Making the cloud work for you

ZINDAGI

AT A GLANCE

When everything on Cloud is real-time, you need a cloud partner who is agile, precise, innovative and quick with solutions. That's Zindagi for you. Reliable, seamless, secure and just what you need to make Cloud work for you.

ABOUT ZINDAGI

Zindagi's unique value proposition is complete automation of customer's application integration and deployment in the cloud in a seamless fashion.

2022 — 5 years since being founded, Zindagi's ecosystem grows in Cloud, DevOps, SecOps and Automation

Pivot Towards Public Cloud — **2021**

FEB. 2020 — Established 7 technology practices offering full plate managed and professional services

Deployed India's first on-premises SD-WAN for Indian Coast Guards' nation wide fleet — **LATE 2019**

SEP. 2018 — Built East Availability Zone for Indian Govt's Public Cloud – cloud.gov.in

SERVICES REVENUE generated across years

2017 — Origin of Zindagi

TEAM ZINDAGI

CORE TEAM

ABHIJIT ANAND

FOUNDER AND CEO

19+ years of experience in covering solution design, strategic planning, technical innovation, product management, pre-sales and technical business development.

SANA KHAN

CLOUD EVANGELIST

With over 10 years experience in DevOps, Cloud and automation technologies, he has worked in large enterprises. Sana is a certified AWS Solution Architect.

ADITYA BAHL

DELIVERY LEAD

With 15+ years of experience, he is technically sophisticated, dynamic and a result-oriented Cloud and Information Technology Management Expert.

PRATAP SINGH

BUSINESS DEVELOPMENT

An astute professional with over 18 years of experience in Direct Sales, Inside Sales, Business Planning and Development, Account Management & Managing Customer Relationships

PORTFOLIO OF CLOUD SOLUTIONS

CONSULTING IMPLEMENTATION

Cloud Consulting

DevOps Strategy

Implementation

Managed Solutions

MANAGED SERVICES

Continuous Optimization

Security

Continuous Monitoring

24*7 SUPPORT

WHAT DO WE ENABLE

CONSULTING IMPLEMENTATION

CLOUD CONSULTING

A trusted cloud partner with extensive technical capabilities who has all the solutions. Customized for you.

DEVOPS

Agile and innovative. Your Go-to-Market and response time will be quicker with us.

IMPLEMENTATION

Whether your cloud is on-premise or off-premise or a hybrid – Security is a key concern. With Zindagi, you have nothing to worry about.

MANAGED SOLUTIONS

Accelerate deployments, simplify operations and empower business to make more data-driven decisions with end to end managed services.

WHAT DO WE ENABLE (CONTD.)

MANAGED SERVICES

CONTINUOUS OPTIMISING

Cloud is ever changing, and every business needs to keep optimizing their utilization to ensure the cost is under control.

SECURITY

Every cloud based business needs maximum security. It's managed by our team of experts.

CONTINUOUS MONITORING

Part of making cloud work for any business is ensuring that there are no blackouts. At Zindagi, that's our goal.

24*7 SUPPORT

To ensure continuous monitoring, enhanced security, a key ingredient is a team that is always at your beck and call.

OUR ECOSYSTEM PARTNERS

AMAZON WEB SERVICES

Professional services for a broad set of global compute, storage, database, analytics, application and deployment services that help organizations move faster, lower IT costs and scale applications.

ACCOPS

Accops provides an integrated solution for secure access to business applications from home or anywhere else. Empowers remote users with instant access.

INSTASAFE

Instasafe provides Zero Trust Security products and solutions and SDP security services based on the best quality zero trust security principles.

MICROSOFT AZURE

We offer professional and managed services across Microsoft Azure compute, identity, mobile, storage , communication services, data management, AI and storage services.

SONATYPE

Sonatype provides components used in Software Development Lifecycle along with policy automation, ongoing monitoring and proactive alerts to ensue high efficiency and maintain security.

