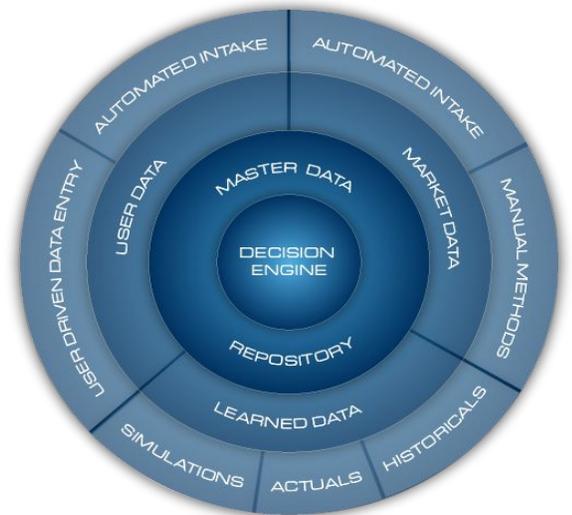




## OVERVIEW

CloudGenera is the industry's best-in-class decision engine, providing vendor agnostic IT analysis that allows organizations to continuously optimize their technology spend. The company's software automates decisioning for both workload placement and transformation, eliminating costly and error-prone manual evaluation methods and speeding enterprise time to digital transformation. For more information, please visit [cloudgenera.com](https://cloudgenera.com).



## CLOUDGENERA SOLUTIONS

### Hybrid IT Blueprint™ Service

- **Cloud Strategy** - Market research based upon historical and real-time industry data
- **Digital Transformation** - Business cases for modernizing traditional applications
- **Spend Optimization** - Insights for how to maximize value of IT investments

### Portfolio Optimization Service

- **Workload Placement** - Continuous analysis to determine best execution venue for application requirements
- **Workload Optimization** - Continuous analysis to ensure optimal configuration of application deployments

## BUSINESS OUTCOMES

CloudGenera helps companies maximize the value of their technology spend through:

- **Automation** - Real time visibility into public, private and hybrid data center market capabilities
- **Intelligence** - Machine learning to predict the best opportunities for workload migration and transformation to meet business objectives

### Differentiators

- **Technology** - Algorithms and data that compress months of analysis into minutes
- **Methodology** - Proven approach to deliver actionable results at scale

## CONVERSATION STARTERS

Spend Optimization:  
How do you ensure you are not overpaying for IT services?

Risk Mitigation:  
Are you finding it hard to govern use of public and private cloud services?

Service Level:  
Do you have a way to determine which suppliers can offer the SLAs you need?

## IDEAL CUSTOMERS

Looking to establish or already has established a multi-cloud digital strategy

Customer has varied regulatory, service level, technology and financial needs

## TARGET ROLES

Finance:  
Needs help maximizing value while minimizing IT spend

Security:  
Needs help establishing and enforcing cloud supplier governance

Architecture:  
Needs help driving workload migrations and application modernization

## VERTICALS SERVED

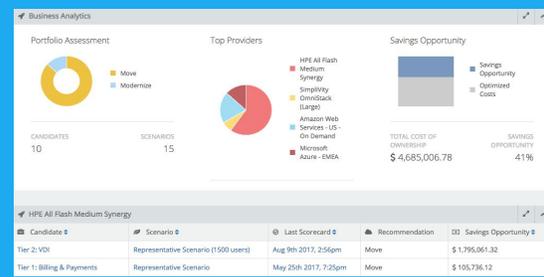
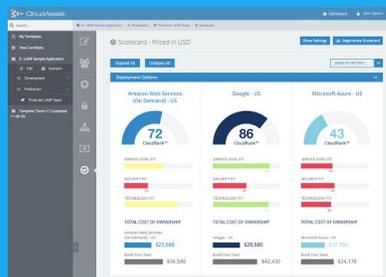
Finance  
Healthcare

Energy  
Retail

Technology  
Manufacturing

Logistics  
Media

## VISUAL SOFTWARE



Application Scorecarding

Portfolio Analytics

## MARKET DATA



## WHOLISTIC ANALYSIS

User Demographics

Service Level

Financials

Security and Compliance

Technology