

CloudSmartz is Your Strategic Digital Transformation Partner

Blueprint

Executive Consulting & Stakeholder Workshops



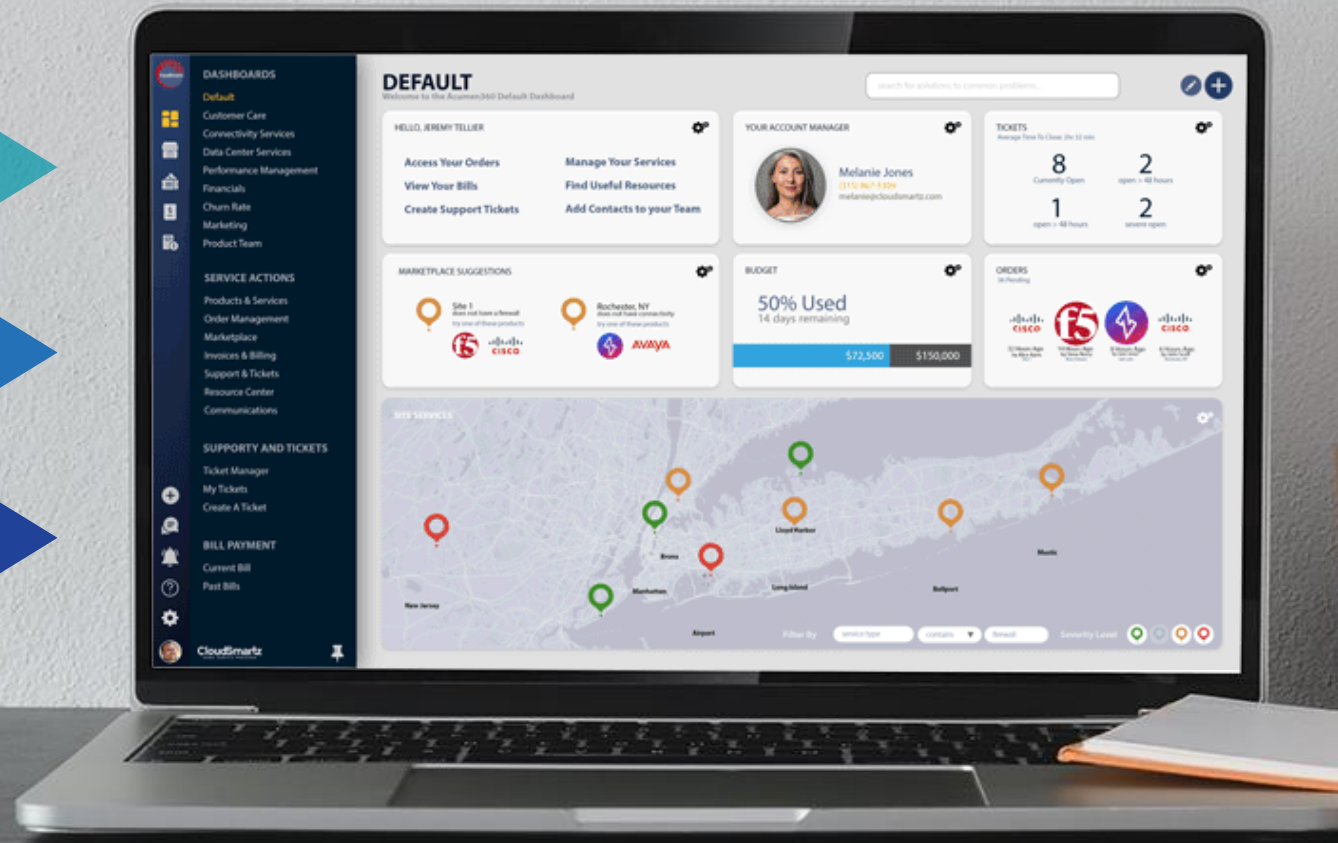
Software

Foundational Platform, Middleware, Customization



DevOps

Dedicated Teams for Lifecycle of Program



CloudSmartz CEO Introduction

➔ Click to Play CEO Video (if shared PDF)
<https://vimeo.com/633200761>

CloudSmartz provides the **blueprint**, the **software platform**, and the **experienced teams** to enable a unified service experience and accelerate digital transformation for Communications Service Providers (CSPs).