WEBSCALE

Webscale is a platform and technology independent with a singular purpose to delight customers worldwide through better performance, higher availability, enhanced security, simpler manageability and lower costs.

OUR VALUE ADDITION

DELIVERABLES

CONSULTING

SOLUTION/ ARCHITECTURE

IMPLEMENTATION

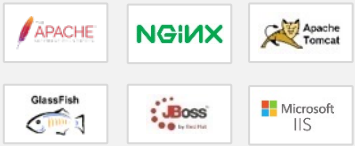
MANAGED SERVICES

DEVOPS SERVICES

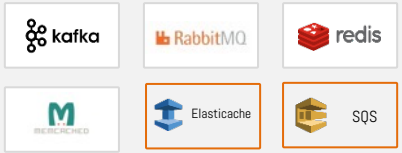
FULL STACK CAPABILITIES

Programming Languages

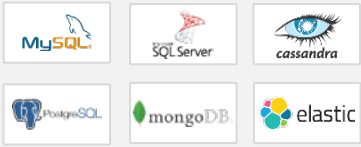
Web Containers



Messaging Queues & Cache



Programming Languages



WE ENABLE OUTCOMES

SALES ENABLEMENT

- Understand Knowledge Gap
- Conduct 1 Day Discovery Session
- Assist Knowledge

SOLUTION/ ARCHITECTURE

- Cloud Assessment
- Cloud Architecture
- AWS Services

IMPLEMENTATION

- Discover
- Plan
- Build
- Transition to Managed Services

MANAGED SERVICES

- Definition to Support Process
- Governance
- Manage SLA

DEVOPS SERVICES

- Automate CI/CD
- Monitoring/ Alerting
- Self Heal

OUTCOMES WE ENABLE

- Faster Go to Market
- Reduce Costs
- A more Agile organization
- Increase revenues
- Resource Optimization

COLLABORATIVE WORKING MODEL

ROLES & RESPONSIBILITIES

	•Lead Generation •Sales Meetings •Commercials	•Sales Enablement •Training and Assessment	•Cloud Readiness Assessment •Cloud Solution / Architecture
APPS	•Vulnerability Scanning •Web Application Firewall •Security Monitoring •Log Analysis	•Application Architecture •Application Design •Database Architecture	•Secure Coding & Best Practices •Software and Virtual Patching •Configuration Management
VIRTUAL MACHINES	•Hypervisor Management •System Image Library •Root Access for Customers •Managed Patching (PaaS, not IaaS)	•Security Monitoring •Log Analysis •Vulnerability Scanning	•Access Management •Configuration Hardening •Patch Management
NETWORKS	•Logic Network Segmentation •Perimeter Security Services •External DDOS, spoofing and scanning monitored	•Network threat detection •Security Monitoring	•TLS/SSL Encryption •Network Security Configuration
INFRASTRUCTURE SERVICES	COMPUTE	STORAGE	DATABASE / NETWORK

YOU

ZINDAGI-YOU JOINT

ZINDAGI

CUSTOMERS

AWS / AZURE

COLLABORATIVE WORKING MODEL (CONTD.)

RACI

Services	You	Zindagi
Consulting	CI	RA
Dev Ops	CI	RA
Implementation	CI	RA
Managed Services	CI	RA

SLA

- Defined Response Times & Resolution Times based on the Criticality of Issues
- SLA Penalties applicable and credited in the form of prorated Managed Services monthly charges
- Transparent SLA breach calculations for all exceptional scenarios
- Clearly defined Escalation matrix for Incidents with aging mapped to Escalation Levels
- AWS SLAs as per definitions in aws.amazon.com

