions



Catering to Sector Agnostic SMEs



Status: In Progress
(Present)

Scaling Up



Extending to Private Cloud Solutions



Catering to SMEs & Govt. Entities



Status: Future Plan
(Work Commenced)



An INR 40 Mn Proof of Concept with a Leading Print Media Company

Proof of Concept (PoC)



Phase Wise Development of StackCloud & Future Plans for Expansion

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Hyperconvergence Solutions



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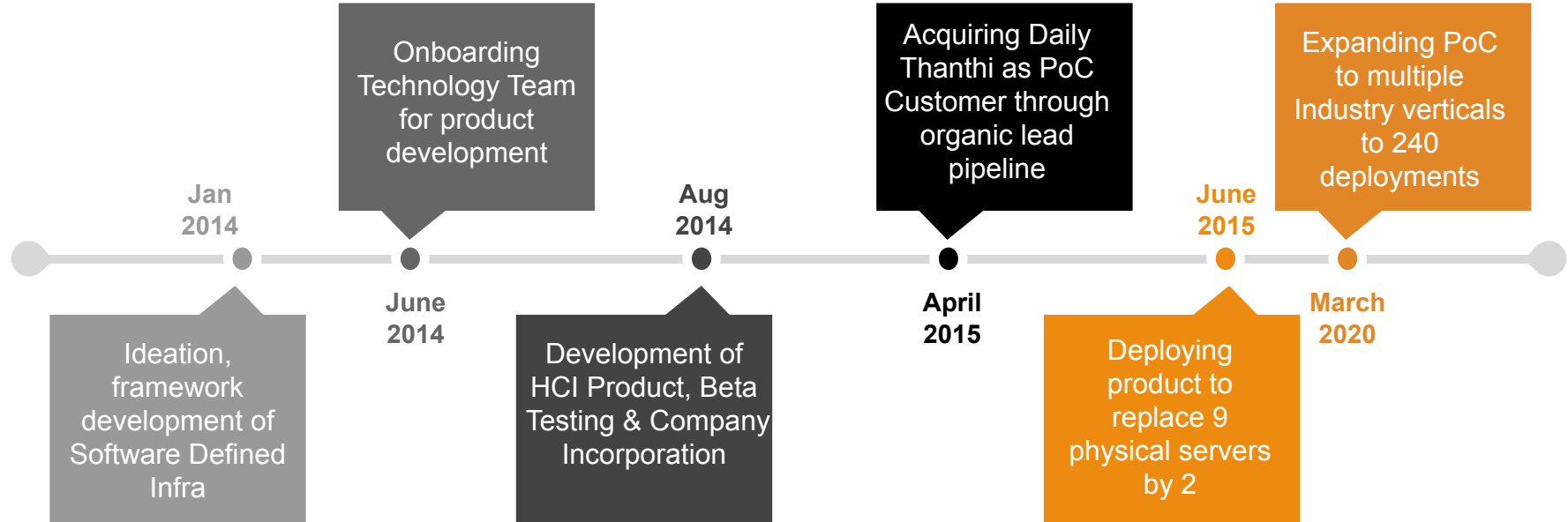


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Proof of Concept Timeline



Daily Thanthi - PoC Customer & Scope of Work



Company Background

- It is the leading Tamil language newspaper published in 16 Indian cities (editions)
- PoC was implemented for only 3 editions
- Daily Thanthi relied on an age old hardware heavy IT infra
- Maintained separate IT backend for every edition
- Were looking for an operationally easy & affordable IT infra

IT infra of 3 Editions of Daily Thanthi

03
Number of Editions
for PoC



09
Servers associated
with the 3 editions

Scope of PoC

09
Servers associated
with the 3 editions

Transformation through
StackCloud's
Hyperconvergence Product

02
Server replaced 9
servers with HA

...The Impact on Daily Thanthi



Impact Parameters



Current Status of Engagement with Daily Thanthi



INR 40 Mn

Revenue generated
from Daily Thanthi by
extending PoC

31

Hyperconvergence
solutions deployed till
date for Daily Thanthi
group

15

Media company
clients acquired post
success of PoC



Extending The Successful Proof of Concept Across Sectors & Geographies



Phase Wise Development of StackCloud & Future Plans for Expansion

Proof of Concept (PoC)

Extended PoC

Scaling Up



Hyperconvergence Solutions



Hyperconvergence Solutions



Extending to Private Cloud Solutions



Catering to Print Media Companies



Catering to Sector Agnostic SMEs



Catering to SMEs & Govt. Entities



Status: Completed
(March 2015)



Status: In Progress
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(Work Commenced)

Organic Customer Acquisition...



