COMPANY OVERVIEW PRESENTATION

2020 v1

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THE FUTURE OF DIGITAL BUSINESS MODELS

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Until 2022, cloud computing spending, which provides the processor power at the center of digital transformation, will reach 40% of the basic computing budgets of the companies..

> It is expected to reach 80% by 2028.

IDC
Analyze the Future

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GLOBAL CLOUD MARKET

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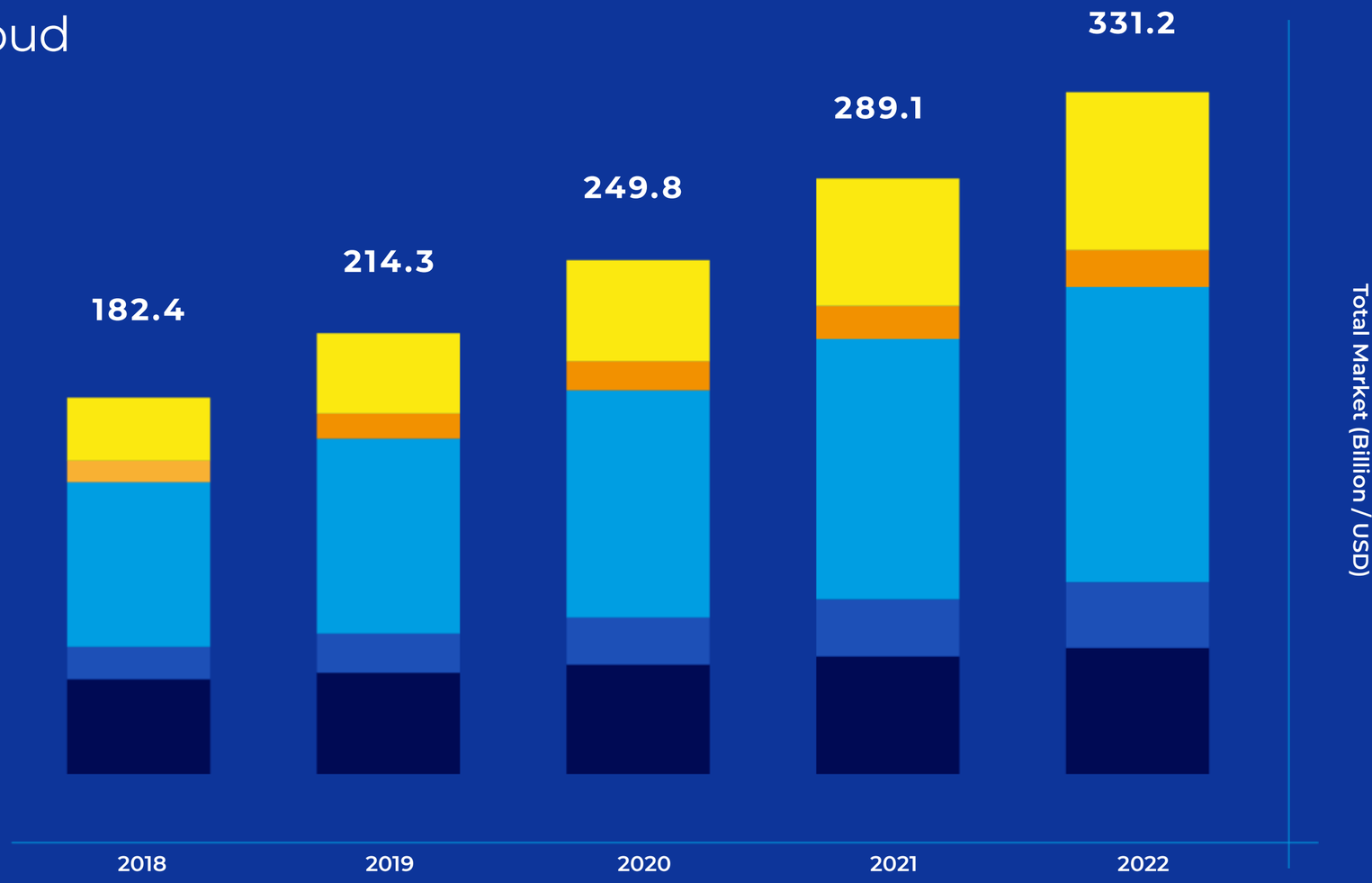
While the Global General Cloud Market grew 17.5% in 2019

- **Cloud Business Process (BPaaS)**
- Cloud App Infrastructure Services **(PaaS)**
- Cloud Software Services **Application Services (SaaS)**
- Cloud Management Services **Management and Security**
- Cloud Hardware Services **System Infrastructure (IaaS)**



Gartner https: //www.gartner.com/en/newsroom/press-releases/2019 - 04 - 02 - gartner-forecasts- worldwide-public- cloud-revenue- to- g

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CLOUD MARKET IN TURKEY

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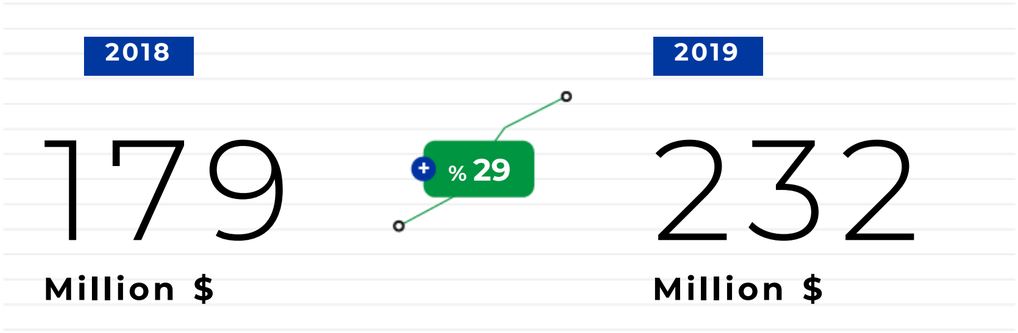
Whereas, the General Cloud Market in Turkey grew **29%** in **2019.**



1. Demand for cloud providers and brokers will increase.
2. Cloud orchestration and cloud management solutions will be needed with the increase in hybrid cloud applications.
3. 50% of the entire enterprise market will use multiple clouds by 2022.
4. Need will arise for a channel for transition to the cloud.
5. Flexibility and integration will become a critical agenda for CIOs.

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OUR COMPANIES

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Cloud Platform of Turkey

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Multiple Cloud Platform of Turkey

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WE ARE THE FASTEST GROWING TECHNOLOGY COMPANY IN TURKEY (IN THE LAST FIVE YEARS)

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20+

Services Abroad

25+

Total (IaaS / PaaS) Services

5,000 + (TB)

Total Data Volume

99,99% (15 minutes M / 73 minutes. Ç.)

Total SLA

200+

Total Customers

- 20 Managed Services Customers
- 40 Backup / DR Service Customers
- 50 SAP Cloud Services (With 50 TB + Hana Capacity)
- 100 Enterprise Cloud Services Customers

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OUR BUSINESS IS CLOUD, OUR STRENGTH IS CLOUD

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OUTSTANDING SOLUTION DRIVING CLIENT INNOVATION AND TRANSFORMATION WITH IBM POWER SYSTEMS - BULUTISTAN

IBM

THE FASTEST GROWING TECHNOLOGY COMPANY BETWEEN 2015-2020 IN TURKEY AWARD - BULUTISTAN

Deloitte.

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SERVICE THROUGH THE CLOUD ON-SITE SUPPORT

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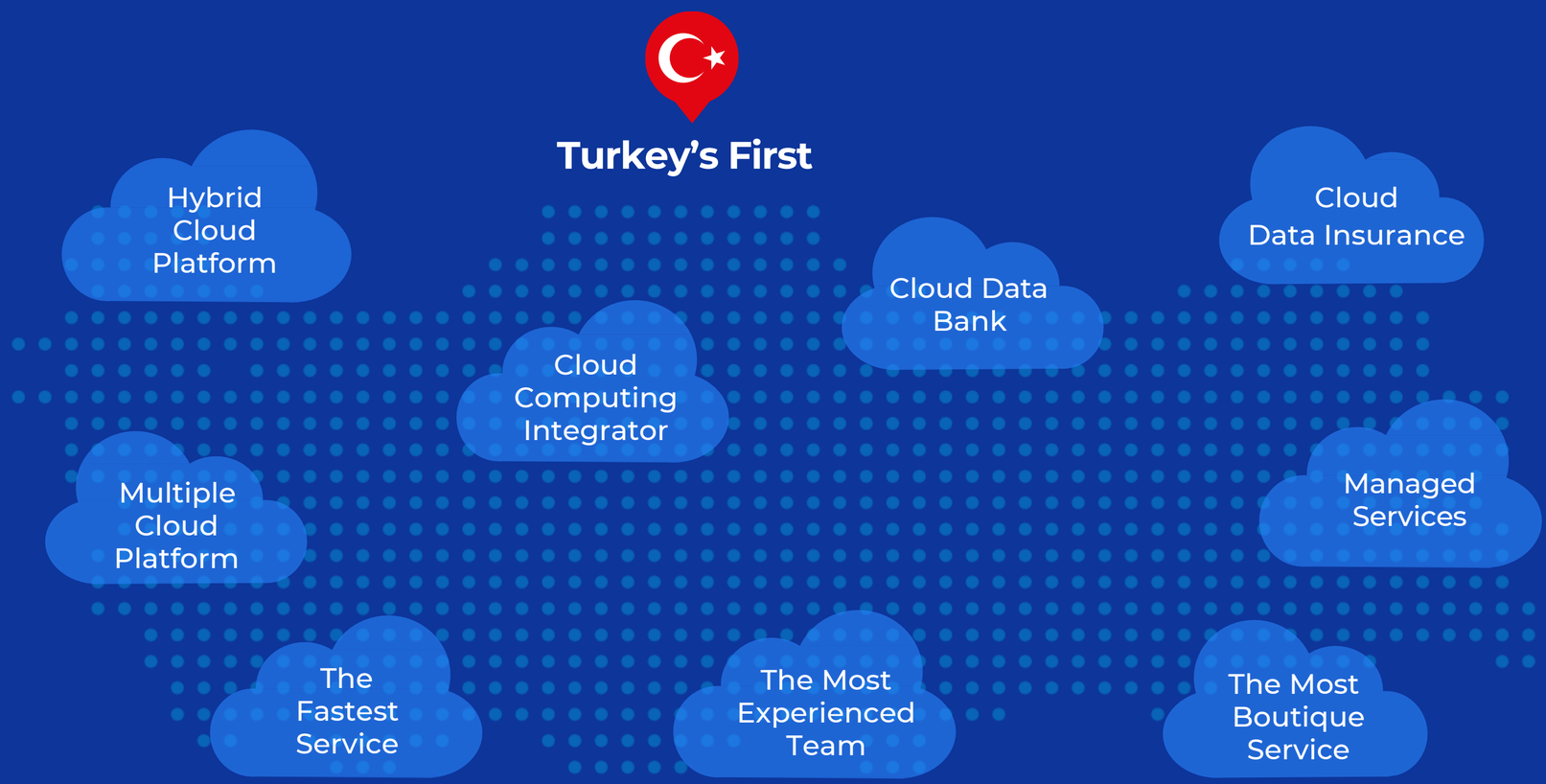
We are striving for **Turkey Gaining competitive power with cloud computing ...**



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WE LIVE FOR UPTIME

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We assign a “Technical Customer Representative” to each of our customers.