CloudSmartz Transforms CSPs
into Digital-first Service Providers
through a unified service experience.



*Global Leaders in Automation, APIs, Digitization, Implementation, Project Management, and ongoing support with a unique blend of industry expertise to provide **the blueprint, the software platform, and the experienced teams** to enable a unified service experience and accelerate digital transformation for Communications Service Providers.*



CloudSmartz Overview

Company | Solution | Customer



Company Overview | *Smarter Transformation*

CloudSmartz' mission is to help Communications Service Providers (CSPs) transform and innovate faster by making it easy to optimize business intelligence and generate revenue through a unified digital experience.



Solution Overview | *Acumen360™ Platform Solution*

Its solution and services transform bold and forward-thinking CSPs into Digital-First Service Providers by optimizing business intelligence, digitizing operations, and generating revenue opportunities through a unified service experience.



Telecommunication

Customer Overview | *Communications Service Providers (CSPs)*

The target customer includes global CSPs – including, Tier 1, 2, and 3 Network-based CSPs, Wholesale CSPs, Cloud-based CSPs, Virtual CSPs, Alternative Network-Based CSPs (subsea/satellite), Data Centers, Managed Service Providers, etc.

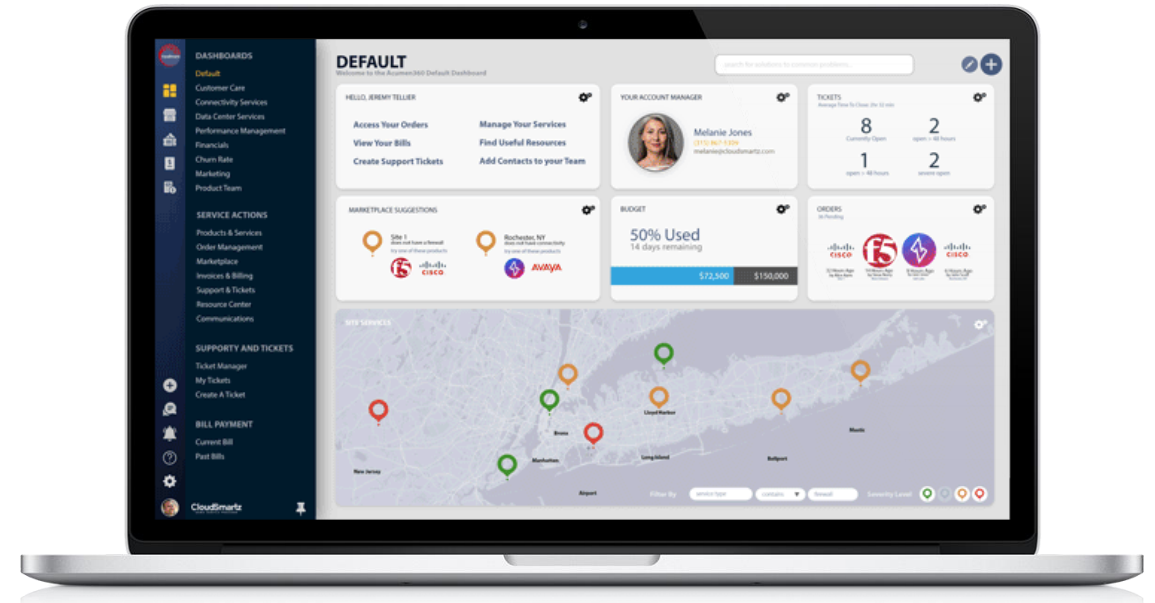
The Solution We Offer

Acumen360 Platform

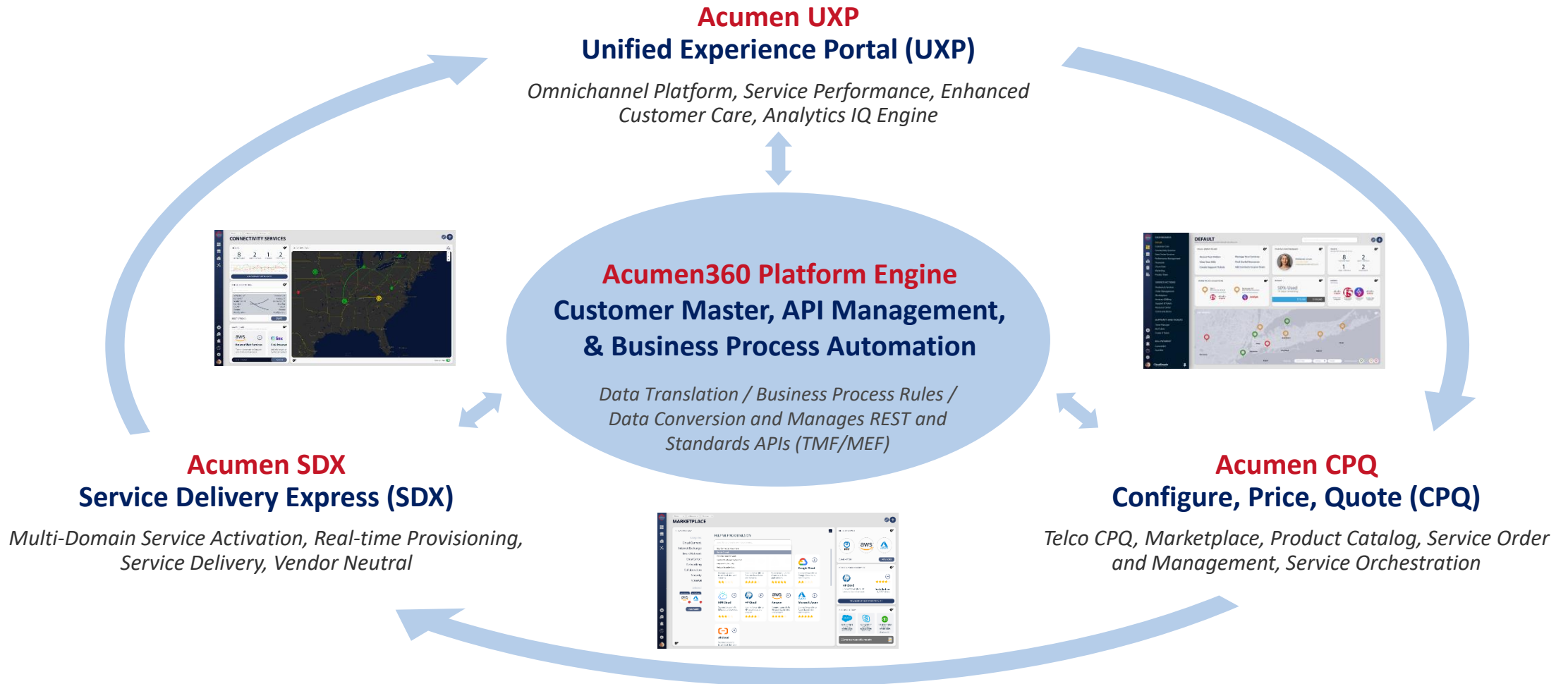
Customer Portal, Digitized Operations, including a powerful Buy/Sell CPQ & Marketplace

Key Features & Benefits

- ✓ *Cloud-hosted, Hybrid or On-Premise*
- ✓ *White-labeled platform to your business*
- ✓ *Streamlines workflows and business processes*
- ✓ *Optimizes existing OSS/BSS infrastructure stack*
- ✓ *Accelerates buy/sell API Standards driven by the market*