The Preliminary Customer Acquisition Strategy To Acquire Market Leaders



The Leader - Follower Strategy

- Success of the PoC with Daily Thanthi paved way for the acquisition of other print media customers
- Acquisition of market leaders across sectors led to the similar traction across sectors



Channels for Acquisition

- Recommendations through existing customers
- Leads generated through organic marketing through sales executives
- Partnerships with local distributors in Tamil Nadu



Successful Customer Acquisitions Across Sectors

- By leveraging existing lead network through previous job roles
- Highlighting successful sector specific proof of concepts

...to Fostering Channel Partnerships...



For Expansion beyond Tamil Nadu & Across Sectors
Partnering with Texonic & Ingram

Texonic

- A pioneer of IT distribution in India
- Currently distributes only 4 - 5 products in IT infrastructure domain
- StackCloud is the only partner for Hyperconvergence products
- Strong strategic distribution presence in Karnataka, Delhi, Kerala, Andhra Pradesh & Maharashtra

















Ingram

- World's largest technology distributor
- Handles delivery logistics & supply chain management
- Large customer base in the small and mid market sized enterprises
- Distribution presence in 160 countries with channels in 40+ Indian Cities

...for Increasing Customer Base



Citing key sector specific customers
Across Sectors

Sector	Marquee Customers
Manufacturing & Distribution	Petrofac  LIS  Keser  MINDA 
Govt	 DST NSDI  Greater Chennai Corporation  Saram Sukam
Services	 ClubMahindra  Dinakaran  Sun Group
IT ITES	 Pactera  Elait  Pathfinder
BFSI	 Payyanur Rural Bank  Shriram City  PayNearby

Expanding through Channel Partners
Across Geographies



StackCloud's Progress



241
Deployments

121
Customers
Acquired

INR 184 Mn
Revenue
Generated



Scaling up to cater to the ever growing enterprise IT needs



Phase Wise Development of StackCloud & Future Plans for Expansion

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Hyperconvergence Solutions



Hyperconvergence Solutions



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Catering to Print Media Companies



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Catering to SMEs & Govt. Entities



