



There's an Easier Way to Adopt Cloud. Leave it to Singtel Cloud Experts.

Singtel Cloud Lifecycle Services is dedicated to smoothen your journey to the Cloud. We are committed to walk alongside you to ensure that you have the best cloud strategy that fits your IT needs. With Singtel as your cloud service provider and our Cloud Lifecycle Services as your cloud consultant, you get the best of both worlds for end-to-end planning, implementation and management of your cloud services strategy. That's not all. To truly maximise your cloud investments, Singtel's Liquid Sky™, a cloud spend management service, allows you to analyse and present cloud cost in clear pictorial graphs across multiple public cloud platforms.

Cloud Lifecycle Services

Gain Real Efficiencies: Look Beyond Cloud Technology

Many businesses, especially growing companies, find it overwhelming to sort out all the considerations one needs to make when adopting cloud - how to choose amongst private, public and hybrid clouds; deciding how best to manage workload mobility, cloud interoperability, application-centric control policies, data sovereignty, security, backup and recovery, and more. Not forgetting the additional pressure of weighing new cloud investments against existing data centre investments.

Here are four ways cloud professional services can address your cloud adoption challenges:



Close the skills gap

Many companies lack the confidence and expertise to handle the risks and complexities of cloud adoption in-house. A trusted advisor with proven reliability and experience can help to evaluate ways to plan, migrate and manage cloud, helping businesses achieve agility and cost-saving goals.



Reduce risks

Any IT migration comes with its inherent risks, ranging from costs, duration and disruption to production IT systems and business operations. Backed by proven methodologies and sound program management, experienced cloud consultants that speak the same language and take the time to understand business requirements - beyond IT requirements - can smoothen the business transformation journey.



Overcome scalability limitations

Some businesses may have in-house IT skills, but lack the scalability for an enterprise-wide implementation. Conversely, other organisations which do not have the capabilities, often have no plans to hire or develop cloud transformation and migration skills - after reviewing trade-offs between core and non-core capabilities. Working with external cloud professional services is an effective way to tap into outside expertise to move the company forward quickly.



Ensure visibility over cloud infrastructure spend

With the high adoption rate of cloud, there is the challenge of managing myriad type of cloud resources. To prevent overspending or underutilisation, it is key to maintain visibility over one's IT infrastructure spend, while having the ability to effectively map cloud usage and costs to the right division, department, user or project. A trusted advisor providing valuable insights on existing cloud spend information can guide and recommend ways to optimise one's cloud spend and infrastructure, for better long-term cloud investment planning.

Singtel Cloud Lifecycle Services

We want to help you take the guesswork out of your cloud transformation process. Singtel Cloud Lifecycle Services are project-based services that assist you with end-to-end planning, adoption and implementation, management of cloud services strategy, operations, reporting, cloud spend management and cloud infrastructure optimisation. As your Cloud Service Provider (CSP) and consultant, Singtel provides you with the best of both worlds.

Our cloud experts help you:



Assess and plan your cloud strategy to align to your business needs



Analyse and advise ways to optimise cloud spend and infrastructure



Detect and discover relevant business needs



Execute and manage your end-to-end cloud deployment

Benefits



Enjoy single point of contact

As both your CSP and consultant, we help you gain more control over your cloud investment by leveraging Singtel Cloud Lifecycle Services Team's certified experience and knowledge.



Lower risks of failure

Benefit from an optimally designed cloud infrastructure that maximises efficiencies and cost savings. We strive to understand your business/IT challenges and key milestones as well as to empower and work alongside you to create a seamless cloud strategy that meets your needs.



Faster execution

Enjoy faster implementation and execution with proven methodologies and best practices. By dealing with one vendor, speed time-to-value when eliminating time spent liaising with multiple vendors. Reduce miscommunication due to mismatch of consultation with implementation and management. This facilitates agility, speed and rapid innovation for your organisation.