Number of customers lost due to SLA within the last 5 years: 0

	Uptime %	Annually	Monthly	Weekly
	90% (one nine)	36.5 days	72 hours	16.8 hours
	95%	18.25 days	36 hours	8.4 hours
	97%	10.96 days	21.6 hours	5.04 hours
	98%	7.30 days	14.4 hours	3.36 hours
	99% (two nines)	3.65 days	7.20 hours	1.68 hours
	99,5%	1.83 days	3.60 hours	50.4 minutes
	99,8%	17.52 hours	86.23 hours	20.16 minutes
✓	**99,9% (three nines)**	**8.76 hours**	**43.8 minutes**	**10.1 minutes**
	99,95%	4.38 hours	21.56 minutes	5.04 minutes
	99,99% (four nines)	52.56 minutes	4.32 minutes	41.01 minutes
✓	**99,999% (five nines)**	**5.26 minutes**	**25.9 seconds**	**6.05 seconds**
	99,9999% (six nines)	31.5 seconds	2.59 seconds	0.605 seconds
	99,99999% (seven nines)	31.5 seconds	0.259 seconds	0.0605 seconds

We make a difference with our Proactive Tests, Standard Monitoring Services (Reports) and SIEM services.
.

✓ **Committed (SLA)**

✓ **Actualized (SLO)**

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EQUINIX CLOUD EXCHANGE FABRIC (ECX) AND OUR DATA CENTRES

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OUR HARDWARE INFRASTRUCTURE

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We provide services with optimum price / performance
by choosing the most suitable platform according to the needs of our customers (IOPS, SLA)

Processor Power

HyperConverged

Simplivity – Full SSD

SAP® Certified
Hardware for SAP HANA®

HyperConverged

Dell EMC - Lenovo

SAP® Certified
Hardware for SAP HANA®

Power 950/922/822

IBM HANA

Data Storage

Netapp
(FAS / E Series...)

SAP® Certified
Hardware for SAP HANA®

Storwize 7010

SAP® Certified
Hardware for SAP HANA®

Veritas Netbackup

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WE ARE EXPANDING OUR CLOUD SERVICES SELECTIVELY

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Iaas / PaaS Cloud

- Container Service
- Virtual Server & Database Service
- Private Cloud (Private DC) Service with Dedicated FW

  (across 5 continents, in 22 countries, >210 DC)

SAP / Hana Cloud

- SAP Hana (TDI) Cloud
- SAP Cloud
- Q&A Cloud
- Dev &Test Cloud
- DR Cloud

Backup Cloud

- Data Storage Space
- Cold Archive
- Backup
- Replication (DR)
- Office 365 Backup

Global Cloud

- Global Products Sales
  - Aws
  - Azure
  - SoftLayer
  - Google
- Installation & Management
- Integrated Hybrid Cloud Projects with Bulutistan

Office (PC) Cloud

- Microsoft
  - EA
  - CSP
  - SPLA
- Office 365 & Active Directory Installation & Management
- Enterprise Email (Hosted Exchange) Service

Security Services

- Virtual / Physical Firewall
- IDS / IPS
- WAF
- Load Balancer
- DDoS
- SIEM

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OUR SAP CLOUD SERVICES AND HANA PLATFORM

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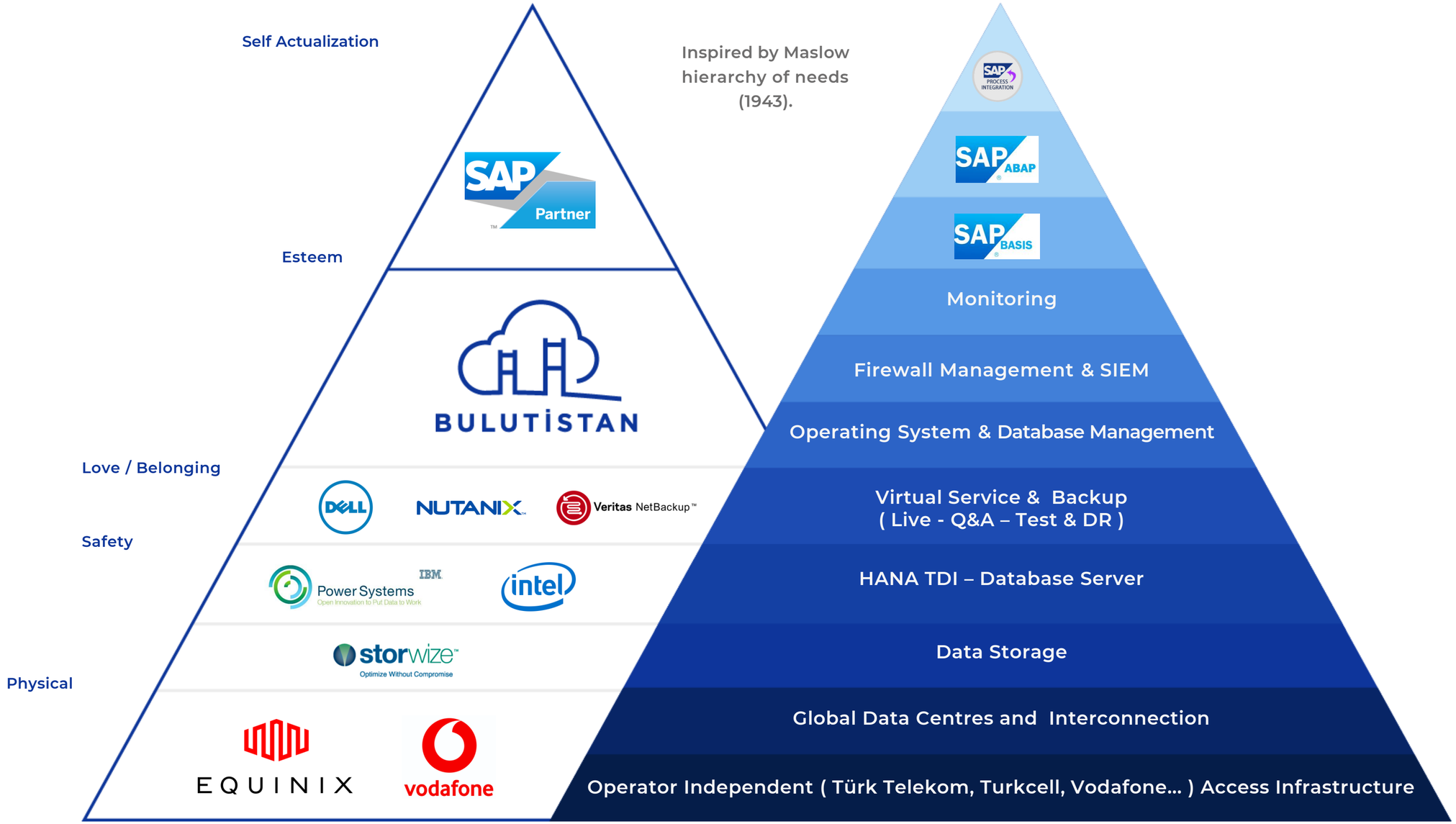

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OUR BACKUP SERVICES AND DATA INSURANCE PLATFORM

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Data Protection as a Service

1. Address- Resources

- **Server**
- **End User**
  Pc / Mobil
- **Storage**
- **Tape**

2. Address - Method

- **Replication**
- **Backup**
- **Disk Server**
- **Archiving**

3. Address – Data Storage Space

- amazon web services
- Google Cloud
- Microsoft Azure
- Hibrit Opsiyonlar

Leaner, Faster, More Cost Effective

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NUTANIX - DESKTOP AS A SERVİCE

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Provide VDI Service
(Compute, Graphics, Network)

1

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NUTANIX

Xi Frame

5

Access from any location, any device
(Any location, any device)

Authorized Users
(Plug in to your domain)

2

Auth0

okta

box

OneDrive

panzura

4

Linked Files
(Storage)

3

Loaded Apps
(.exe, packages, licenses)

https://www.nutanix.com/content/dam/nutanix/resources/solution-briefs/sb-frame-solution-brief.pdf

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FIRST CLOUD COMPUTING INTEGRATOR IN TURKEY

Ensures supply and management of cloud services.

Ensures simple and fast access to different cloud services.

Installs, integrates, converges and custom designs

“one-stop-shop” in supply and management of cloud service

Acts as a mediator with other cloud service providers.

Shapes the cloud by improving the cloud ecosystem.

It provides the highest added value from the cloud.