Acumen360™ Platform – Foundation for Revenue Acceleration

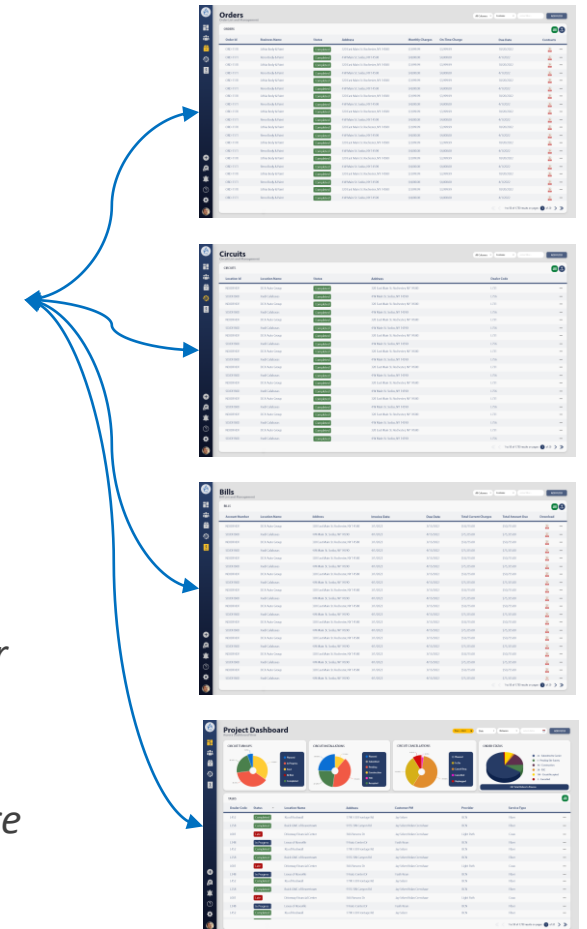
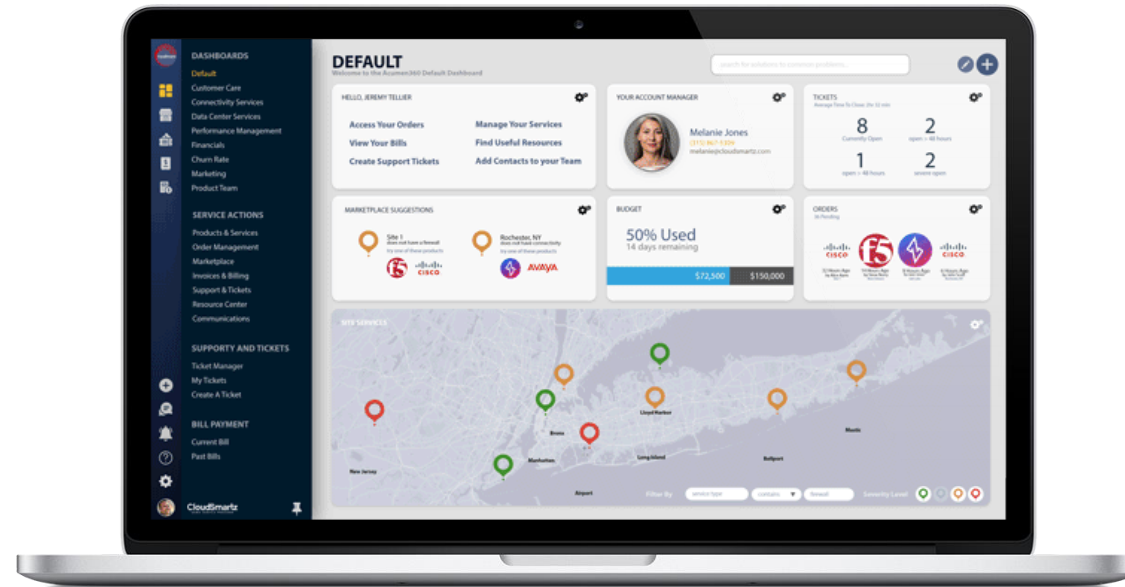


