

ACCELERATING YOUR JOURNEY TO THE CLOUD



Powered by **Atos**, **EMC²** and **VMware**

canopy

THE OPEN CLOUD COMPANY

INTRODUCING CANOPY

CANOPY IS A ONE-STOP-CLOUD-SHOP FOR ENTERPRISES. WE PROVIDE STRATEGIC CONSULTANCY; DEVELOPMENT, MIGRATION AND TEST ENVIRONMENTS; SECURE ON AND OFF-PREMISE PRIVATE CLOUD IMPLEMENTATION; AND ACCESS TO A GROWING ECO-SYSTEM OF BUSINESS SOLUTIONS AND PROCESSES THROUGH AN SAAS ENTERPRISE APPLICATION STORE. WE DO ALL THIS WITH THE SERVICE LEVEL AND BUSINESS PERFORMANCE METRICS DEMANDED BY ENTERPRISE CUSTOMERS, AND WE DO IT ALL WITH COMPLETE AND TRANSPARENT PRICING MODELS.

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ACCELERATING YOUR JOURNEY TO THE CLOUD

CANOPY IS A BRAND NEW CLOUD COMPANY

Canopy focuses exclusively on bringing the benefits of cloud delivery to public and private sector organizations. This introduction tells you who we are, where we come from, and what we do.

Cloud is transformative. Although it has been high on the business and technology agenda, few companies can tell you what they are actually doing to benefit from cloud or how to create and deploy a cloud strategy which will truly transform their business.

Canopy will change this.

The primary blocker to enterprise cloud adoption today is trust. Canopy has been established to deal with this obstacle head-on. In this introduction, we present the credentials which we believe give us the authority needed to earn the confidence and trust of enterprises seeking to formulate and implement effective cloud strategies.

Ready to engage

The serious business decisions behind strategic cloud choices can only be made between people with experience and vision. Canopy is ready to engage.

Our team is growing fast, and our enterprise cloud consultants are eager to begin these essential foundation discussions right now.

Canopy's stock of solutions and services is growing fast, and we are keen for your development and business teams to prove this value for themselves from day one. But it is our ability to help you craft a sustainable cloud strategy which will underpin the business we do together - and we are ready to begin this critical examination with you starting right now.



“Canopy and cloud are transformational. They open the door to a whole new world of IT delivery; to a whole new world of services; and prepare you to meet the demands of a new generation of users.”

Jacques Pommeraud, CEO, Canopy



THREE GIANTS IN THE ENGINE ROOM

CANOPY DOES NOT COME FROM NOWHERE.
WE HAVE THREE GIANTS IN THE ENGINE ROOM...

Although Canopy is an independent company, it is hardwired into the experience and expertise of its three founders. As a potential client of Canopy, why should this matter to you?

More than anything else, this is about confidence and trust. The cloud is going to happen. Your adoption is more a question of 'how and when' than 'if'. The continuity and security of your operations cannot be compromised – and as you take cloud on board, you will do everything in your power to minimize the risks inherent in any major change.

Created from the strengths of these three market-leading companies, Canopy builds on best-of-breed technology and is equipped to offer a genuinely end-to-end cloud proposition.

Confidence in cloud is strongly influenced by regulation and compliance. International companies must, for example, establish cloud practices which respect differing European and US regulation regarding privacy. Canopy, with its complementary European and US roots is positioned to advise with authority.

Why one is better than three...

You may already be doing business with Atos. You may already be reliant on technologies from EMC or VMware. These three companies have been working closely together in major

client engagements for over twenty years, and have successfully implemented many complex virtualization projects together.

Atos, EMC and VMware could simply have decided to continue this proven and effective collaboration – but we chose to create Canopy.

As a prospective client, it's not that complicated: you benefit from focus and you benefit from simplicity. Canopy becomes a one-stop-cloud-shop for the enterprise.



Atos

Atos is Europe's top IT service company and is ranked number seven worldwide. Its business technologists are distinguished by deep knowledge of the industries they serve. With 74,000 employees and revenues of over €8.6 billion, it has scale, depth and reputation. As the IT partner to the Olympic games, it is not afraid to put its reputation to the most high profile public test.