Cloud Services Users

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Cloud System Integrator

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Cloud Services

Google Cloud

Microsoft Azure

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amazon web services

Alibaba Cloud

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BULUTBROKER COMPETENCIES ENSURED BY EQUINIX ECX

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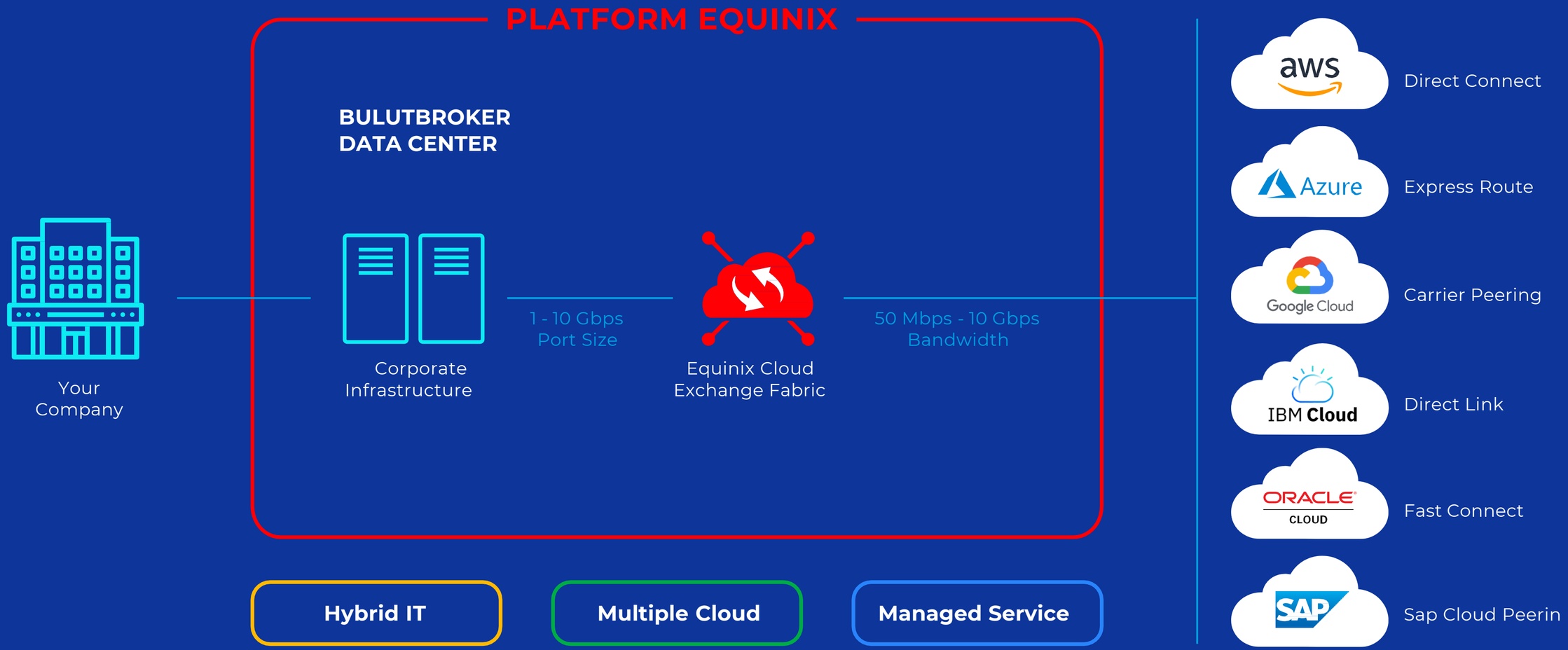

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OUR SECURITY INFRASTRUCTURE

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Infrastructure Security

- DDOS Attack Prevention
- IDS/IPS
- Firewall
- Power Balancing & VPN SIEM

  Log collection in all environments

  Advance correlation,analytics

  Real Time monitoring and reporting

Business Continuity & Disaster

- 100% uninterrupted service within the country with İzmir DC or outside the country with 200+ Equinix VM
- Active / Active & Active / Passive scenarios
- High RTO and RPO values with the replication of Virtual Server and SAP environments

Governance & Compliance

Pre-defined, regularly produced regulation reports (PCI DSS, HIPAA, 5651…)

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SECURITY MANAGEMENT CENTRE- SoC

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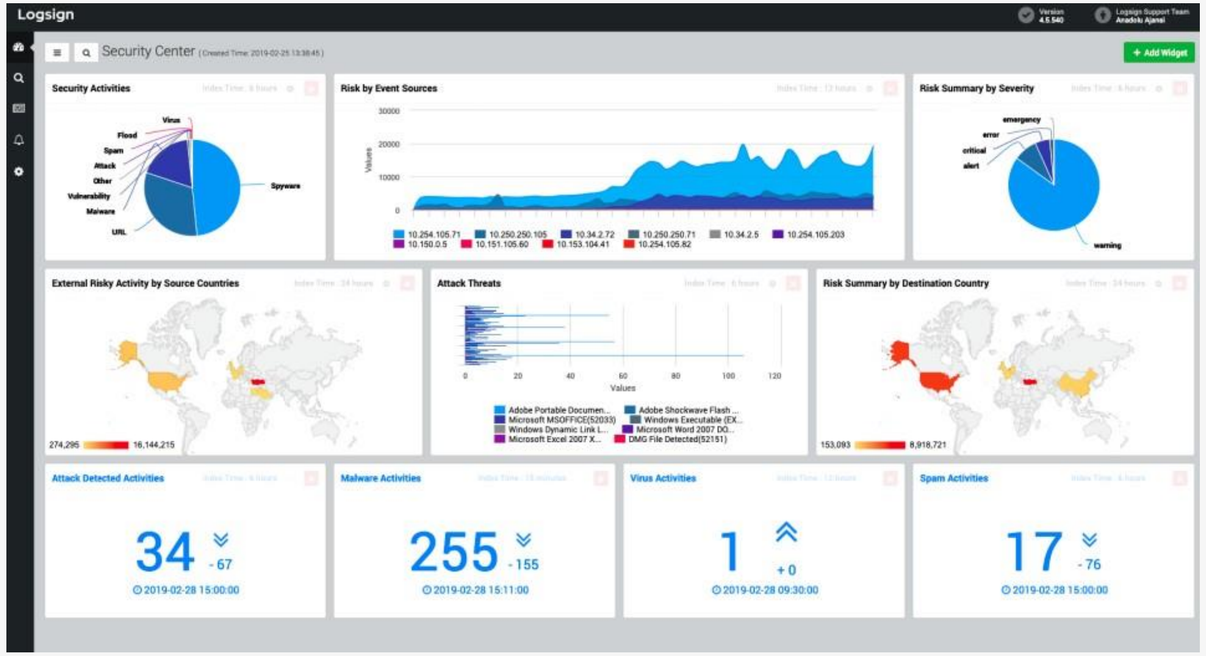

Ethics and Regulations

- Pre-defined
- Automatically available
- Regulation report generation (PCI DSS, HIPAA, 5651…)

Intelligent Security

- Real-time detection
- Application monitoring and event matching
- Alert identification and automatic action execution

Corporate Log Management

- Logging from all environments
- Advanced correlation, role-based authorization
- Real Time monitoring and reporting

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OUR SERVICE INFRASTRUCTURE – TRACKING & MONITORING

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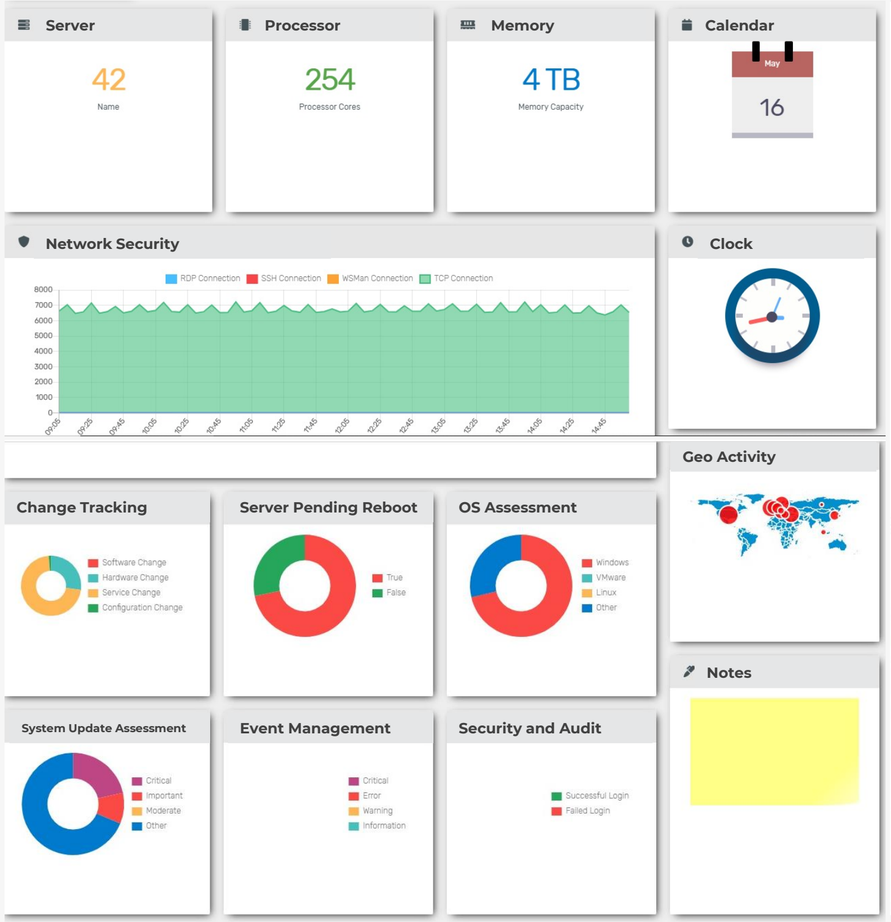

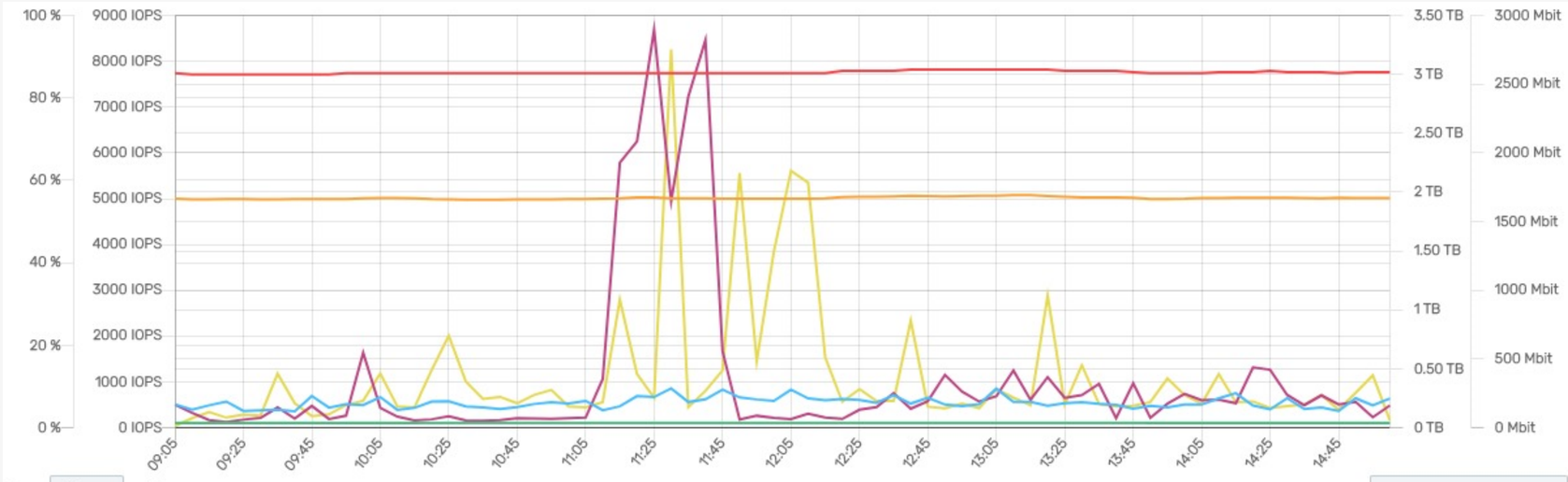

Show 10 entries

Search:

Label	Avg	Max	Min	Last
% Memory Usage	55.18 %	56.44 %	55.31 %	55.72 %
Memory Usage	3 TB	3.04 TB	3 TB	3.02 TB
Processor Load	5.57 %	9.51 %	3.95 %	7.08 %
Swap Usage	0 TB	0.04 TB	0.04 TB	0.04 TB
Total Network Bandwidth	366.61 Mbit	2752.63 Mbit	11.93 Mbit	52.9 Mbit
Total Storage IOPS	1039.38 IOPS	8687 IOPS	121 IOPS	486 IOPS

2000+ Virtual Servers

50 TB+ SAP HANA

5 PB+ DATA STORAGE

2000+ CALLS

VirtualMETRIC

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OUR SERVICE INFRASTRUCTURE– CALL MANAGEMENT - 2019

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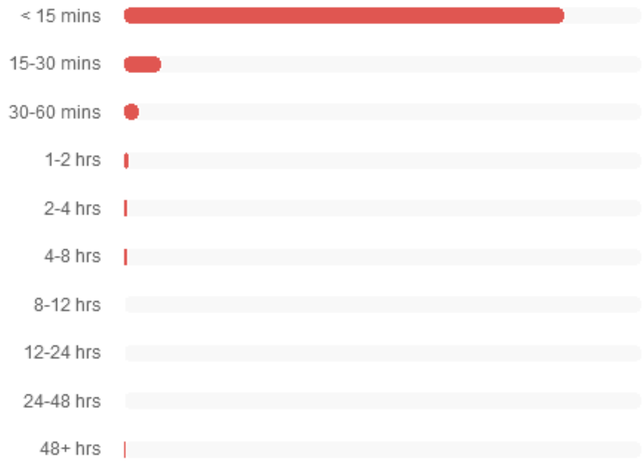
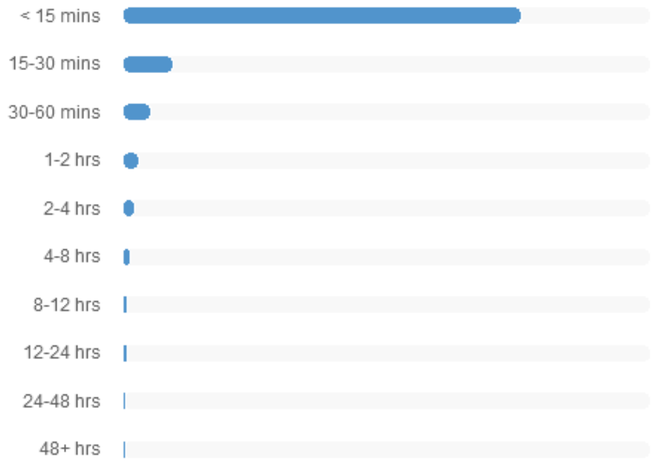
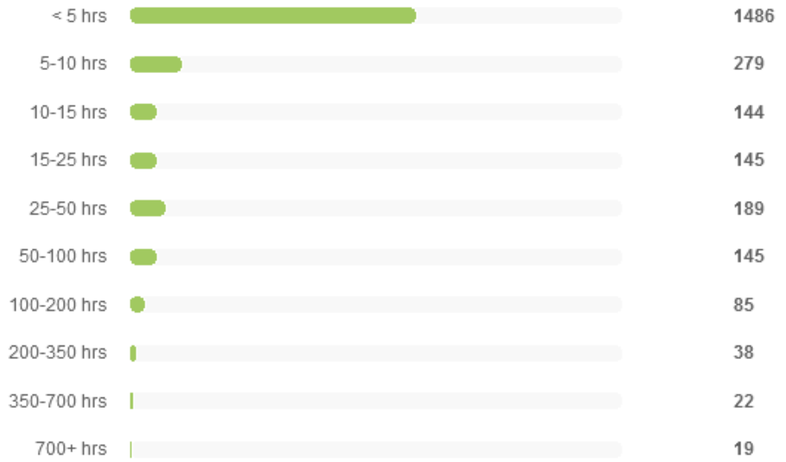
Call Answer Time



Average Response Time



Resolution Time



Customer Satisfaction Survey: How would you describe the service provided to you by your technical support representative?

Excellent	Satisfied	Not Sure	Not Satisfied	Not at all Satisfied	Total
120	18	1	4	3	145

Total Calls Filed	2544
Total Calls Closed	2522
Total Number of Calls Open	23

EMail	2,429	Web	115
Low Priority	2,484	High Priority	60

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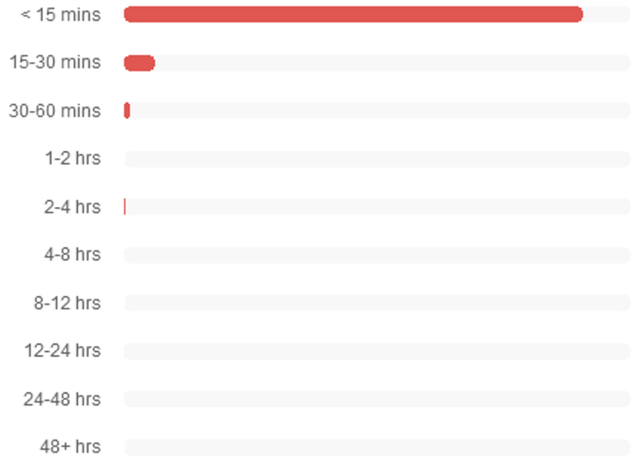
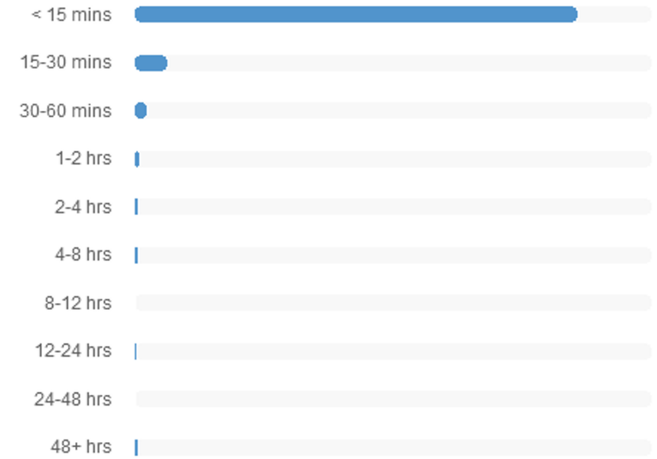
OUR SERVICE INFRASTRUCTURE– CALL MANAGEMENT - 2020

BULUTİSTAN

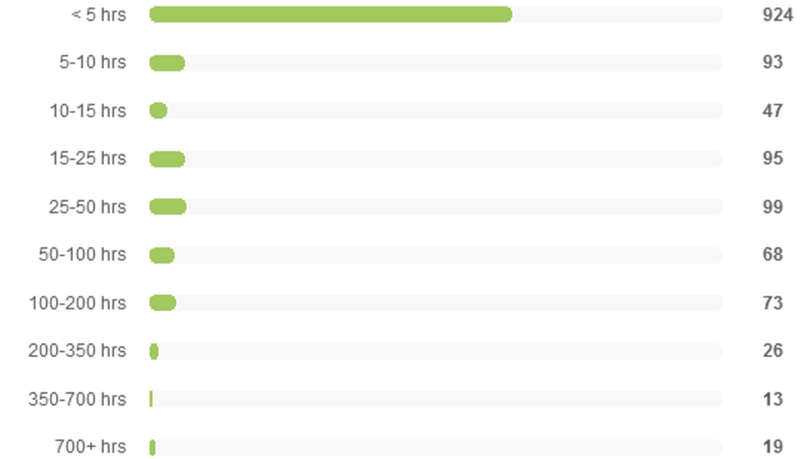
Call Answer Time



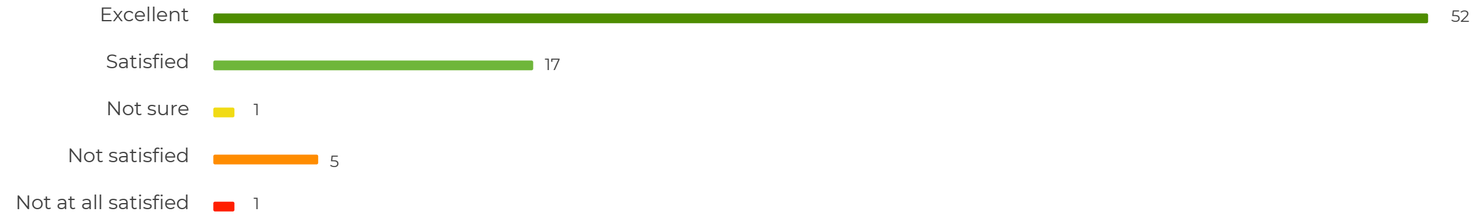
Average Response Time



Resolution Time



Customer Satisfaction Survey: How would you describe the service provided to you by your technical support representative?