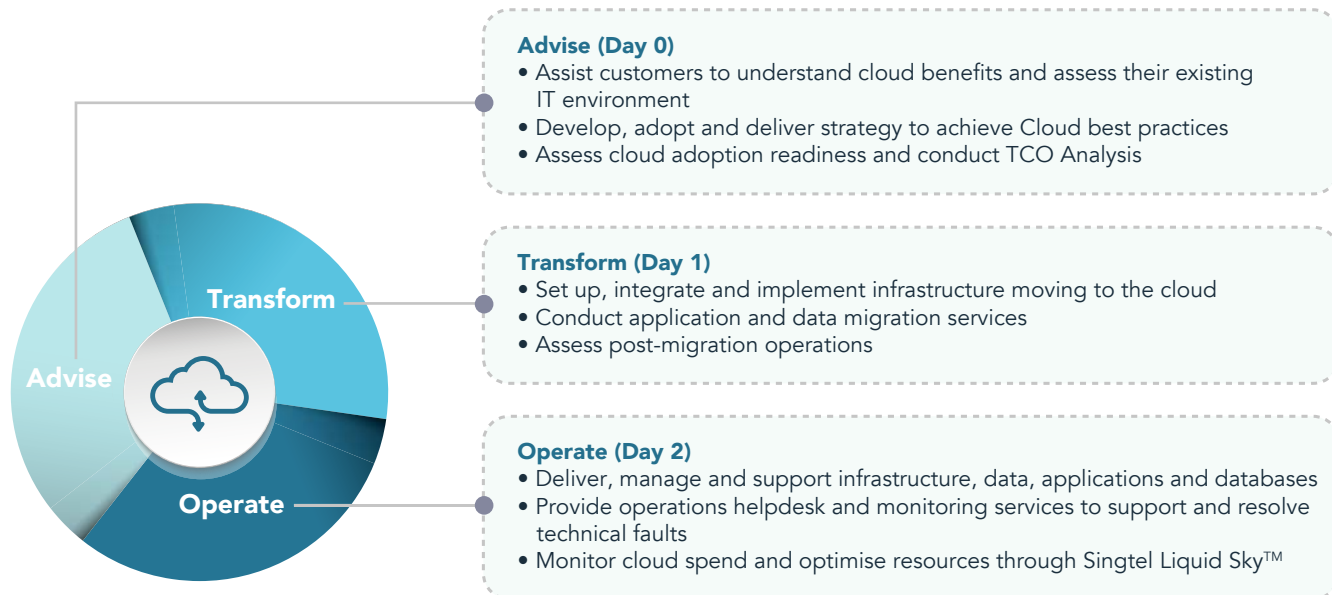


Optimise IT resources and cloud infrastructure spend

Free your limited IT resources from tactical, day-to-day management of cloud architecture, so you can focus on core IT functions that ensure business connectivity and avoid costly downtime. Gain better visibility and control over your cloud infrastructure spend with enhanced visibility via monthly reports that go beyond raw data. Enjoy peace of mind with advice by cloud consultants on ways to optimise cloud spend and infrastructure, to prevent overspending or underutilisation.