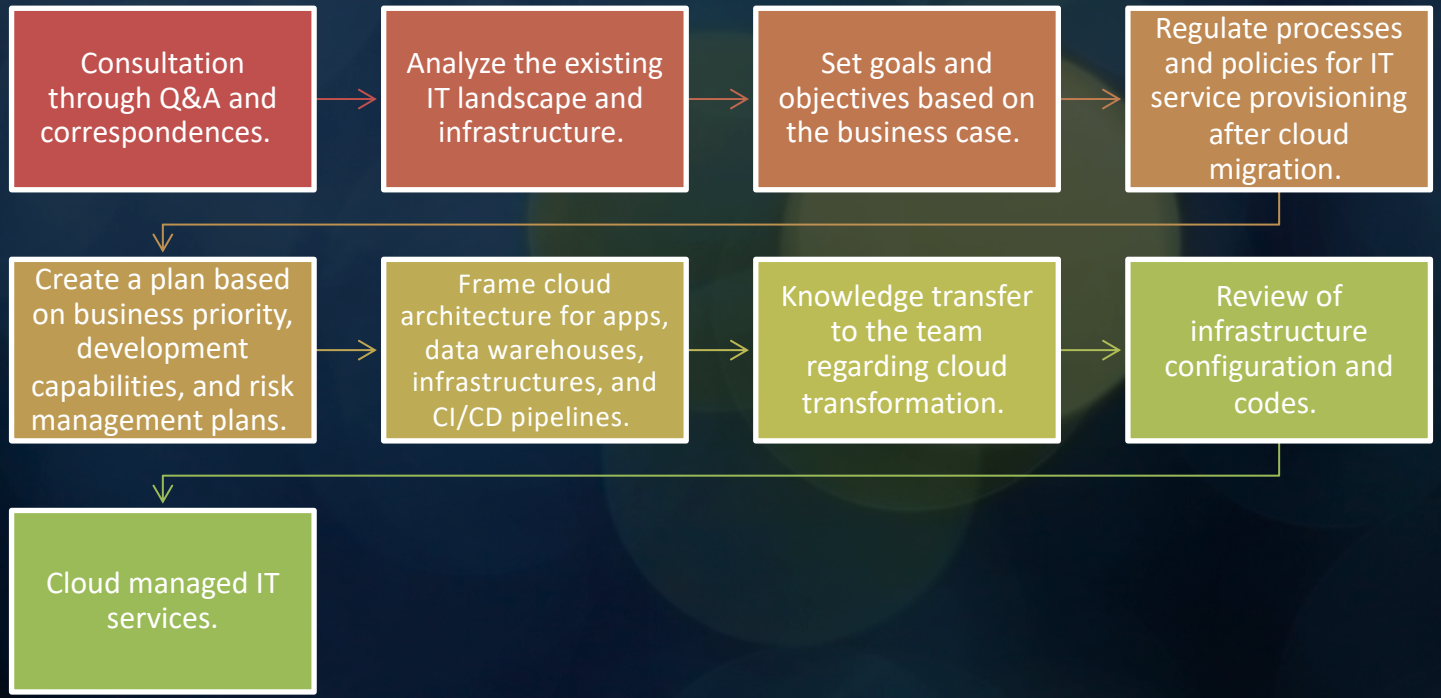
Our Expertise

- Cloud Consulting
- Cloud Migration
- Cloud Cost Management
- Cloud Security

Cloud Consulting Services

- Our cloud consulting services and strategies reduce the complexities of the cloud allowing you to work with confidence
- Our team of experts delivers highly productive and competent cloud consulting services and strategies that help organizations to be more agile and competitive in their operations
- We help businesses advance and offer all necessary cloud computing services and help maintain their cloud servers, data warehouses, databases, networking, software, and apps.
- Our cloud solutions and strategy will help organizations improve their performance and minimize their IT resource demands, resulting in increased efficiency. It also helps to reduce time-to-market and cut costs.

Cloud Consulting Process



Cloud Migration Services

- Cloud Migration is all about your organization migrating data, applications and workloads from a private server or on-premise data center to a cloud architecture.
- Zindagi's cloud migration experts help you identify the best way of arranging and transferring your business service platforms, web and mobile applications, CRM support systems, product software, enterprise databases, and more to the cloud.
- You are assured optimum results in migrating your complex and mission-critical business environments with Zindagi's cloud migration strategies and best practices.
- Our enterprise cloud management framework assists you in accomplishing business goals and dodging difficulties encountered during the transition to the cloud.
- With Zindagi, you can rest assured that your business is tapping into the fullest potential of cloud migration services.