Acumen360 – Foundation for Innovation

Core Platform Functionality

- ✓ Customer Portal Interface / Ops interface
- ✓ Integration to Existing (6) NMS
- ✓ Sustainability Reporting
- ✓ Single Sign-on (SSO) & 2FA
- ✓ Roles and permissions-based access
- ✓ Customer Master (Data Normalization)
- ✓ Single-Source of Truth (Middleware/BUS)
- ✓ Technology/System Agnostic
- ✓ Multi-lingual Support
- ✓ Opensource and technology agnostic
- ✓ Composable/Microservice Architecture
- ✓ Flexibility & Control
- ✓ Information Security Standards
- ✓ Governance & Monitoring
- ✓ Regulatory compliance (GDPR, PCI, CCPA etc)
- ✓ 24x7 Support
- ✓ REST APIs & API Standards (MEF/TMF)

Platform will support Master View of all audiences driven by roles/rules



- Utilizing Existing Sources of data for Unique Customer Master
- Optimize existing O/BSS Systems and 3rd Party Data
- Available Views for Operations, Customers, Partners and more

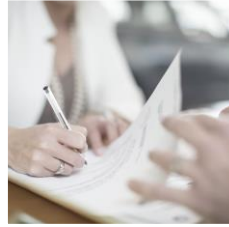
Acumen360 Solution Suite

Integration-Ready / API-Ready



Acumen UXP Unified Experience Portal

- API-Driven Dashboards
- Roles, Roles
- REST/TMF/MEF
- System Agnostic BYOS (bring your own system)
- Partner Ecosystem Extension
- Multi-tenant Support
- Customer Master (Data Normalization)
- Single-Source of Truth (Middleware/BUS)



Acumen CPQ Configure, Price, Quote

- B2B & Wholesale CPQ
- Realtime Quoting
- Pricing Aggregator Integration
- Complex Bids Collaboration
- Solution Designs
- AI-Enabled Chat
- Rules/Roles Engine
- Super Admin Capabilities
- Integrated Electronic Sales Order Forms
- GIS/Maps Integration