EMC²

EMC has established its position as the premier technology company in internet infrastructure and security, and is also ranked #2 in the Dow Jones sustainability index for North America. Its products are selected as the foundation for cloud storage and security initiatives by business leaders everywhere.

vmware

VMware has shaped the attitudes and practices of effective virtualization. Its influence is unparalleled and with some 80% market share, it is unquestionably the world's leading provider of the software which underpins all cloud practice.

ONE-STOP CLOUD-SHOP

COMBINING THE EXPERTISE OF ATOS,
EMC AND VMWARE MAKES IT POSSIBLE
FOR CANOPY TO OFFER AN END-
TO-END APPROACH TO CLOUD FOR
ENTERPRISE SCALE ORGANIZATIONS

This is our exclusive focus. Cloud is not an extra flavor for Canopy - it is the reason we exist. We are an enterprise cloud company designed from the start to accompany your business right along its cloud journey.

There are four main areas of activity which must be provisioned to make this journey a success, and Canopy covers them all. These focus areas are complementary; are closely inter-related; and as far as we can see, are not available from any other dedicated provider in the enterprise market space.



“Over the years, IT has become ever more complex within the enterprise, and as a result, costs are very high. But it’s not only about cost - IT complexity actually becomes a barrier to enterprise transformation.

To a certain extent, outsourcing became a means to manage that complexity - but now I believe that cloud is becoming a way to actually kill that complexity altogether.

Moving from traditional IT to cloud is going to be very complex - and you cannot avoid this - but Canopy is not just going to make that journey as smooth as it can be: it is going to act as a single point of contact.”

Hervé Payan, EVP Sales & Marketing Support, Atos



FOUR FOCUS AREAS

CANOPY IS END-TO-END IN SCOPE AND AMBITION, WITH FOUR CAREFULLY CRAFTED FOCUS AREAS

Strategy and Transformation

Canopy gives you a single point of contact for all aspects of cloud strategy and transformation. Canopy's independent team of cloud consultants delivers incisive and substantiated cloud strategies built around industry best-practice.

- ▶ **From Atos, we bring depth of knowledge of industry-specific processes and deep experience of complex change management**
- ▶ **From EMC, we bring exceptional technical expertise in storage and security**
- ▶ **From VMware, we bring unprecedented know-how in virtualization.**

From this position, Canopy builds both the business and the technology case.

This combination of business and technology skills means that we are uniquely positioned to help you set priorities and timing - and then to implement effectively.

Canopy consultants will work in close and direct partnership with the Atos implementation teams, turning your strategy and roadmap into active and effective reality.

Transformation will always be underpinned by practical proof - we want you to explore and experiment without risk. Atos, EMC and VMware have all built their own reputations on proof: in Canopy we will continue to earn your trust in the same way.

Platform-as-a-Service

The Canopy PaaS exists to enable you to both develop and run applications. Choice is built-in:

- ▶ **Your own application teams can use the platform to develop and test new applications - it is designed to create cloud-native applications from within the cloud**
- ▶ **The Canopy PaaS also enables you to transition heritage applications, solutions and processes to cloud**
- ▶ **You can contract in your preferred third parties to do the same - including Atos System Integration and development teams.**

Set-up of development and test environments used to take weeks and usually required investment in licenses and kit.

With Canopy you can provide a complete development and test environment, with pre-configured developer desktop and full Application Lifecycle Management capabilities in minutes.

Once testing is complete, the platform is already in place, so that your people and your customers can access and use your applications and services immediately.

In addition to offering PaaS services to Canopy's enterprise clients, they are also made directly available to Independent Software Vendors (ISVs) wishing to prepare their own cloud-enabled applications for inclusion in the Enterprise Application Store.

Private cloud

Concerns over security are still cited as the number one inhibitor to cloud adoption. Canopy can design and deliver private cloud architectures either on-premise or off-premise.

Whether on- or off-premise, all aspects of physical and logical access control are taken fully into account: nobody gets through without authorization.

Within this secure environment, built on EMC and VMware technologies, we will establish the platform for secure application development and delivery, and, if desired, a secure store of carefully controlled and monitored applications for SaaS delivery.