Cloud Migration Components

Cloud Migration Analysis

- Cloud migration strategy begins with a data-driven analysis of your cloud migration journey. This analysis includes a detailed prediction of how your infrastructure will look in the cloud. Further, your organization's cloud migration roadmap will be built based on the analysis that evaluates application dependencies and applications' cloud readiness.

Cloud Security Strategy

- Data security is a big concern for businesses who opt cloud migration services. But with Nuvento, your data is secure through network level and server level security measures. Since data is moved from on-premise to offsite locations, the storage of your data fully complies with industry security standards.

Cloud Implementation

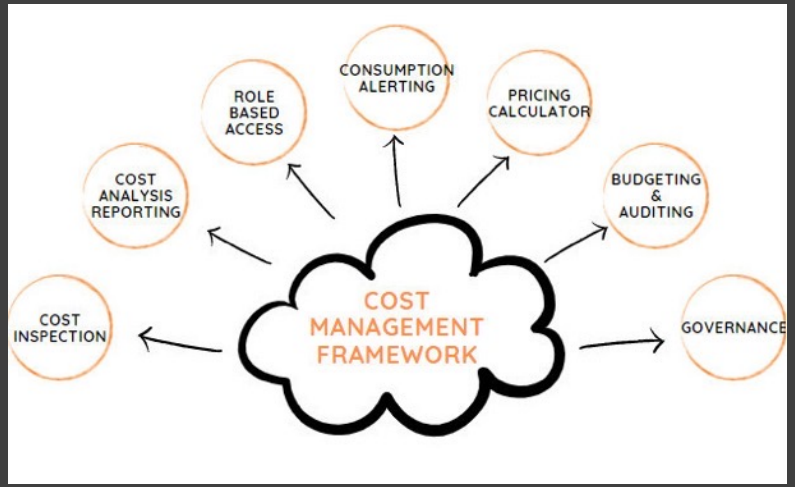
- We take care of your cloud infrastructure design and also look into capacity and storage planning. After working closely with you, we identify the best cloud technologies that can help continue your operations with minimal disruptions.

Cloud migration monitoring

- Evaluating the performance of applications, platforms and workloads post cloud migration lets you understand the success of your migration. We help you understand how your migrated solutions are performing so necessary changes can be made along the way.

Cloud Cost Management

- Cloud makes resources and other computing demands available over the internet as per needs. Zindagi's cloud cost management is about tracking these cloud services-linked expenses and maintaining it in line with actual demand.
- We help businesses understand the precise cloud services they are paying for while choosing from SaaS, IaaS, or PaaS for their business.
- With our cloud cost management services, we enable your business with well-organized cloud service usage.
- Our cloud cost management services will list out reasons for cloud spend on applications/infrastructure. Zindagi ensures the practice of cloud cost control by checking cloud infrastructure usage, estimating and decreasing the resources causing cloud spend.
- We make recommendations that would ensure optimal cloud resource utilization.



Cost Optimization Approach

- **Cloud cost visibility**
  - Accountability and transparency are very important in cloud cost visibility for businesses to stay in budget. This is enabled by maintaining accuracy and time spend on cloud data, particularly for a thorough understanding of multi-cloud spend. Zindagi can enable cloud cost visibility for your business to make fact-centric, well-timed decisions of cloud usage
- **Cloud cost allocation**
  - We help you implement an asset tagging structure for better cloud cost allocation. Initially we frame a clear picture of business assets, tag the assets, and remove/add assets based on the tag status. Through various cloud cost management practices, our team sets financial goals, boosts a cost-conscious culture, and meets financial targets for your business.
- **Cloud cost optimization**
  - Zindagi has best practices to reduce the overall cloud spend by tracking mismanaged and unused resources. Our team will eliminate the identified idle resources, save capacity for higher price cuts, deploy heatmaps for analysing cloud demand, analyse multi-cloud vs. single cloud for business and right-size cloud services for optimizing cloud spend.
- **Cloud governance**
  - Our team creates a comprehensive cloud governance model for optimizing cloud cost. We frame a set of protocols and policies that businesses must follow which can be accomplished through phases like awareness, early adoption, and mature adoption. These policies cover controlling cloud costs, deploying optimal assets, controlling access, increasing efficiency, and cutting cloud security issues.