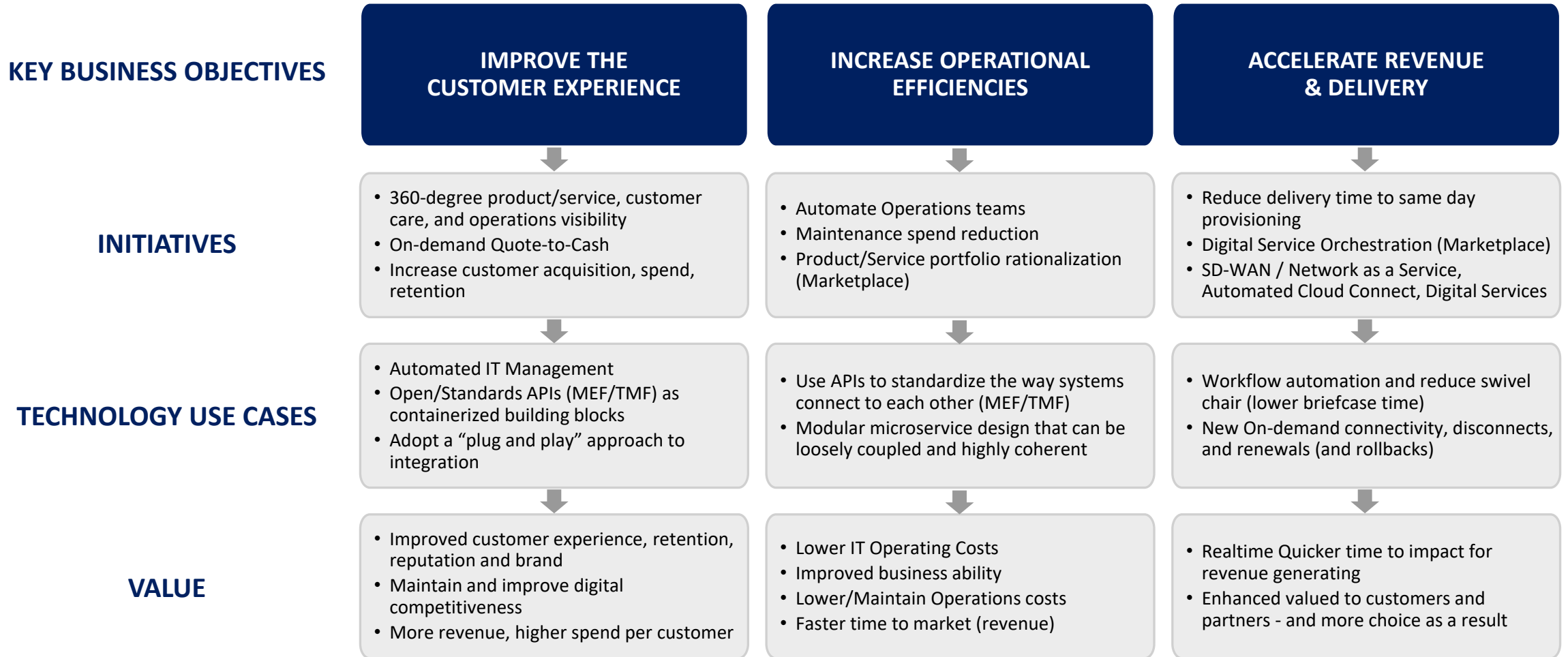
Acumen SDX Service Delivery Express

- Lifecycle Service Orchestration
- Workflow Automation
- Multi-Domain Service Activation
- Real-time Provisioning
- Vendor Neutral APIs
- Open-source Scalable SDN Controller
- Real-time visibility
- Intelligent task management
- Custom Reporting

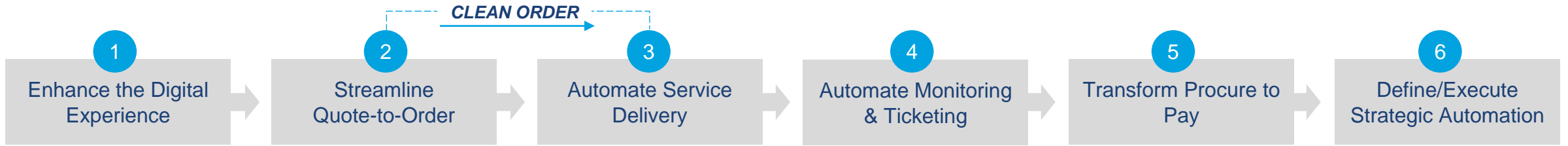
TECHNOLOGY AGNOSTIC (EXISTING OSS/BSS) – VIA REST APIS – INCLUDING ANY MANUAL PROCESS INTEGRATION

The Problems We Solve

Typical Business Case/Requirement and ROI measurements with a focus on quick wins and proven value impact