Where required by regulation and compliance, Canopy can design and implement entirely within an on-premise private cloud. The choice is yours, and our consultants are equipped to help you make these critical decisions.

Regulatory and compliance obligations differ significantly from sector to sector and from geography to geography. With its depth of industry-specific expertise and its international focus, Canopy is authoritatively positioned to advise on how best to meet these complex and often conflicting obligations in the cloud.



“With Canopy, we are walking in the door with credentials.”

Rick Vita, Vice President,
EMC Corporation
Global Alliances / Market Maker Business Unit

SaaS / Enterprise Application Store

Everybody is used to the idea of an application store - but to date there is no real Enterprise Application Store in the market. Very early on in discussions between Atos, EMC and VMware, we decided that this was a gap we needed to fill.

Every IT services company now offers pieces of the cloud. Canopy wanted to go further from the start. We will provide full scope cloud services - and our Enterprise Application Store is pivotal to our differentiation as a provider of SaaS. Through the Canopy Enterprise Application Store, organizations will be able to access industry-specific resources using SaaS models designed to accelerate and simplify adoption.

In addition to 'raw applications', Canopy will offer carefully pre-configured templates for industry solutions and processes. For example, with this approach, we can automatically slash as much as two months from the adoption time required for an insurance company's case management solution.

The Canopy approach to SaaS with its Enterprise Application Store is not just about pre-configuring solutions for rapid adoption by specific market sectors.

Most importantly, we wanted a store which offered:

- ▶ **The enterprise-level SLAs which until now have been not been adequately considered by any cloud provider**
- ▶ **Clear and transparent billing mechanisms indicating usage of all applications, solutions and processes sourced through the Enterprise Application Store.**

The Enterprise Application Store can also be crafted as a secure repository for all applications used by a single enterprise.

The choice of applications, solutions and processes available through the Canopy Enterprise Application Store is set to gain rapid momentum.

Canopy is already engaging with many top-tier ISVs keen to make SaaS versions of their own industry-specific solutions available to Canopy's enterprise clients. With this approach, Canopy clients will make the Enterprise Application Store their gateway to a growing eco-system of specialist SaaS application, solution and process providers.



ENTERPRISE CLIENT VALUE

EACH FOCUS AREA TRANSLATES DIRECTLY INTO BUSINESS BENEFIT FOR THE ENTERPRISE DECISION-MAKER

These four focus areas translate directly into clear client value. The experience of engaging with Canopy will ensure that:

- ▶ **Cloud uptake and transition is phased according to the priorities of each individual enterprise client**
- ▶ **Every Canopy engagement offers the maximum degree of easy scalability, both for the development and test environments offered through PaaS and for the SaaS solution models of the Enterprise Application Store**
- ▶ **Canopy is the first company to be focused exclusively of the cloud requirements of the enterprise and is fine-tuned to their needs and expectations**
- ▶ **Continuity and quality of service to your own clients cannot be compromised, and that's why everything we do is delivered with enterprise-level business performance agreements and designed to maximize workforce productivity**
- ▶ **For new adopters needing to build evidence of the validity of cloud delivery models, Canopy encourages the progression through small scale experiment and trial for proof-of-concept, and then builds safely towards full scale enterprise adoption**
- ▶ **Every aspect of every engagement, clear and meaningful expectations are set and the performance is assured**
- ▶ **Contracts for all service consumption will be rational and transparent, and designed to support pay-per-use**
- ▶ **Canopy will be end-to-end, starting out with strategy and following through to full delivery.**

I know what I want to do and I know when I am going to do it



Strategy & Transformation

I can develop, test and run (either inhouse or with 3rd parties)



Platform-as-a-Service

I can provide cloud-based delivery with complete security



Private Cloud

I can select from a growing resource library, confident in business performance



SaaS Enterprise Application Store



“We have seen that in any successful cloud initiative, for our clients, infrastructure and interaction are co-dependent. This is how the market is today.

If an enterprise engages with a pure infrastructure provider, and then goes on to select their application providers, it’s up to them to put it all together, to make it work for them.