Cloud Security

- Safeguard your cloud environments with cloud security managed services.
- Enterprises like yours need a robust and agile cloud security framework in a growing landscape of digital data.
- You must build capabilities to proactively respond to security concerns.
- Zindagi's Cloud Security services can help your business to effectively manage security across your cloud estate, while you concentrate on scaling your business.

Cloud Security Vulnerabilities

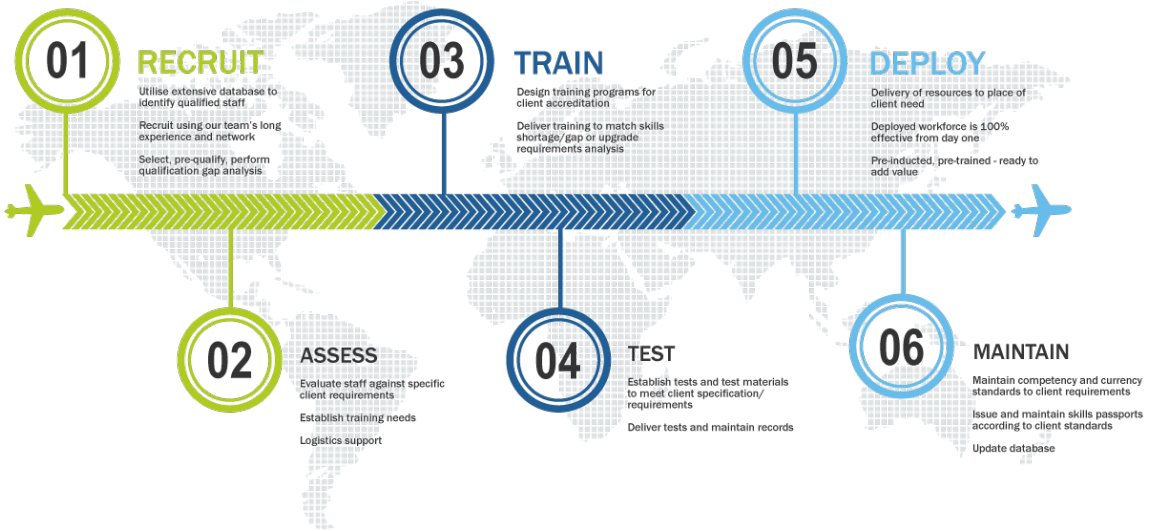
- **Cloud traffic monitoring**
  - Your cloud data can have vulnerabilities, which if unattended to can lead to invasions by unauthorized users. Zindagi's cloud security teams tackle such anomalies with continuous network traffic monitoring.
- **Cloud data control**
  - Robust cloud security architecture restricts cloud access within the cloud support team. We set up rigid data control to safeguard your organizational cloud networks and place it under the control of our IT support team.
- **Cloud data and application access**
  - Your enterprise may not have set permissions and access levels for your data and applications. Zindagi's cloud support team can assist you in fixing permission settings, to decide who can have access to what.
- **Compliance concerns**
  - The extra dimension of complying with the external, internal, and regulatory guidelines has to be contained within the risk management process of cloud security architecture.
- **Cloud-native gaps**
  - Unauthorized data access in a native cloud environment can be stimulated by identifying vulnerabilities, growing access through weak interfaces, and shifting data to illicit storage locations by unauthorized users.
- **Disaster Recovery**
  - The cloud security tools, processes, and policies are to be counted in the DR framework for continuing operations in case of occurrence of unforeseen circumstances.