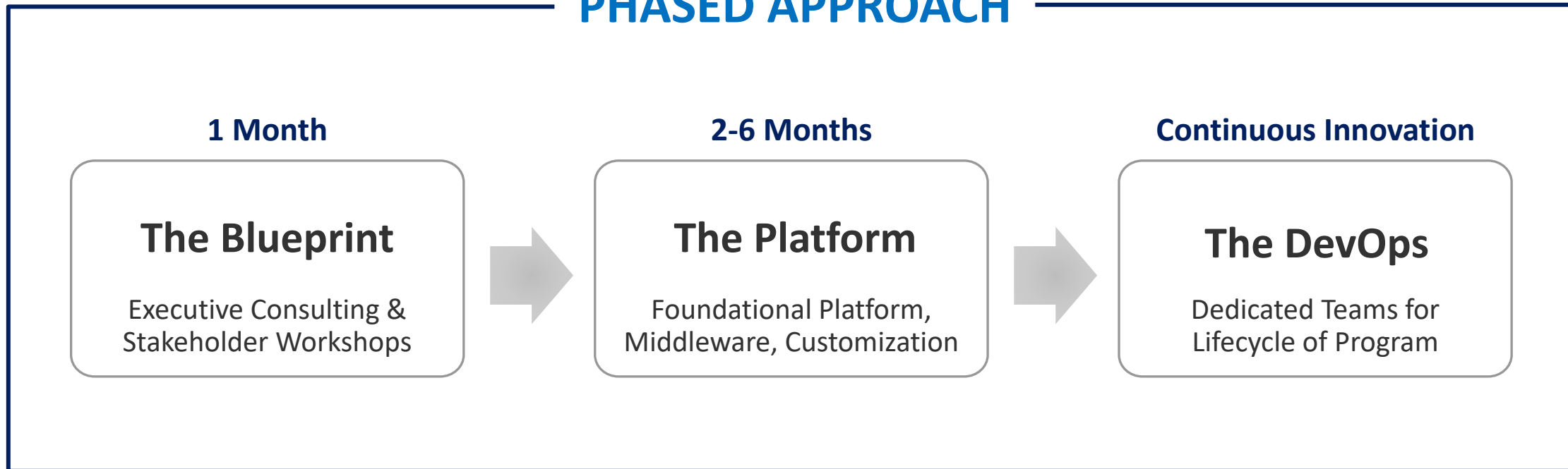
Automate in Manageable Phases



Focus On Quick Wins & Long-term Value

CloudSmartz is a uniquely qualified partner focused on quick wins, proven value, and agile sprint methodology

PHASED APPROACH



24x7x365 Support, Bi-annual feature updates, Security updates, API updates

How do we execute?

Agile Methodology & Global DevOps

TEAM STRUCTURE

- Project teams are typically sized as a larger pool by 20%+ to match to pre-planned sprint resource needs to minimize ramp-up times and to adjust to our client's requirements
- Geographically architected for Security and Compliance
- Empowered with Participatory Intelligence
- Iterative, Agile Development methodology to ensure the highest level of satisfaction

TOOLS AND PROCESSES

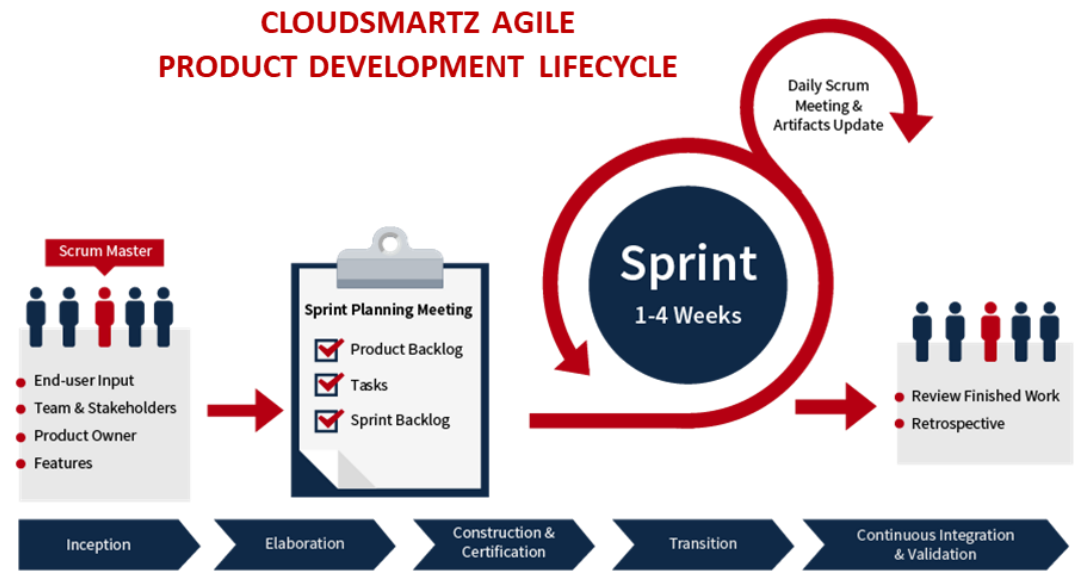
- Inception, elaboration, construction, transition, continuous integration / validation
- Real-time issue resolution (CI/CD)
- Automation
- Modern Tools and Mindset
- Shift-LEFT Security (DevSecOps Mindset)