Excellent	Satisfied	Not Sure	Not Satisfied	Not at all Satisfied	Total
52	17	1	5	1	76

Total Calls Filed	1454
Total Calls Closed	1436
Total Number of Calls Open	18

EMail	1349	Web	105
Low Priority	1454	High Priority	0

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OUR SERVICE INFRASTRUCTURE– User Portal (Self Service)

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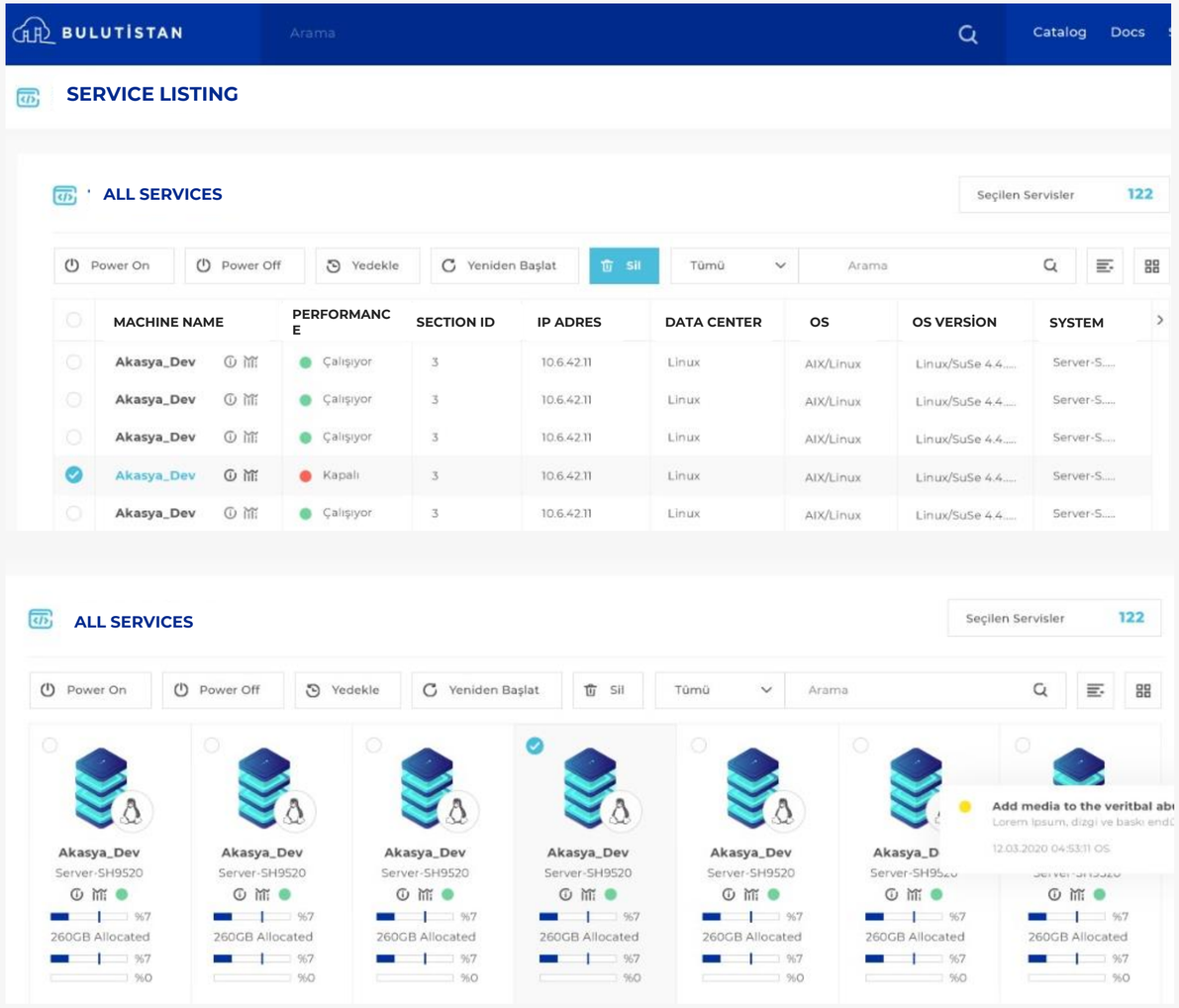

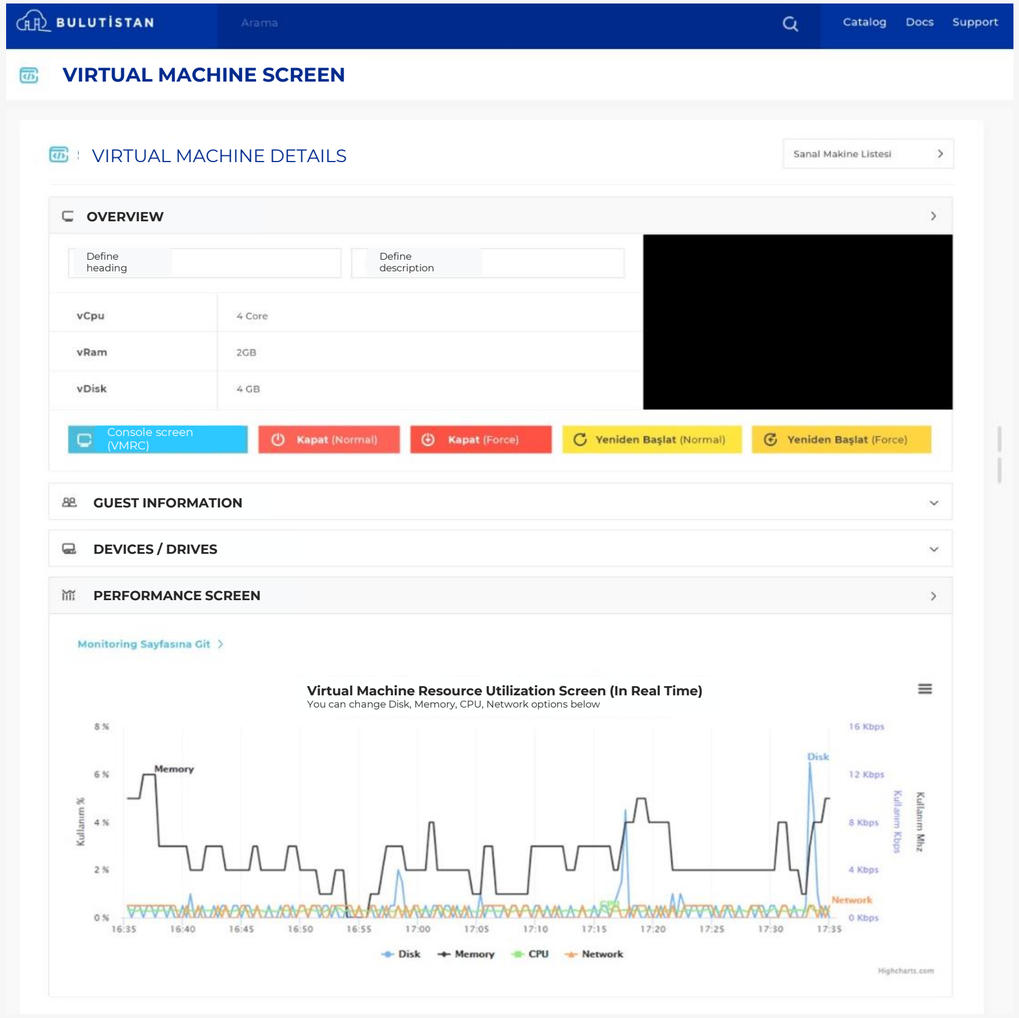

Costing → Standardization → Automation → Orchestration → Self Service

Physical → Virtual → Container → PaaS → FaaS

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BULUTISTAN vs OTHER CLOUD OPERATOR

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	Bulutistan IaaS / PaaS	Bulutistan Hana	Other
Infrastructure	Hyper-Converged (Nutanix / Simplivity)	Power and Intel	Classic Architecture / Intel
Support Services	System Administrators / SysAdmin	System Administrators / SysAdmin	Call Centre
Installation Time	1 -3 Days	1 -3 Days	1 -3 Weeks
SLA	%99.9	%99.9	99.7% - 99.9%
Private DC	Standard Service - Included	Standard Service - Included	On-Demand
Monitoring	Standard Service - Included	Standard Service - Included	On-Demand
Application Monitoring	Standard Service - Included	Standard Service - Included	On-Demand
Core Business	Cloud	Cloud	SI - SW - Operator
Regulation	Compliant	Compliant	Compliant - ?
Data Centres	Istanbul, Izmir and 210+ Global	Istanbul, Izmir and 210+ Global	Home / Abroad
Local Content Rate	100%	100%	0% - ?
Pricing	Pay as you go	Pay as you go	Committed
Currency	TL or USD	TL or USD	USD

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OUR PRIORITY SERVICES & IMPORTANT REFERENCES

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IaaS / PaaS Cloud

MEMORIAL · nef · ORGANİK PAZAR · pwc · SİGORTA CİNİ · TRT WORLD

SAP / HANA Cloud

anex tour · WIR HABEN MILLIONEN HERZEN GEWONNEN · EMİNEVİM · FAİZSİZ EV ALMA SİSTEMİNİN MUCİDİ · İNCİ HOLDİNG · istegelsin · tam istediğin market · MİLLİ PİYANGO · VEFA İLAÇ

Backup Cloud

ay yapım · CENGİZ HOLDİNG · Domino's Pizza · farplas · RENAULT · Passion for life · TEKFEN

Global IaaS / PaaS Cloud

BOYNERGRUP · FORA Sigorta · GLOBAL PORTS HOLDING · SABANCI Dx · TIRSAN · ZORLU USA

Office (PC) Cloud

MAM · BONY · GİZİL ENERJİ · DOĞA GRUP · RIXOS HOTELS · ULUSAL FAKTORİNG

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OUR PRIORITY SECTORS & IMPORTANT REFERENCES

BULUTİSTAN

Education

BİLFEN OKULLARI

doğa KOLEJİ Başarı = Doğa

İSTANBUL GELİŞİM ÜNİVERSİTESİ

GEOKoleji Geleceğin Okulu

İSÜ İSTİNYE ÜNİVERSİTESİ İSTANBUL

İSTANBUL AYDIN ÜNİVERSİTESİ

TED ÜNİVERSİTESİ

Energy

Demirören

GAMA GAMA ENERJİ A.Ş.

Milangaz

TOTAL

yedaş Yeşilırmak Elektrik Dağıtım A.Ş.

ZORLUENERJİ

Retail

Carrefour

joker

MOPAŞ

morhipo.com

VESTEL

ZORLUTEKS

Manufacturing

ALKİM Kağıt

COŞKUNÖZ HOLDİNG

DAIKIN

Diversey™

İNCİ HOLDİNG

VOLVO

Logistics

ekol LOGISTICS 4.0

GLOBAL PORTS HOLDING

PORT AKDENİZ ANTALYA

TIRSAN

TURKON HOLDING

ULUSOY ULUSLARARASI YATIRIM HOLDİNG

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OUR BUSINESS PARTNER ECOSYSTEM