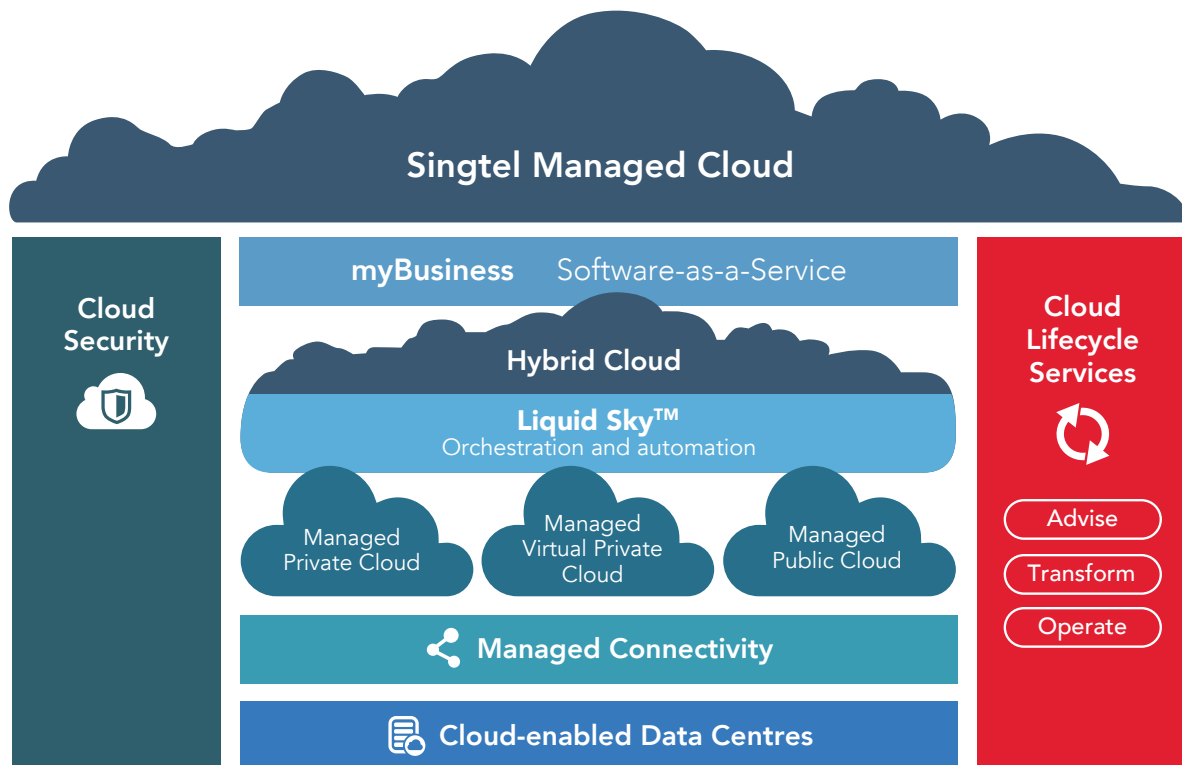
Expertise

Singtel Cloud Lifecycle Services offer expertise in three categories:



Our Enterprise Grade Cloud Portfolio

Singtel Managed Cloud comprises Managed Public Cloud, Managed Private Cloud, Managed Virtual Private Cloud, Cloud Lifecycle Services, and Liquid Sky™, a cloud spend collaboration tool. And, as one of the largest ICT companies in Singapore, we have a full range of services including security, data centres, network connectivity, and managed services to help businesses in their cloud journey.



Why Singtel



Provides the most **complete selection of leading public cloud platforms**, as well as virtual private cloud platforms and private cloud platforms, allowing you to choose the best fit for the different workloads that you have.



Extensive experience in delivering secure managed services and deploying large-scale cloud projects including the Singapore government cloud.



A group of highly skilled and **certified cloud experts with multi-disciplinary experience in cloud solution architecture, consultation, project management and SysOps administration** to support businesses in their cloud strategy planning, migration, operations and management.



Backed by **a full suite of market leading network connectivity¹, security and data centre offerings** from Singtel.



Highly-resilient, world-class data centres built to TIA² Tier 4 specifications provide **secure and trusted hosting to meet data sovereignty requirements** of businesses.



A single point of contact for customers looking to grow their presence in Singapore and the region.

1. Market Leadership for International MPLS IP VPN Services APEJ and International Dedicated P2P Services (IPLC+E-Line) APEJ for 1H2010 to 1H 2013.
Source: IDC APEJ Fixed Line Telecom Services Tracker, 1H2013

2. Telecommunication Industry Association, which publishes the Telecommunications Infrastructure Standard for Data Centres

About Singtel

Singtel is Asia's leading communications group providing a portfolio of services including voice and data solutions over fixed, wireless and Internet platforms as well as infocomm technology and pay TV. The Group has presence in Asia, Australia and Africa with over 600 million mobile customers in 25 countries, including Bangladesh, India, Indonesia, the Philippines and Thailand. It also has a vast network of offices throughout Asia Pacific, Europe and the United States.

Awards

Asia Communication Awards

Best Enterprise Service - Connectivity as a Service (2013)
Best Cloud Service (2011 & 2012)
Project of the Year - G-Cloud (2014)

Cloud & DevOps Awards 2016

Best Cloud Computing Adoption Project (G-Cloud)

Computerworld SG Readers' Choice Awards

Best Data Centre and Hosting Services Provider
(2007 & 2009 - 2013)
Best Managed Connectivity Services Provider
(2006 - 2013)

Computerworld Singapore Customer Care Award
Cloud Services (2012 - 2013)

Frost & Sullivan Asia Pacific ICT Awards

Telecom Cloud Service Provider of the Year (2012, 2016)

IDC MarketScape in Asia Pacific 2013

A Leader for Datacenter and Hosted Cloud Services*

NetworkWorld Asia Readers' Choice Product Excellence
Awards (2013)

Managed Infrastructure Services
Cloud Infrastructure Provider

Telco Cloud Forum Awards 2016

Telco Cloud of the Year

4th Annual Cloud & DevOps World Awards (2016)

Best Cloud Computing Adoption Project (G-Cloud)

*Source: IDC MarketScape Asia/Pacific Next-Generation Telcos - Datacenter and Hosted Cloud Services 2013-2014 Vendor Analysis, Doc #AP3053513V, Dec 2013.
Download report at www.singtel.com/iaas