GLOBAL PRODUCT ALIGNMENT PROCESS

- Launch alignment discussion.
- Monthly reviews of progress/technology
- Standards & principles alignment
- Constant communication
- Feedback loop, CI/CD

AGILE WORK MANAGEMENT APPROACH

- Agile Planning (Augmented with XP practices)
- Support multiple PM techniques, including SCRUM, open unified process, ITIL, etc.
- User Stories, Project-specific Metrics/ KPIs, Threat modeling, Risk Modelling (RAIDAR), Compliance early in the game
- Intentional Cultural Architecture
- Testing (TDD, BDD, ATDD)



Credibility: Market Reputation

CloudSmartz has regularly been noted as a leader in the telecommunications software industry

All referenced programs have been executed within 2-3 years (and Telstra for 9+ years) and continue to support and execute in 2022-2023.



Carl Grivner
CEO

Global Cloud Xchange (GCX)

“CloudSmartz has done everything for us: **they build, they manage, and they support**. We chose the right business to partner with; they have made good on their promise to enable our business to thrive.”



Michael Fuqua
VP of IT
Segra

“CloudSmartz **understands the big picture and translates concepts and directional aspirations into real deliverables** of next generation capabilities – making decisions fast and cleanly without things getting lost in translation.”



Don MacNeil
Chief Operating Officer
GTT

“We have had a very positive experience with the CloudSmartz team – Overall, the **expertise, collaborative approach and flexibility** are what set CloudSmartz apart in meeting our needs.”



Sanjay Nayak
Executive Global Platforms
Telstra

“CloudSmartz embodies the faster and fitter mantra that Telstra espouses. **We needed a partner that can get us to the future (and not memorialize the past)** – something we didn’t see from our past partners.”

Supporting (5) Business Units with 50+ people

WHAT GARTNER SAYS ABOUT US



“As CSPs transform their operational infrastructures to fully software-driven, cloud based architectures, CSPs are well advised to evaluate the impact of new innovative microservices service design principles & DevOps-driven digital customer facing IT solutions.

CloudSmartz provides an alternative to the large established Telco vendors in terms of innovative service delivery models, business agility, time-to-market and customer experience impact that CloudSmartz will have on CSPs’ digital business.

CSPs that are looking to build mindshare quickly by focusing on couple of strategic digital use cases, will notably impact the new revenue generation and service innovation potential on the customer facing interaction and monetization side, yet leveraging existing Telco infrastructure investments.



We Look Forward To Being Your Strategic Partner

With over 90 years of collective telecom, media and technology experience, CloudSmartz's C-level management team has a unique understanding of working together to deliver wide-ranging revenue generating products and solutions for some of the largest telecommunications providers, while continually building those organizations.



DAN WAGNER
CEO & CO-FOUNDER

Dan has over 25+ years of telecom executive leadership. Dan is a telecommunication and software development veteran with a focus on enabling Digital Transformation for Next-Generation CSPs. Dan is former CIO Global Crossing, and EVP at XO Communications.



MANJEET DHARIWAL
CTO/COO & CO-FOUNDER

Manjeet has over 25+ years experience in running agile software development. Manjeet is focused on delivering revenue-generating products and solutions for some of the largest telecommunications providers around End-to-End Orchestration and Service Automation.



MATTHEW RAY
CHIEF MARKETING OFFICER

Matthew has over 15+ years in technology & SaaS software sales & marketing. Matthew drives all brand, marketing, sales, and industry analyst relations. His aptitude, tactics, and hands-on-effort assists the teams every step of the way – working with partners, analysts, and customers to drive success.