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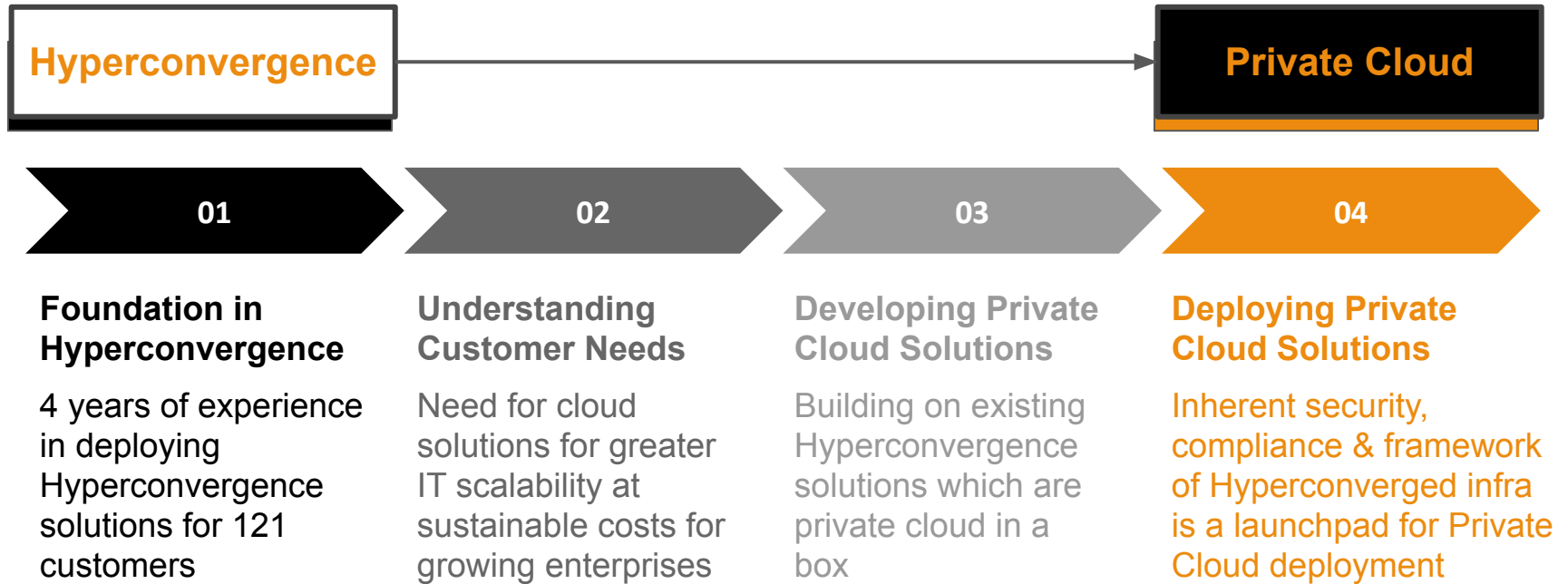


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StackCloud's Product Evolution





01

Cost Effectiveness

- Public cloud is 30% - 40% more expensive than private cloud for stable workloads
- An enterprise's public cloud spend for 2 years is equal or higher than private cloud spend for 3 years

02

Asset v/s Expense

- The CAPEX expense on Private Cloud is an Asset class for an enterprise
- Enterprises can claim depreciation of Private Cloud as an asset which becomes a tax benefit
- The OPEX expense on Public Cloud is an expense in enterprise's accounts

03

Servicing Industry & Enterprise Specific Business Needs

- Private Cloud is the need for highly regulated industries like government bodies & banks
- Companies with large, predictable workloads & high performance needs require the flexibility & security of Private Cloud



Considering an example of a typical enterprise for drawing comparisons between public & private cloud

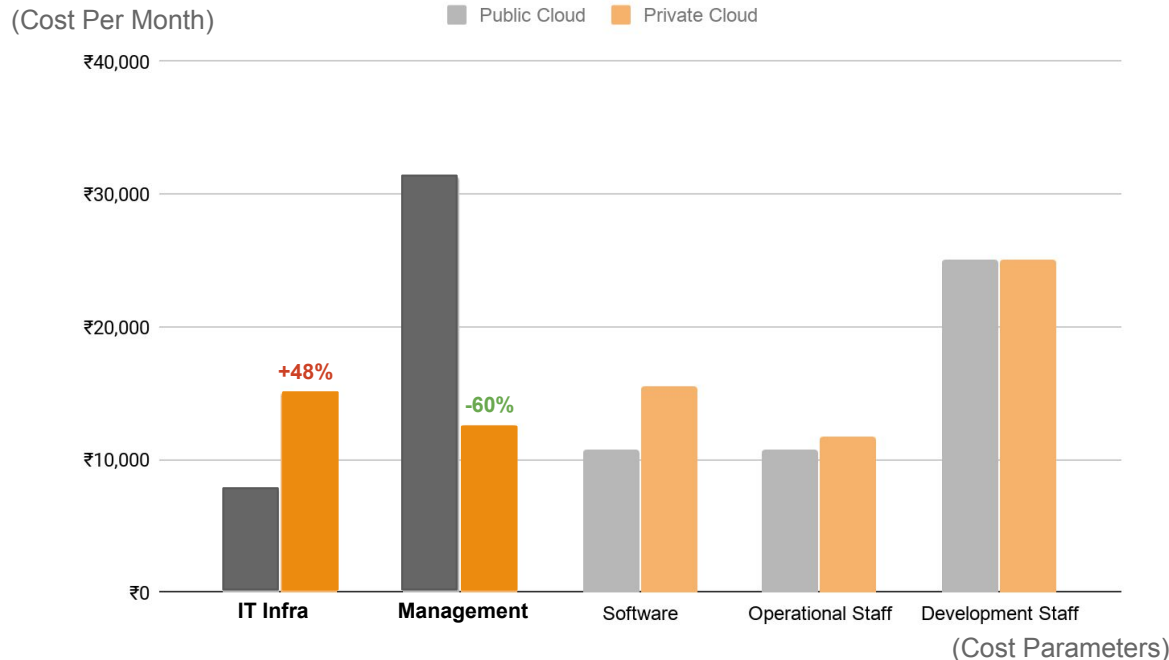
IT background of a typical enterprise:

- Business critical applications with stable & predictive workloads
- Applications deployed - ERP, CRM, Analytics, Workflow
- Enterprise utilizes large scale database servers
- Large scale messaging function within enterprise

Private Cloud - The Economic Enterprise Solution (2/3)



This trade-off between the IT infra & management cost makes Private Cloud more a cost effective solution



- The IT infra cost include the server, storage & network infra
- The management cost include executive, audit & security infra
- A **40% - 50% increase** in IT infra is sufficiently balanced by **55% - 65% decrease** in management cost of Private Cloud

Private Cloud - The Economic Enterprise Solution (3/3)

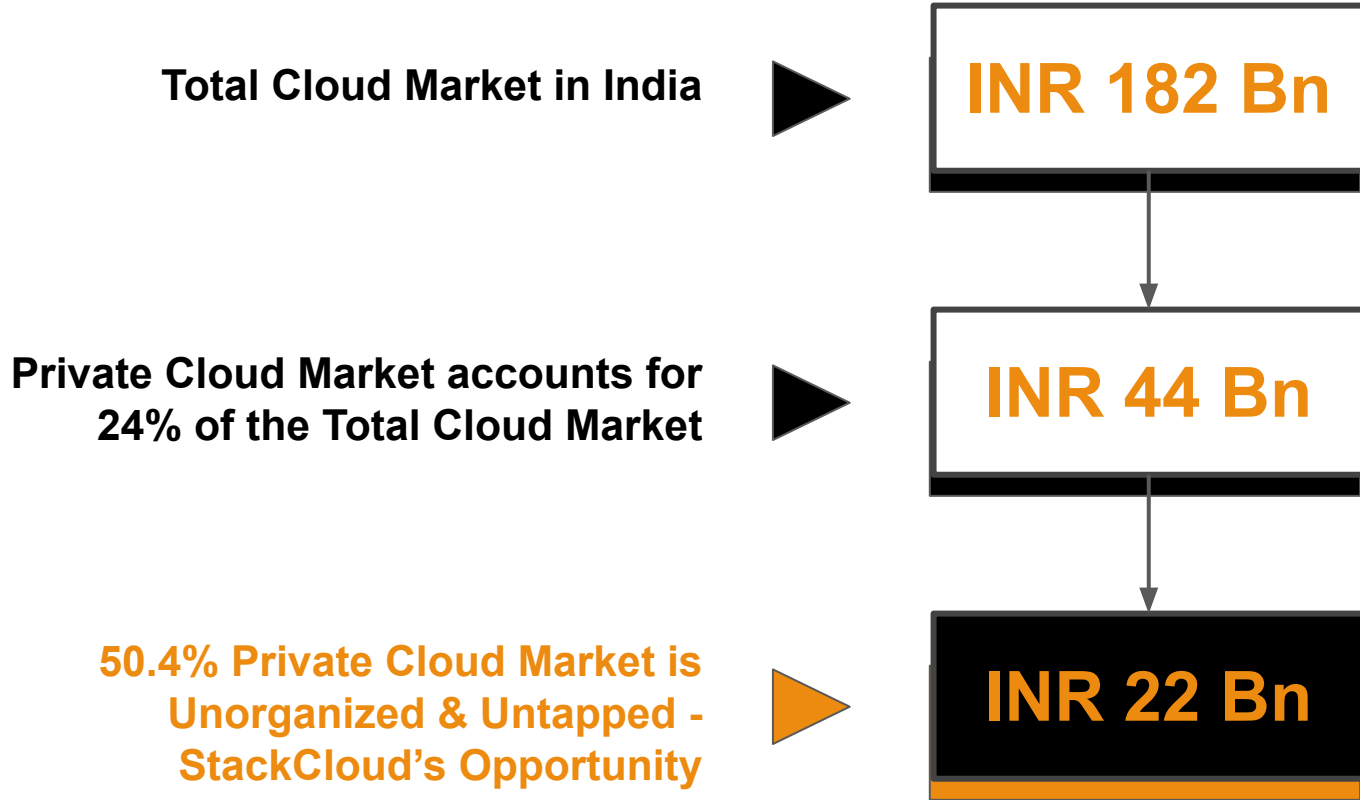


Total Cost of Ownership (TCO) Savings on Private Cloud over Public Cloud is 46% approx.

(In INR Mn)

Parameter	Public Cloud	Private Cloud
CAPEX	-	8.0
OPEX (3 years)	15.0	2.0
Fixed Asset	-	8.0
Depreciation (3 years)	-	6.2
Income Tax Savings (30%)	-	1.8
Effective Spend	15.0	8.2

An INR 22 Bn Opportunity

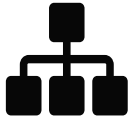


StackCloud's headway in Private Cloud in India



India's first Geospatial Cloud

- StackCloud has deployed & continues to manage India's first geospatial cloud
- This project is under NSDI, Survey of India, Ministry of Science of Technology, Govt. of India



Applications & Services

- Geospatial cloud is a combination of private cloud & geographic information systems
- It provides location intelligence for services like Web Map Services, Web Feature Services, Satellite Imagery & Drone Based Photography