Well Canopy is going to cut right through that. We are going to do the work before it gets to the customer because - quite frankly - business people have got more important things to do with their lives, than figure this stuff out for themselves.”

Mark Greenlaw, Senior Director Market Development, Global Alliances, EMC

PRUDENT TRANSFORMATION

THE TRANSITION TO CLOUD IS GAINING MOMENTUM

Many businesses are either planning initial explorations of cloud, are in early or advanced stages of experimentation, or in a few cases have full-on cloud implementations.

Forrester predicts that 40% of all enterprise IT spend will be on cloud-based services by 2020. The prediction is as interesting for what it says will not happen, as for what it says will.

Even though we are used to talking about rapid and disruptive change associated IT – in reality deep-impact change can take years. Cloud is transformational for two reasons:

- ▶ **It delivers pure service at controlled cost – without the need to own the supporting technology**
- ▶ **It invites unprecedented operational agility – ‘business speed’ is not conditional on managing kit and licenses.**

Nobody is going to reject these promises of radical cost reduction and operational agility. But nobody is going to pursue them without absolute confidence in the ability to change without compromising the quality or continuity of service.

Whether you’ve spent ten years or a hundred years building your brand and reputation – no incentive is great enough to expose it to unacceptable risk.

Canopy is vigorous, committed and energetic – but we are also prudent. Consultancy comes first. Although we invite your application and process specialists to adopt Canopy PaaS from day one, we do not underestimate the importance of making your strategy and roadmap the umbrella for all cloud activity.

How open can you get?

‘Open’ is never absolute. The real question is, “How can I ensure future choice?”

Maturity is about being able to make informed choices, and Canopy fixes firmly on the technologies of EMC and VMware. These technologies are, of course, proprietary: they have been developed, after all, by the engineers and architects of these two leading companies.

They are, however, designed for open collaboration in a way that many comparable technologies are not. Every choice is, by definition, selective. We believe, for example, that although Microsoft is increasingly crafting its own development technologies for extended collaboration, they have not yet reached the open ‘tipping point’ enabled by VMware.

The dominant market position of both EMC and VMware can only be sustained by their ability to share and promote their adopted standards – not by fencing customers in.

This has clear implications for Canopy, and its clients. It means that we start from the premise that if we want to keep your business, we need to continually earn it – we cannot simply lock you in.

Canopy: creating a new ISV eco-system

Canopy has been established to serve enterprise customers directly. But that is not all we want to do. We want to help build momentum for cloud and we are consciously seeking to attract specialist business application providers to share the journey. Canopy will become the gateway to an extended eco-system of specialist application, solution and process providers.

We are already beginning to stock the Enterprise Application Store – and in the months ahead, it will become a focal point for any ISV seeking maximum cloud profile for their specialist products.

Canopy founder member Atos will begin to populate the Enterprise Application Store with solutions it has already delivered using cloud models. These include, for example, Enterprise Content Management, PLM, social networking and corporate file sharing solutions.

We will make third party applications very much a part of the Canopy proposition from the start. We are on schedule to make ERP and CRM applications from YonYou, China’s premier business software provider, available for trial and adoption. This development will be seamlessly coordinated with Yunano – a joint venture between Atos and YonYou with exclusive European rights to the cloud-based delivery of YonYou ERP and CRM products.

And we are spreading the message with the many specialist application providers with whom Atos collaborates in its role as a service provider to clients in sectors including manufacturing, healthcare, financial services, central and local government, and telecommunications and media.

Success will breed success for everybody. By making Canopy a channel for ISVs keen to transition their own specialties to cloud, we will help create value for everybody connected to Canopy.



“When you choose technologies from some providers, you are essentially locked in to the stack from the moment you make the choice. That’s not a bad thing if that is a commitment you want to make.

The point about Canopy – and indeed this is very much a part of VMware’s philosophy, is that it is possible that enterprises will want to take cloud services from one provider and then, at some point in the future, move to another.

We have a duty to anticipate that this switch may occur, and to put the standards in place which make it possible from the start.”