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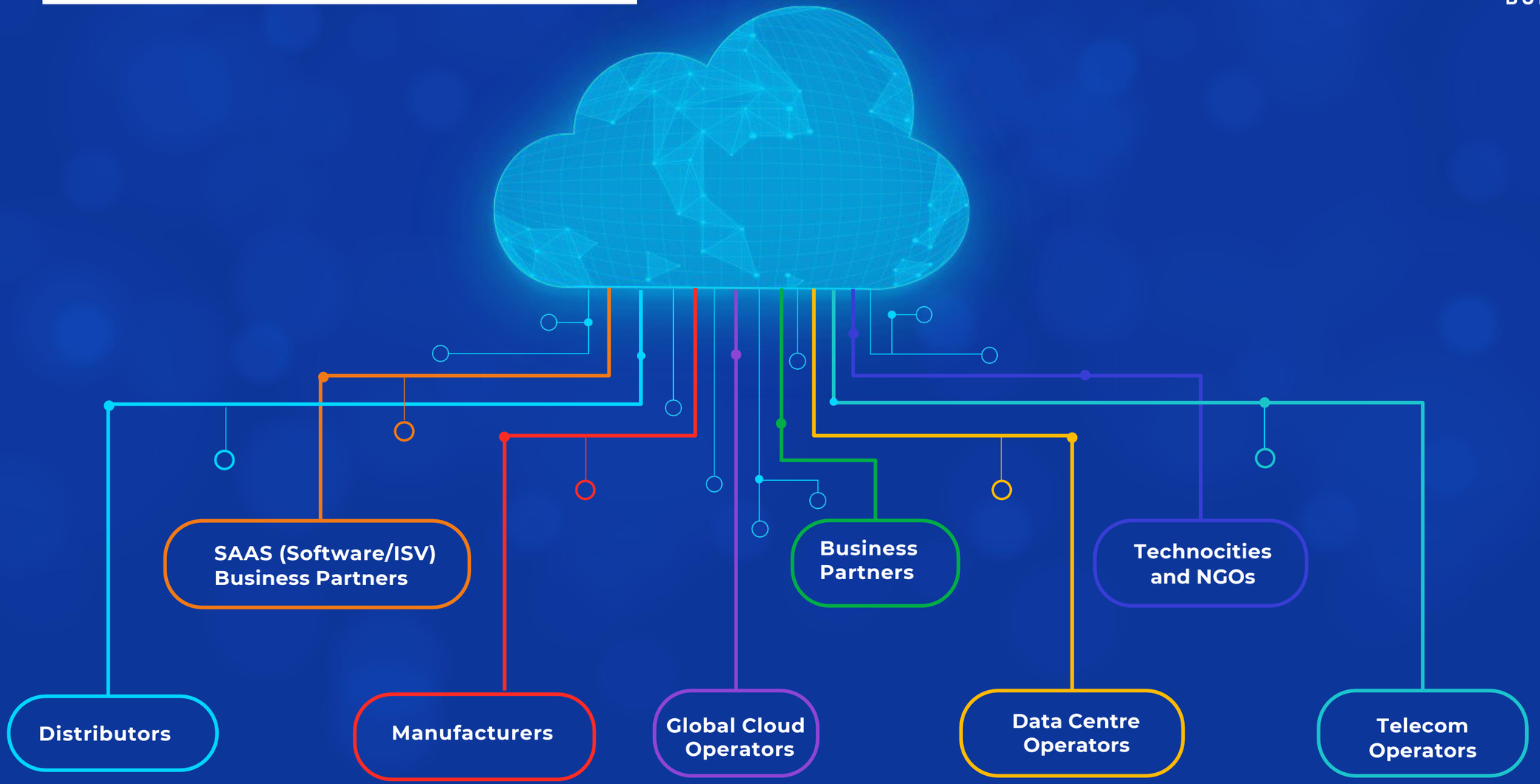

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OUR BUSINESS PARTNER ECOSYSTEM

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Distributors

arena · ArmAdA An INGRAM MICRO Company · artim bilişim · LinkPlus · penta · TechData

Producers

IBM · Hewlett Packard Enterprise · NetApp · NUTANIX · VEEAM · VERITAS

Data Center Operators

EQUINIX · Premier DC · vodafone

Teknokent ve STK

ITUARI TEKNOKENT | BRIGHTER TOGETHER · TAYSAD (Sivil Toplum Kuruluşu) · TOSB Otomotiv Yan Sanayi İhtisas Organize Sanayi Bölgesi · TÜBİSAD Bilişim Sanayicileri Derneği · yasad Yazılım Sanayicileri Derneği

Telekom Operators

cogent · Equinix Cloud Exchange Fabric™ · TURKCELL · Türk Telekom · vodafone

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We are creating synergy with the SaaS ecosystem in our country

We are providing value-added services to our customers by means of the collaborations we make with the software developers in Turkey.

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OUR BUSINESS PARTNER ECOSYSTEM

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SAAS / Software Work partners

Cybersoft vision@work to make IT happen
DIWW DRIVE
ditravo
KAREL
SIEMENS Healthineers

White Label

dscience
NetQuicK
OneCloud
rasyona

Work partners

ECZACIBAŞI BİLİŞİM
NETAS
telcoset
TEKNOSER
turcom teknoloji

Global Cloud Operators

Alibaba Cloud
IBM Cloud
ORACLE CLOUD
Windows Azure

SAP

ACRON LET YOUR BUSINESS FLOW
detaysoft
Easy IT make it easy
improva
mbis
vektora

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BULUTISTAN ACADEMY

BULUTİSTAN

We provide employment in informatics with the partnership of Bulutistan Academy and ITU.

- Internship opportunities for willing students
- Project competition for final year students
- 3-month certified training programs in summer (with Bilge Adam)
- Part-time work opportunity in Bulutistan and group companies
- Work opportunities in Bulutistan partners and channel structure
- Work opportunities in technology vendors of Bulutistan

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REGULATIONS IN TURKEY

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Turkey’s data should stay in Turkey!

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OUR ROAD MAP

BULUTİSTAN

2023

Vision

- Globalization with Regional Expansions (MEA, CIS, EU, UK)
- Vertical / Sectoral Cloud Platforms with ISV Ecosystem
- Hybrid Projects with Cloud BOX Equipment in Customer Environments
- IT Exports with Our Competencies in Managed Services

2020

We Will Make a Difference with Software in the Future

- Multi Cloud Management Platform (SSP) for customers
- RPA (Robotic Process Automation) & AI (Artificial Intelligent) for operation
- Dynamic Scaling
- Selective PaaS & Containers & Serverless (reverse brain drain…)

2019

The Most Powerful SAP HANA Cloud in the Region with hyper-converged architecture, with the fastest cloud system integration, with the most hybrid Cloud Digital Archiving Service, with the biggest cloud power processors in Turkey.

2015

Established as the first and only cloud integrator in Turkey in 2015, Bulutistan is aiming to be the first company that comes to mind in the region in cloud computing field.

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WHILE HALF OF US IS STRIVING TO «INCREASE OUR IT EXPORTS», WHEREAS THE OTHER HALF IS STRIVING TO «ADD VALUE TO DIGITAL TRANSFORMATION IN THE BUSINESS WORLD» IN ORDER TO BECOME THE TURKCORN OF TURKEY

#1 | Technology Fast 50 2019 TURKEY WINNER Deloitte.

Thank you!

bulutistan.com | 0850 22 BULUT | info@bulutistan.com

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OUR CLOUD TECHNOLOGIES

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cassandra

mongoDB

MariaDB Foundation

APACHE Spark

PostgreSQL

elasticsearch

kibana

redis

RabbitMQ

Apache Zeppelin

Azure

aws

Google Cloud Platform

kubernetes

docker

RED HAT CLOUDFORMS

ANSIBLE

OPENSHIFT

RHEV

RED HAT SATELLITE

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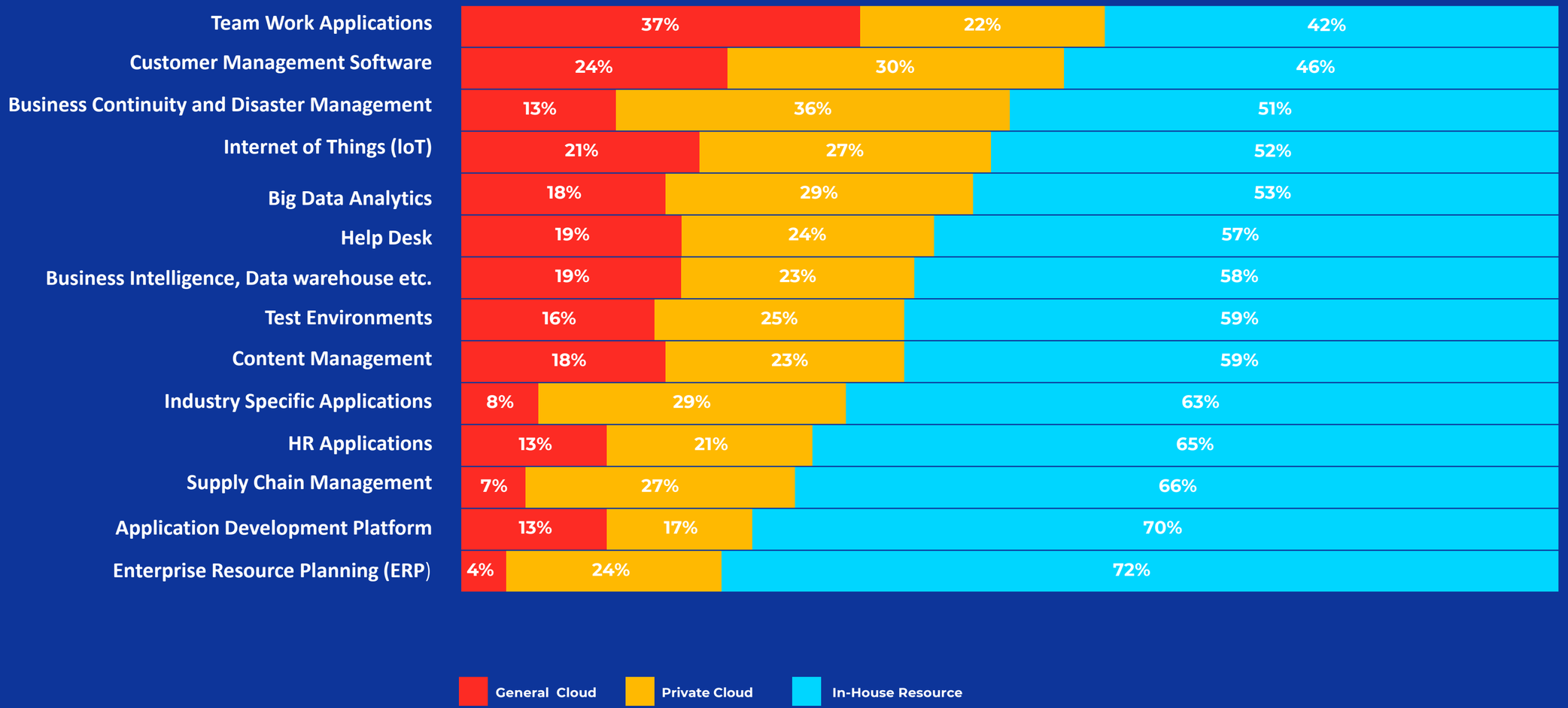
CLOUD OR IN-HOUSE SOLUTION?