- This intelligence is used by National Data Registry, Survey of India & many more Govt. bodies



An INR 30 Mn Revenue Opportunity for StackCloud

Accelerating Software revenue, Subscription way



Product

- IT Automation Management software product > Expedite, Launch
- Replace management of IT Infrastructure from manual efforts of System administrators to software codes.
- Large scale IT operations are codified, automated, orchestrated.
- Increases efficiency of IT operations in a simplified way.

Business Model

- Pure Software, runs on customer's IT infrastructure
- Subscription based, license controlled, opex revenue
- 100% remote > PoC, Sales, Deployment, Support, Operations

IT Automation - Centralized, Remote way



Capabilities

- Deploy - Operating System, Applications, Packages
- Provision - Software & infrastructure services
- Configure - Remote settings, updates, compliance
- Administration - Centrally administer all devices
- Security - Policy enforcement, hardening, assessment

Business Impact

- Reduce cost of IT Management by a factor 4 - 5x
- No need of skilled IT manpower in remote offices
- Meet Security standards compliance
- Enable certification ISO 270001, CIS, CERT etc.



Fueling further product development & growth plans

Funding Requirement



Further development of business critical verticals

1

Product Development

- Developing & integrating new features in the Hyperconvergence Product
- Developing a Cloud Management Platform & working on security management aspects
- Developing new features in IT Automation (ITAM) product & integrating it with existing ones