Zindagi Cloud Security Solutions

Visibility	Cloud data control	Accessibility	Compliance
•In business, cloud services are accessed from outside the company network and this can lead to a breach of business data. So, ensuring visibility is what Zindagi does first so that we can have the concrete understanding of •Data Stored in Cloud •Users of cloud data and user permissions for accessing data •Details of shared data •Cloud data location •How data is used, accessed and the device used to access data	•Once you have the complete visibility of cloud data, we ensure data security as per the organizational requirements. These cloud data controls constitute •Data Classification •Data Loss Prevention (DLP) •Managing File/Folder permissions •Cloud Data Encryption	•We exercise Accessibility Controls for nullifying the effect of accessing data from any device or location. Mainly the accessibility controls are practiced for •User Access •Device Access •Atypical Actions Identification •Malware Prevention •Privileged Access	•Cloud contains data and applications and for ensuring its safety and adherence to the risk management process, we constantly revoke compliance standards. Zindagi does •Risk Assessments •Compliance Assessments

Engagement Avenues

- **Avenue 1 - Fixed Price Projects**
  - We can engage with you on specific projects at fixed cost for agreed scope or in FTE model. We have significant experience on working with clients on the projects like New ServiceNow Application/module implementation, Integration Frameworks, Orchestrations, Custom application developments etc.
- **Avenue 2 - Time & Material Agile Development**
  - Our developers can augment your existing team or take discrete requirements and work on them in stand-alone mode. This could be also done in FTE or P*Q model.
- **Avenue 3 - Support Team for BAU Activities**
  - We can also undertake BAU activities for SN (L3). We can also engage with existing teams to provide L2 BAU support to client under your team's guidance
- **Avenue 4 - Consultancy for Version Upgrades/Deployments**
  - If necessary, we can manage an upgrade to allow your existing team to focus their ongoing project activities. Provide resources for new deployment projects



Train and Deploy

At Zindagi, we can combine capabilities of our Recruitment and Technical training divisions to source the right people for Cloud Build and Operate models and ensure their training in Public Cloud, Hybrid Cloud, DevOps and SecDevOps needed for the work and seamlessly deploy them at client locations.

TAD – Detailed Scope

Recruit	Zindagi will recruit 1-2 years IT experience resources, who would have strong DevOps skills. Mandatory skills will include Linux expertise, and strong scripting skills. Other preferred skills will include PHP/Python development experience, Network protocols, Configuration Management.
Assessment	Our senior consultants would access each candidate on pre defined parameters to see if they fit the purpose and are ready to get trained on Cloud according to their aptitude. We can also include client specific tests and assessment if required.
Train	More on next slide
Certification	We will minimum aim at providing all our trained resources to get “AZ-103 Azure Administrator Associated Certified” as well as clear the ITIL foundation certification before placing them. We can also train and get them certified in some other micro certification if the client requires.
Deployment Time	We estimate varied time from a minimum of 3 months to a maximum of 5 months depending on the candidate and his prior experience to be ready for deployment to the client

TAD – Training Approach

In-house full time trainer focusing on Cloud and DevOps essentials to get the candidates to a level where they can be certified.

Trainees get real life scenarios to work on which are assessed by our existing architects and feedback is looped to the trainer.

The training touches on multiple aspects of cloud concepts including but not limited to Architecture, Design, Configuration, Compliance, Governance, Monitoring, Administration, Auditing.

We can make certain additions to default Azure Administrator training, let's say include training on integration with third party market place apps such as Cisco CSR1000v routers, Cohesity backup appliances, etc.

If client requires other modules then we will have to see how we can get those trainings done. Plus the certifications are quite expensive for those modules.