Chris Forrest, Director System Integrators / Outsourcers – EMEA, VMware

THE CLOUD STARTS HERE

IF YOU CAN'T TOUCH IT - IT'S NOT THERE

Canopy has an ambitious but achievable development program and we are happy to share it with you. As potential clients of Canopy, your actions and choices are going to actively shape the company in months ahead.

We're here - we want to let you know what services are immediately available. And we want to give you a quick preview of the first twelve months.

We are committed to open and candid communication and we are happy to share our plans. We also want you to become actively involved. If, for example, there is something which you particularly want to see in the Enterprise Application Store - let us know what it is.

Maximizing the value of dialogue

This is bigger than IT but without the CIO team - nothing will work!

Part of the excitement of cloud is that it pushes us all into new dialogue - makes us all learn new disciplines and new points of view.

► The CIO team is absolutely critical

- they know your heritage systems, your technology preferences and practices better than anybody. As the guardians of the status quo, they are the gatekeepers to the future. Enter the Chief Integration Officer as the traditional CIO role expands.

► The CFO team and procurement

- in business, money changes hands. New cloud models will run concurrently with legacy systems, maybe for years to come. How are you going to establish meaningful models of like-for-like pricing with models that are so different, and who is evaluating the tax implications of cloud?

► Business Development Executives

- cloud will help you sell. Executive involvement is critical, not just to open commercial opportunity, but also to ask how best to equip the workforce for maximum success.

► HR, Legal and Compliance

- how people work effectively and in line with internal systems of governance and external regulation is pivotal to your cloud strategy.

In short - if you restrict dialogue to any one of these professional disciplines, you will fail. Business unit executives and CIO views must converge when it comes to effective cloud adoption.

The good news?

Ready to go...

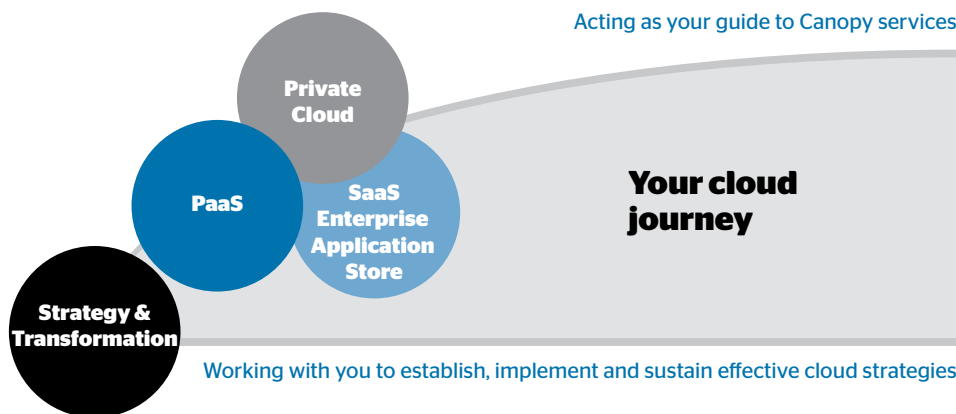
Canopy is ready to help your enterprise exploit the benefits of cloud. It's time to sit down together and craft the cloud strategy which is right for you. Canopy has the immediate and unwavering commitment from all three founders - Atos, EMC and VMware.

Our consulting services are ready to go, and our triple play of Atos, EMC and VMware gives us a perspective which we believe no other single player can match.

We're ready.

Are you?

Acting as your guide to Canopy services



2012



“Canopy is built on trust. The leading positions of Atos, EMC and VMware mean that customers have a long-term enterprise cloud proposition they can rely on. Canopy commits to be their trusted advisor to orchestrate the full transformation to IT-as-a-Service.”

Jacques Pommeraud, CEO, Canopy

About Canopy

Canopy is a one-stop-cloud-shop for enterprises. It provides strategic consultancy; development, migration and test environments; secure on and off-premise private cloud implementation; and access to a growing eco-system of business solutions and processes through an SaaS Enterprise Application Store. Canopy is an independent company, founded by Atos, EMC and VMware. Headquartered in London, Canopy is global in scope, with consultancy teams operating across Europe, North America and Asia Pacific.

For more information, contact: dialogue@canopy-cloud.com

canopy-cloud.com

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