2

Marketing & Sales

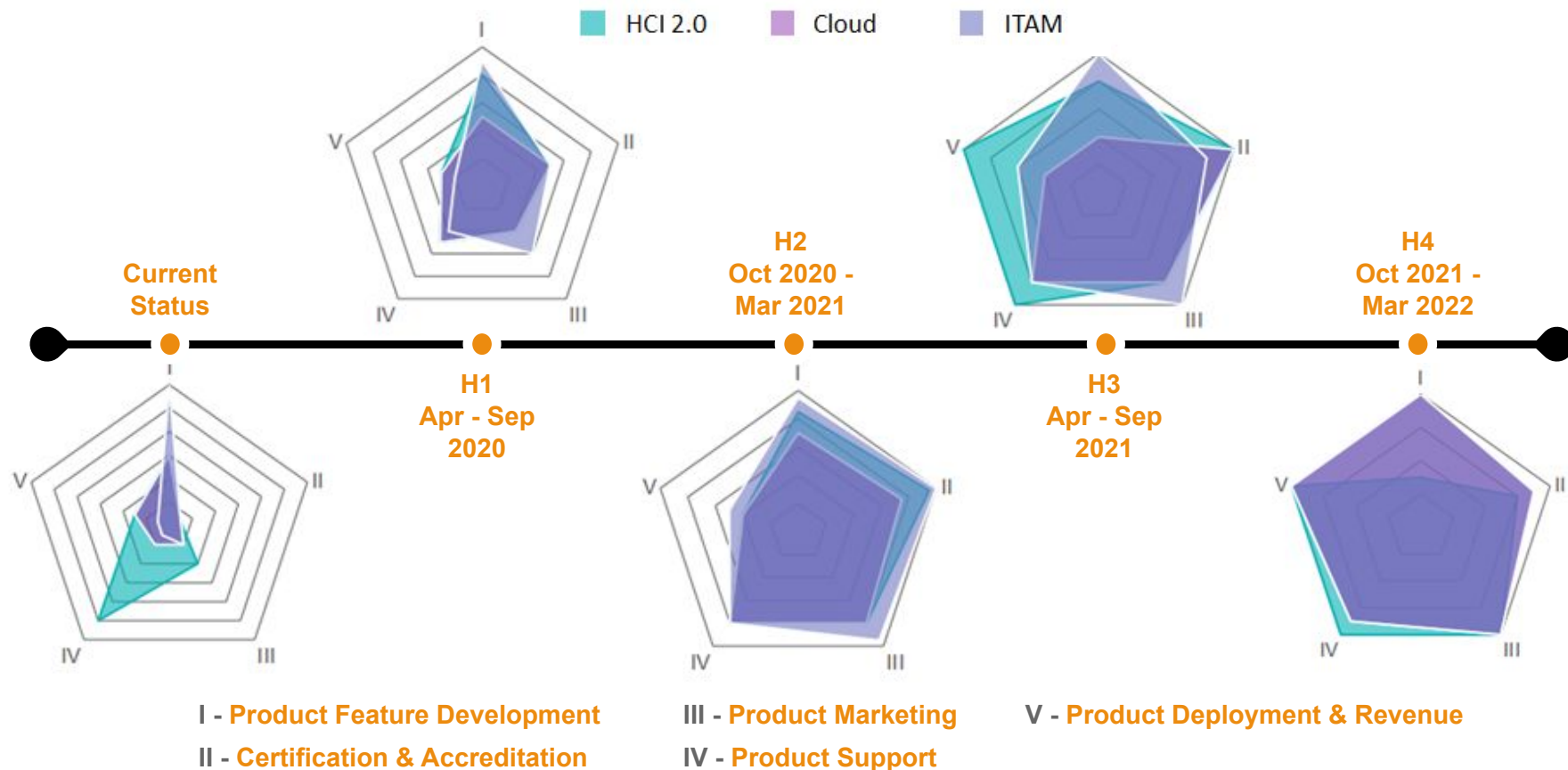
- Centre of Excellence for Software Defined Infrastructure with hands on POC labs
- Demo & explainer product videos, brochures, case studies for content marketing
- Enhancing customer & partner engagement through events, boot camps & ensuring media coverage for the same

3

Operations & Support Services

- Setting up office with warehouse infrastructure at Chennai. Sales offices at Delhi, Mumbai.
- Procuring hardware for product development & direct import of hardware components.
- Setting up remote infrastructure management with 24*7 support

1 Product Development Roadmap



2 Marketing & Sales Plan



Marketing Collaterals

- Product demo videos, case studies, brochures, newsletters & e-books
- ROI calculator for all products
- Website restructure, social media marketing & brand awareness through IT magazines

Customer Focused Activities

- Customer endorsement videos & appreciation letters
- Welcome kit for customers
- Events & sponsorships for geography specific Chief Information Officer club

Channel Partner Focused Activities

- Product certifications for channel partner employees on pre-sales & sales activities
- Online training modules for sales efficacy & bootcamp events
- Developing a partner portal for lead generation, lock-in & management

Sales Operations

- Centre of Excellence for SDI with hands on labs POC
- Enabling on-premise product demos & tool for product-customer fitment analysis
- Hiring dedicated sales executives for Delhi, Mumbai & Kolkata



Care & Support Services

- Establish 24x7 customer support operations
- Setup Remote Infrastructure Management support centre, Software updates.
- Customer Service Account Management enablement.