TAD - Advantages to the client

Initial selection as per client requirement (Cloud Admin & Devops requirements)

Easier to plan the resourcing for upcoming projects and prepare resources accordingly.

Save time, effort and costs in

- HR Hiring - Campus, Interviews, selection etc.
- Resource On-boarding - Initial 6 months of internship
- Training - Trainer, courses selection, facilities etc.

Selection of ready resources based on criteria defined by client. (SRE, DevOps, NetOps, SecOps, etc.)

Permanent hiring can be done after 6 months - Success criteria is guaranteed vs normal hiring

Extending or removing the contract position is at client's discretion (Investment in PIP not required)

Flexibility of training the resources during the contract in other modules.

Involvement of client during training and during assessments as well to put extra checks on the quality.

Competency Matrix – Cloud Use Cases

Cloud Skill	Experience Level	Technical Expertise Level	Process Experise Level
Cloud Migration	Implemented	Expert	Expert
Cloud Operations and Management	Implemented	Expert	Expert
Cloud Optimizaton and Governance	Implemented	Specialist	Specialist
Azure Architecture and Engineering	Implemented	Skilled	Skilled
Azure Cloud Consulting	Implemented	Expert	Expert
Data, Analytics and ML	Delivered POC	Skilled	Skilled
Azure Virtual Desktop	Implemented	Expert	Expert
Amazon Workspaces	Implemented	Expert	Expert
Serverless architecture / AWS Lambda	Trained	Skilled	Skilled
Managed Containers on Azure / AWS	Trained	Expert	Expert
AWS Well Architected Review	Implemented	Expert	Expert
Geo Redundant HA and DR	Implemented	Expert	Expert
Hybrid Cloud - CloudBursting	Implemented	Expert	Expert
DevOps and Containerization	Implemented	Specialist	Specialist
Cloud Security and compliance	Implemented	Expert	Expert
Networking and Internet protocols	Implemented	Expert	Expert
API and Web Services	Implemented	Expert	Expert
Cloud Automation	Implemented	Specialist	Specialist
Application Migration	Implemented	Skilled	Skilled
Performance Testing	Implemented	Skilled	Skilled
Cloud database Design	Implemented	Skilled	Skilled
Multi-cloud architecture and Design	Trained	Specialist	Specialist
Data Policies and Protection	Trained	Expert	Expert
Cloud Cost Optimization	Implemented	Expert	Expert
SD-WAN Deployment on Cloud	Implemented	Expert	Expert
Test and Development environment	Implemented	Expert	Expert
VDI / Desktop as a Service	Implemented	Expert	Expert
Cloud email and Mail Security	Implemented	Expert	Expert
DR as a service	Implemented	Expert	Expert
Backup as a service	Implemented	Expert	Expert