BULUTİSTAN



Q. Has your company deployed, or does it intend to deploy, the following technologies/solutions on premises, in public cloud, or in private cloud?
Base: Organizations that implemented/planning to implement the technologies
Source: IDC MEA CIO Survey, Turkey Interim Data, Jan 2020, December 2019

IDC ANALYZE THE FUTURE

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SAVING COMPARISON: BY IN-ORGANIZATION

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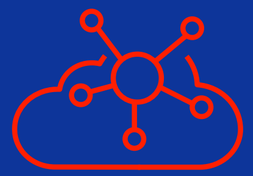
1. Server Cost

- Hardware – Server, Cabinet- PDUs, ToR Switches (+ Maintenance)
- Software – OS, Virtualization licenses (+Maintenance)
- Operating Cost
  - Space
  - Energy
  - Cooling

2. Disk Cost

- Hardware – Data Storage, SAN/FC Switches (+Maintenance)
- Data Storage Management Software (+Maintenance)
- Operating Cost
  - Space
  - Energy
  - Cooling



3. Network Cost

- Network Hardware – LAN Switches, Load Balancer (+Maintenance)
- Connection Costs / Access Costs (+Maintenance)
- Operating Cost
  - Space
  - Energy
  - Cooling

The table does not include all expense items. For Example: Database software expenses, middleware, building rental expenses, security software etc., and most importantly, human resource expenses (security specialist, system specialist, etc.) must be added to the table when making detailed comparisons.

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INSTANT INCREASES IN CASE OF IN-HOUSE USE

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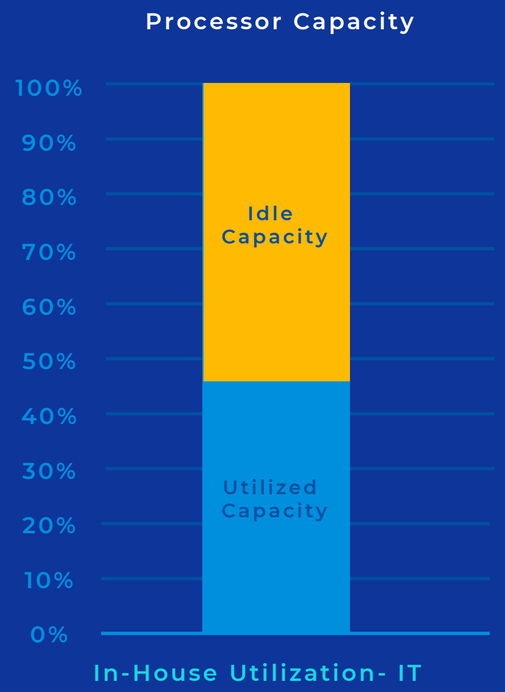
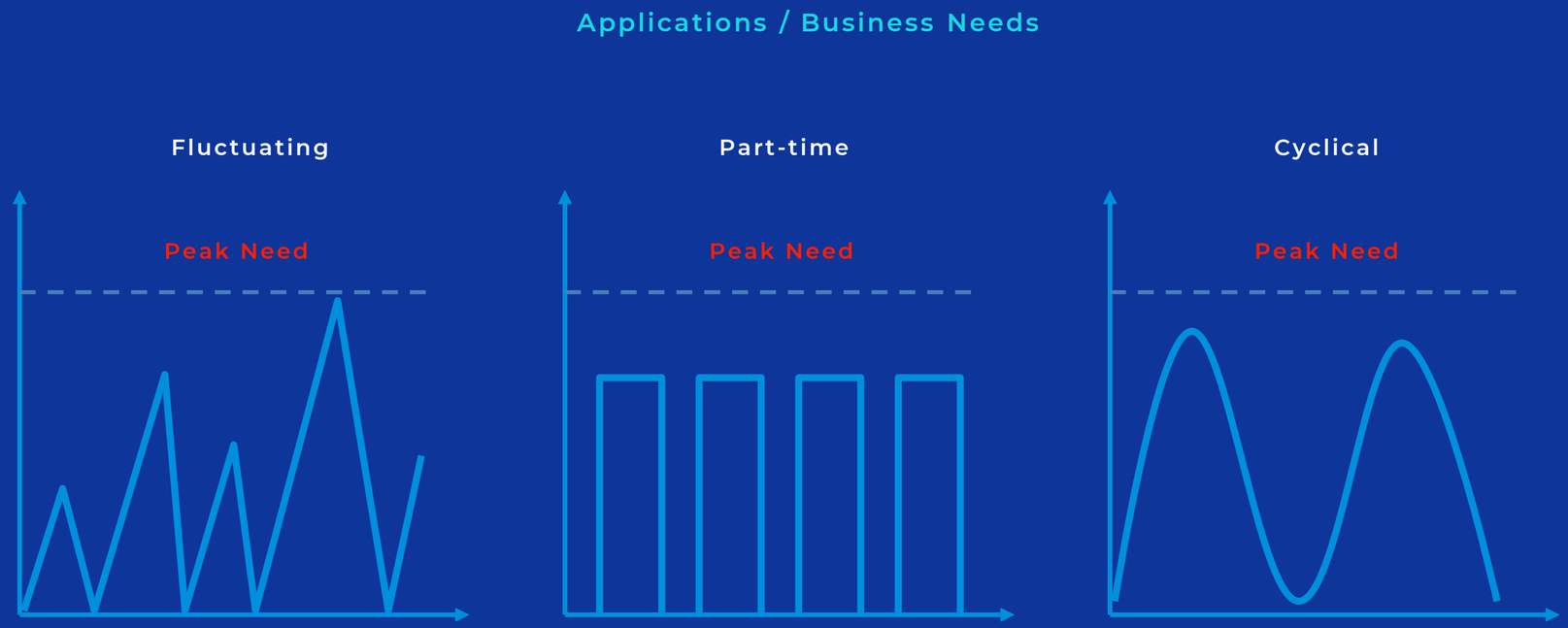
According to Gartner, McKinsey and the Uptime Institute, the average occupancy of data centers is lower than 50% of their capacity





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SAVING MODEL: CLOUD COMPUTING ECONOMIC VALUE OFFER

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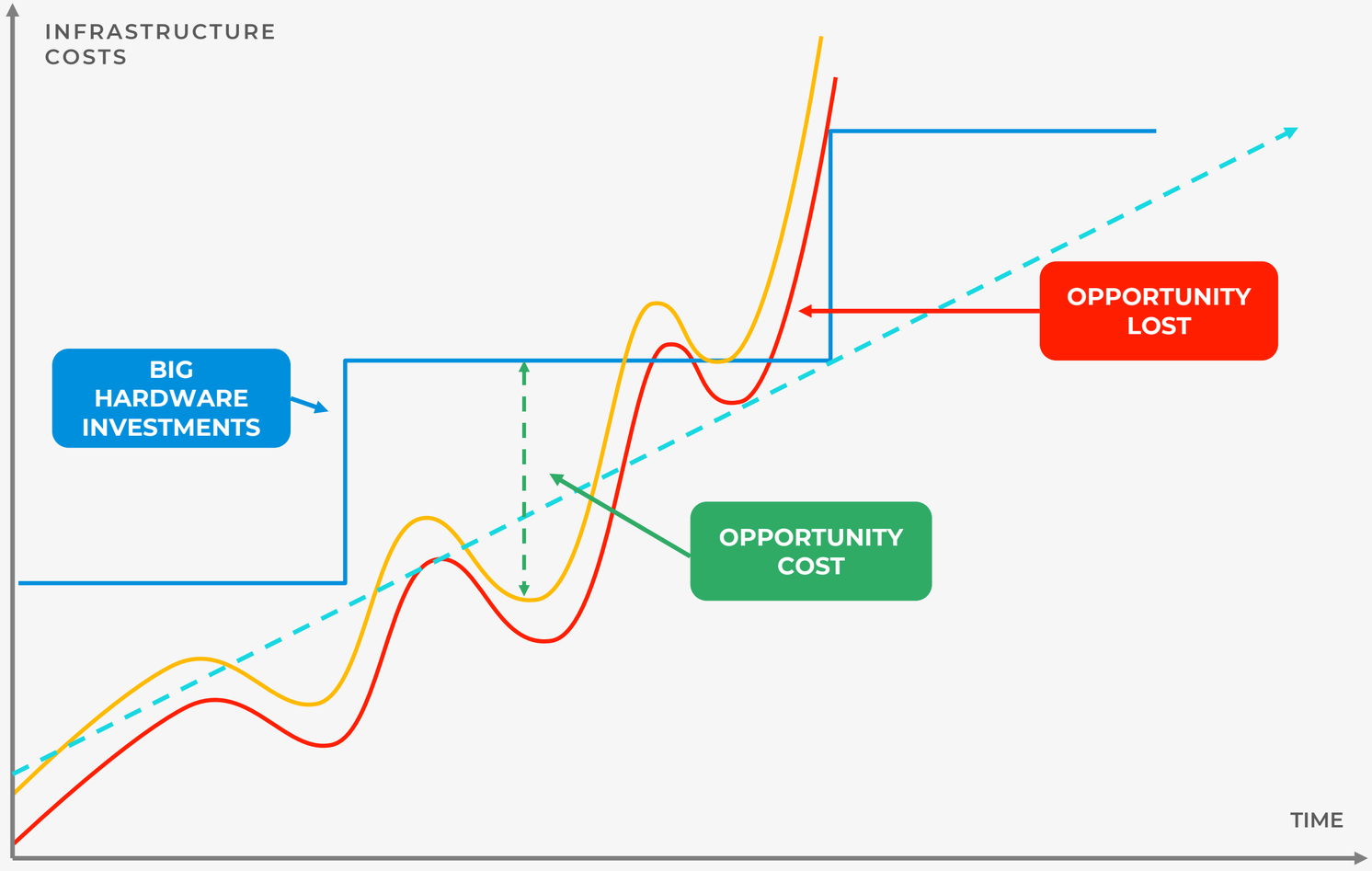

Key:

- Estimated Need
- Traditional Infrastructure (HW)
- Real-time need
- Bulutistan services

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SERVER MANAGEMENT

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TASK	SAVING	EXPLANATION
Server Budgeting and Planning	90%	No Need for Server Budgeting and Planning in the Cloud
Server Purchasing Process	75%	Minimum Effort
Long-term Capacity Planning	75%	Minimum Effort or Automatic Scaling
Project Budgeting and Planning	75%	Minimum Effort
Detailed Implementation Plan	75%	Minimum Effort
Planning for Hardware Failures	100%	Not Required
Loading and Updating Software	50%	Automatic or Minimum Effort