Administrative Operations

- Office setup in Delhi, Mumbai & Kolkata
- Resolve warehousing needs associated with every office
- Establish point of presence in Singapore & US

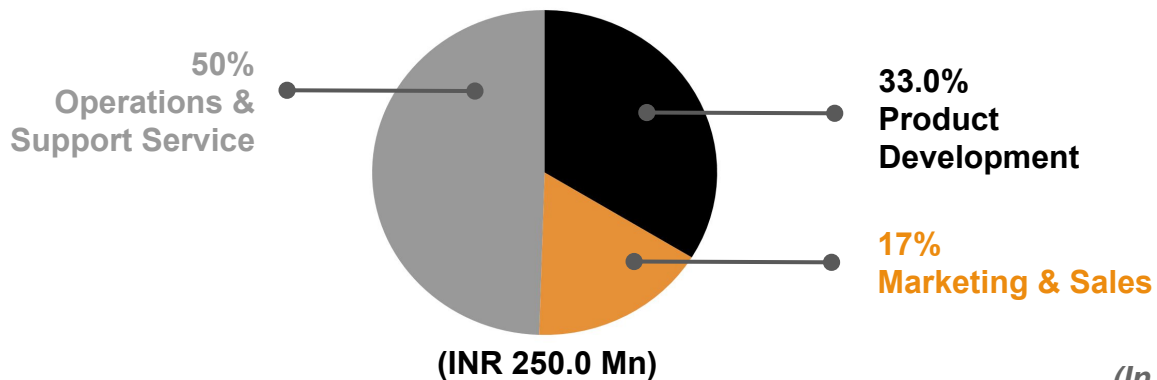
Procurement Operations

- Enable partnership with Original Design Manufacturers (ODM) Intel, Quanta, ASUS
- Setup process for procurement of hardware components from partner ODMs
- Procure a direct import license

ERP for business critical operations

- Setup ERP for:
 - Order processing & purchase
 - Inventory management
 - Supply chain management system

Fund Utilization Snapshot



Funds	24 Months	Use	24 Months
	250.0	Marketing & Sales	42.5
		Product Development	82.5
		Operations & Support Service	125.0
Equity	250.0	Total	250.0

(In INR Mn)

StackCloud is looking to raise INR 250 Mn to fuel their expansion plans

Projected P&L



(In INR Mn)

Projections	2021	2022	2023	2024	2025
Total Revenue	121.0	302.5	544.5	817.0	1225.0
Gross Profit	4.1	15.4	29.2	46.5	72.7
EBITDA	(5.7)	5.4	12.3	22.4	37.3
EBT	(7.2)	4.3	7.4	18.5	29.5
PAT	(7.4)	4.2	7.4	18.5	29.8
EBITDA Margin	(47.2%)	18.1%	22.7%	27.5%	30.5%
Gross Profit Margin	34.5%	51.1%	53.7%	57.0%	59.3%

Investment Summary



- **Designs & deploys Hyperconvergence & Private Cloud Solutions - the future of enterprise IT**
- **INR 40 Mn successful proof of concept with print media giant Daily Thanthi helped establish presence in Chennai, Hyderabad & Bangalore**
- **Currently servicing 121 enterprises across sectors with pan India reach through strategic channel partnerships with Ingram & Texonic**
- **Deployed & continues to manage India's first geospatial cloud for Survey of India, Govt. of India**
- **Led by a 3 membered founding team with a combined experience of more than 60+ years in product engineering, enterprise sales & data centre solutions**
- **Growing consistently in an addressable market size of INR 22 Bn & has generated a revenue of INR 184 Mn till date**
- **Looking to raise INR 250 Mn to fuel its growth plans**



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Thank You