MS Azure – Competency Matrix

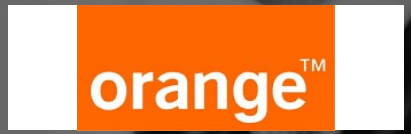
Scope	Service	Experience Level	Technical Expertise Level	Process Experise Level
Configuration Management	OS Patching and Updates	Implemented	Specialist	Specialist
Configuration Management	Configuration Management Automation	Implemented	Specialist	Specialist
Configuration Management	Audit Logging	Implemented	Specialist	Specialist
Configuration Management	Credential Resets	Implemented	Specialist	Specialist
Configuration Management	Packaged/Repository App Management	Implemented	Specialist	Specialist
Backup/Resilience and BC/DR	Full VM and Volume Snapshots/Backups	Implemented	Expert	Expert
Backup/Resilience and BC/DR	File Backups/Restores	Implemented	Specialist	Specialist
Backup/Resilience and BC/DR	Backup Validation Reporting and Semiannual Testing	Implemented	Specialist	Specialist
Backup/Resilience and BC/DR	Disaster Recovery Planning	Implemented	Specialist	Specialist
Backup/Resilience and BC/DR	Disaster Recovery Drills	Implemented	Specialist	Specialist
Backup/Resilience and BC/DR	Fully Automated Disaster Recovery	Implemented	Specialist	Specialist
User Access Control	Cloud User Access (IAM/RBAC)	Implemented	Skilled	Skilled
User Access Control	User Access Change Control	Implemented	Skilled	Skilled
User Access Control	OS-Level UAC (AD/LDAP/SSH)	Implemented	Skilled	Skilled
DevOps	Infrastructure IaC Development	Implemented	Specialist	Specialist
DevOps	Infrastructure IaC Deployment	Implemented	Specialist	Specialist
DevOps	CI/CD Setup	Implemented	Specialist	Specialist
DevOps	CI/CD Management	Implemented	Specialist	Specialist
DevOps	Custom Application Lifecycle Management	Implemented	Specialist	Specialist
Monitoring and Alerting	OS Health and Performance	Implemented	Expert	Expert
Monitoring and Alerting	Endpoint Health and Performance	Implemented	Expert	Expert
Monitoring and Alerting	Network Performance Monitoring	Implemented	Expert	Expert
Monitoring and Alerting	Database Performance Monitoring	Implemented	Expert	Expert
Monitoring and Alerting	Application Performance	Implemented	Expert	Expert
Monitoring and Alerting	Infrastructure Alert Response and Triage	Implemented	Expert	Expert
Monitoring and Alerting	AI/ML Correlation	Trained	Skilled	Skilled
Monitoring and Alerting	AI/ML Historical Log Analysis	Trained	Skilled	Skilled
Monitoring and Alerting	Environment Change Monitoring	Implemented	Expert	Expert
Monitoring and Alerting	Environment Usage Delta	Implemented	Expert	Expert
Monitoring and Alerting	Environment Alert Response	Implemented	Expert	Expert

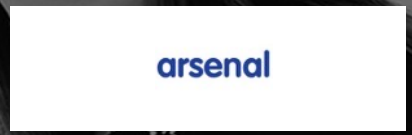
Azure – Competency Matrix (Contd)

Scope	Service	Experience Level	Technical Expertise Level	Process Experise Level
Security	Edge Network Configuration & Firewall Rules	Implemented	Specialist	Specialist
Security	Data Encryption Enforcement	Implemented	Specialist	Specialist
Security	Key Management	Implemented	Specialist	Specialist
Security	Application Endpoint Firewall(s)	Implemented	Specialist	Specialist
Security	Compliance Support	Implemented	Specialist	Specialist
Security	IDS Monitoring	Implemented	Specialist	Specialist
Security	IDS Alert Response	Implemented	Specialist	Specialist
Support	Support/Incident Portal	Implemented	Specialist	Specialist
Support	Incident Response	Implemented	Specialist	Specialist
Support	Request Response	Implemented	Specialist	Specialist
Support	Standard Dashboards	Implemented	Specialist	Specialist
Support	Custom Dashboards	Implemented	Specialist	Specialist
Support	On-Demand Cloud Support	Implemented	Specialist	Specialist
Cost Optimization	Historical Usage Analysis	Implemented	Specialist	Specialist
Cost Optimization	Reserved Capacity Management	Implemented	Specialist	Specialist
Cost Optimization	Cost Allocation	Implemented	Specialist	Specialist
Procurement and Licensing	Planning	Implemented	Specialist	Specialist
Procurement and Licensing	Procurement	Implemented	Specialist	Specialist
Procurement and Licensing	Billing	Implemented	Specialist	Specialist
Audit Trail	Cloud Infrastructure Logs	Implemented	Specialist	Specialist
Audit Trail	OS-Level Logs	Implemented	Specialist	Specialist
Audit Trail	Application-Level Logs	Implemented	Specialist	Specialist
Audit Trail	Compliance Initiatives	Implemented	Specialist	Specialist

ZINDAGI TECHNOLOGIES

OUR CLIENTS





AND... MANY... MORE...

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Microsoft Partner

THANK YOU!

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