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OPTIMIZATION FOR LOWERING THE TOTAL COST OF OWNERSHIP

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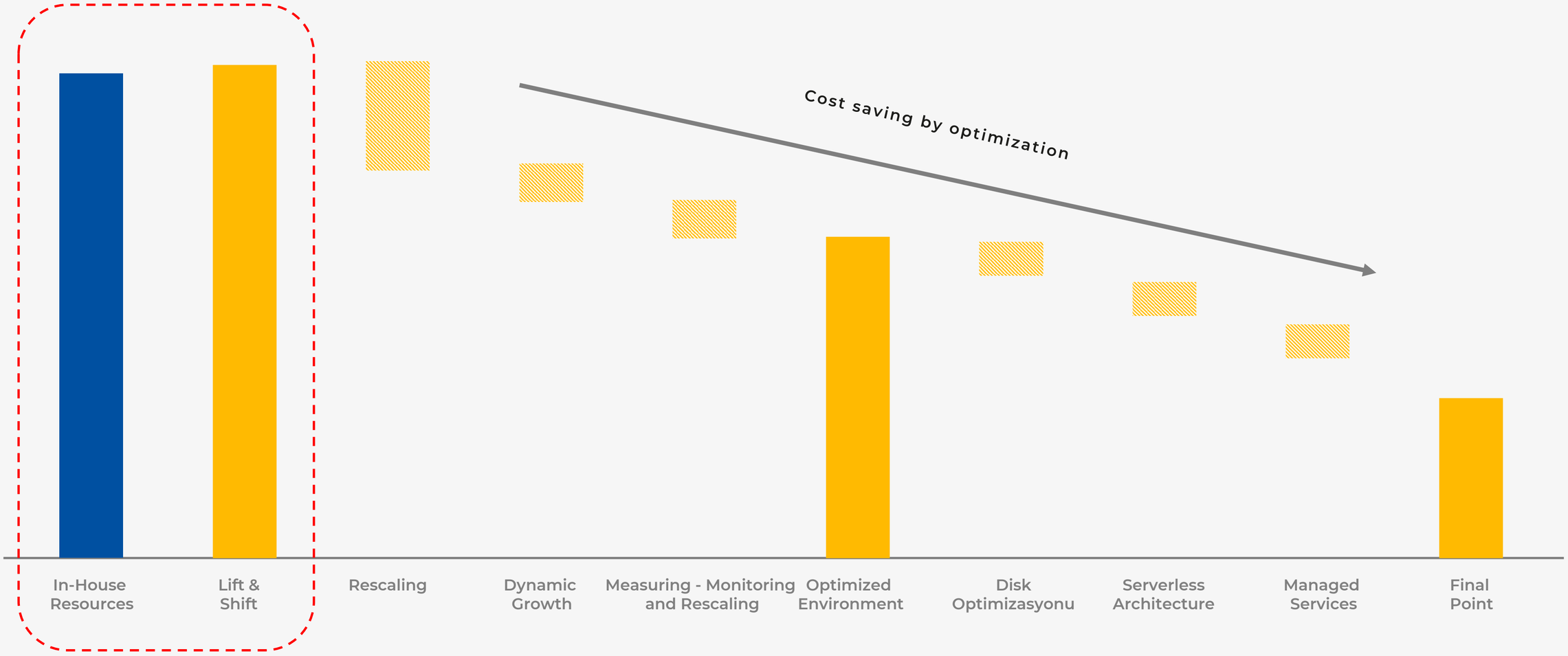

Typical TCO Comparison

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OPERATIONAL BUSINESS CONTINUITY: INTERRUPTION COST

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CATEGORY	% TOTAL	EXPLANATION
Third Parties	1.3%	Losses arising from interruption of services from consultants and similar sources
Hardware	1.3%	Equipment wear
Out of Date Activities	1.1%	Losses arising from the delays experienced in ongoing activities.
Disaster Management	2.9%	Additional costs of secondary systems for disaster management
Identification / Detection	3.6%	Cost of time and resources spent on detecting the problem
Productivity (IT)	8.4%	The cost of inefficiency that will arise from the decrease in production during the interruption
End User Productivity	18.7%	The cost of inefficiency caused by the decrease in the productivity of the company employees
Revenue Loss	28.2%	Cost of revenue loss that will be arising from inability to access customers
Impact on the Company	34.6%	cost arising from the loss of reputation of the company and the loss of environmental opportunities for the business
TOTAL	**100%**	

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TOTAL COST OF OWNERSHIP ADVANTAGES OF BULUTISTAN CUSTOMERS?

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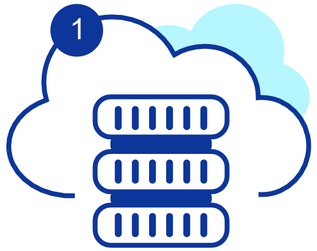
1



Advantage of processor power scaling

10-20% with average server utilization

2

Advantage of scale economy and TL invoice

Continuous cost improvement

3

Advantage of different pricing models selected according to business types

Service from the right source with our BulutBroker competencies

4

Advantage of decreasing costs while growing

Discounts from scale-based pricing

Source: Data Center Efficiency Assessment, National Resource Defense Council

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WHY BULUTISTAN?

BULUTİSTAN

Topology

Both Local and Global

Operator Independent

Container-based, Serverless

Performance

Hyper-converged Infrastructure

(Nutanix / Simplivity)

High IOPS/ SAPs

(IBM POWER / HANA)

Bulutistan Private Cloud

(Private DC)

Pricing

TL and USD Based Pricing

Pay as You Go

Non-committed Contract

Experience

Solution Focused Approach with Boutique Service

Separated Live & Secondary System Management with Different Structures

Network and Security Services

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OUR DATA CENTRE INFRASTRUCTURE

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1 Global Clouds

Sales and management of Amazon Web Service, Microsoft Azure, IBM SoftLayer, Google Cloud services

İSTANBUL

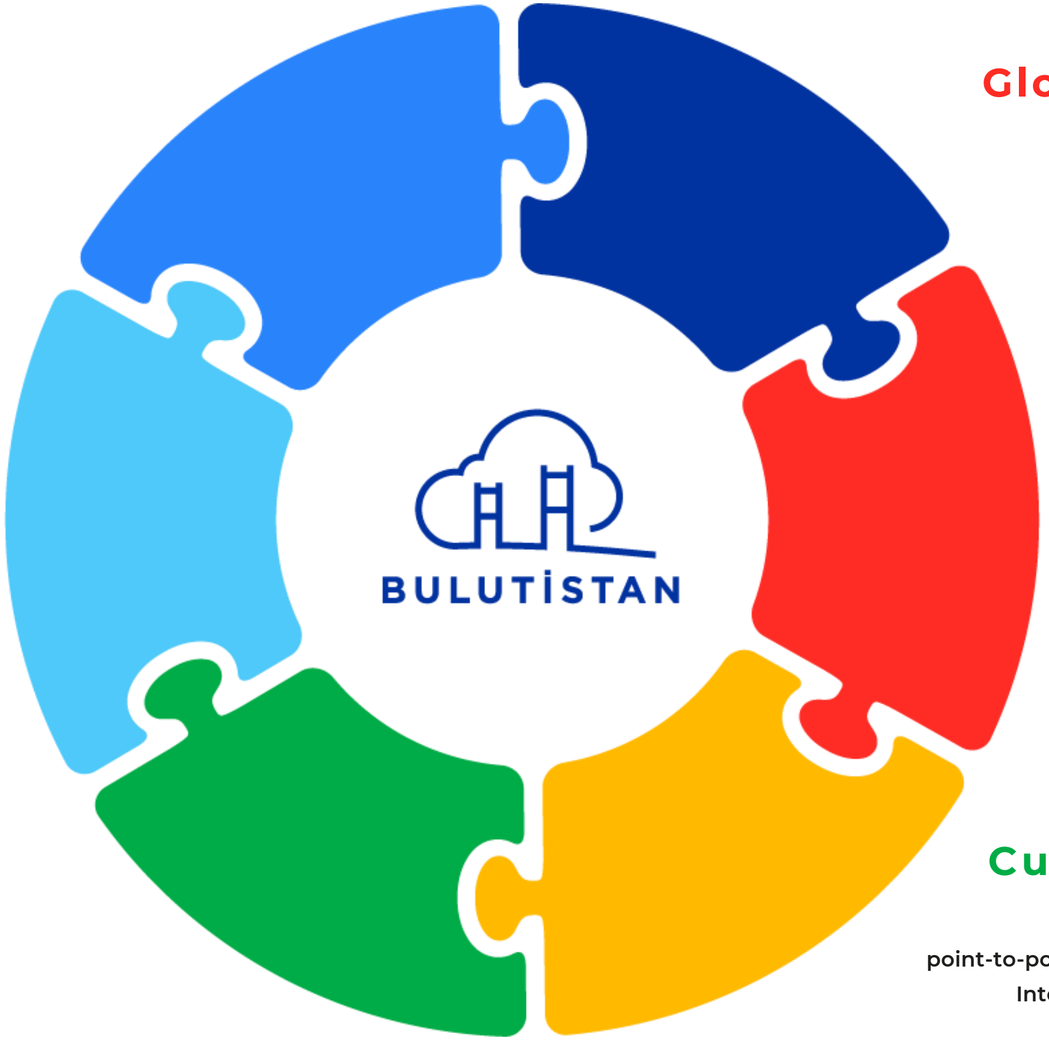
2 European Side

commissioning of native cloud services from within the Equinix Flat office (@ Eyüp) data centre (IS1)

İSTANBUL

3 Anatolian Side

Commissioning of native cloud services from within Equinix Umraniye OSB (@Dudullu) data centre (IS2)



Global Data Centers 4

Starting to use more than 210 Data Centers and 2 Million m2 of white space with Equinix's IBX infrastructure.

Izmir 5

Commissioning of Disaster Recovery (DR) and business continuity (BC) services from within Vodafone Data Centre.

Customer Environment 6

Connecting to Bulutistan Data centres with point-to-point closed circuits (P2P, VPN over MPLS or the Internet) with the customer's own infrastructure.

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SUCCESS STORIES

BULUTİSTAN

1 Requirement

Starting from the operations abroad, the transition of data centers primarily to the cloud platforms in the country and providing comparative service as a cloud broker in this process.

Solution 2

Primarily in USA, the transfer of SAP systems to HANA services in global cloud environments

Moving the infrastructure in the IBM data center within the country to our cloud platform that will provide optimum cost with a dedicated terrestrial circuit.

ZORLU

4 Summary

"We are very impressed with the creative solutions offered by the expert staff, who focuses on their subject and can tailor all technologies in their field according to the needs.
Achieving to be a whole with our teams and reducing our costs strengthen our desire to work with them in different projects."

Murat Zeren | Zorlu Holding CIO

Conclusion 3

In addition to managing different cloud systems through a single company, very serious time savings were gained in demand management. Expectations in performance requirements are exceeded with hyper-converged systems.

Transmission of data that is also software encrypted over end-to-end encrypted circuits within the structures closed to internet with dedicated firewall..