

CtrlS™



Reaching the Next Level in Data Management

By : P Sridhar Reddy

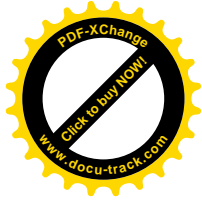
Chairman & Managing Director

CtrlS Datacenters Ltd



Contents

- Interesting Statistics
- Cost Of downtime
- Advantages of Tier IV
- 2 MINUTES OF DOWNTIME – 50% OF YOUR MONEY BACK
- About CtrlS
- Customers



Data Loss

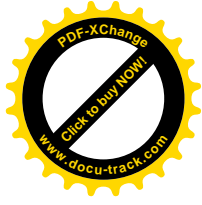
- 93% of the companies that lost their data center due to disaster filed for bankruptcy within a year.
- 60% of companies that lose their **data** will shut down within 6 months of the disaster.
- 30% of all businesses that have a major fire go out of business within a year & 70% fail within five years.





- In 2005 financial records of nearly **7,00,000** customers of major banks like Bank of America compromised.





March 2009

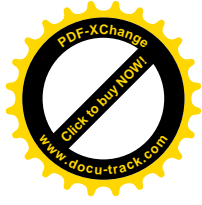
- Several Virginia banks report of **data breach** – Cost yet to be estimated



Source : Forbes

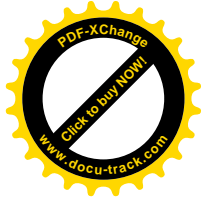
<http://www.forbes.com/feeds/ap/2009/03/17/ap6175906.html>

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- More than 12 Million Customers of New York Mellon Bank affected because of backup data breach





World's Largest Bank

- 3.9 million customers of one of the world's largest bank affected due to a data breach





London Stock Exchange

- A computer crash brought computer trading on LSE to a halt for **SEVEN** hours
» SEP 2008





HSBC

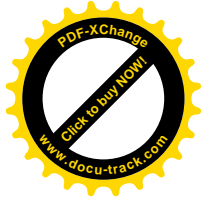
- Data of 3,70,000 customers compromised
 - Bank issues apology to all its customers High level investigation





Disasters Like Mumbai Floods are irreversible

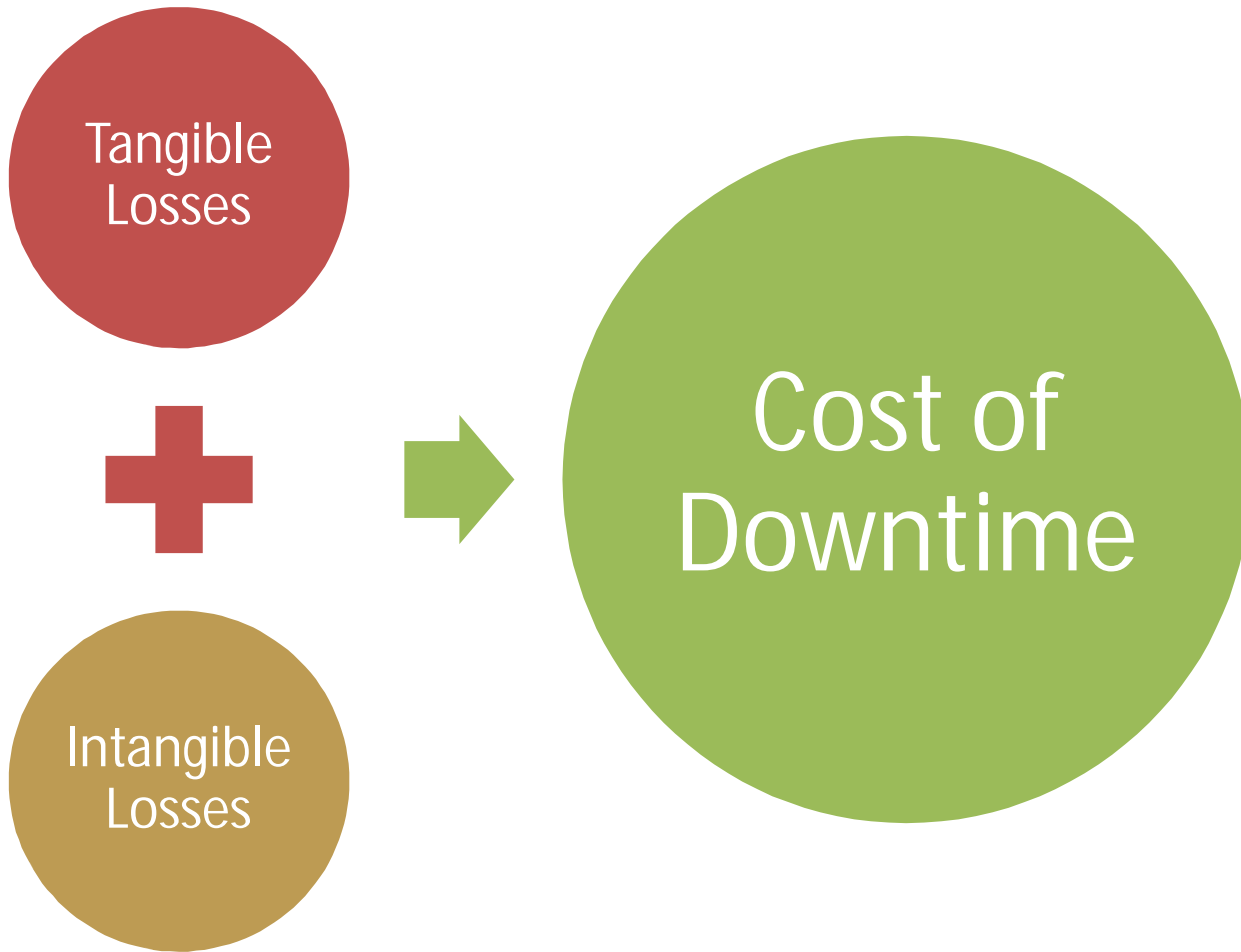


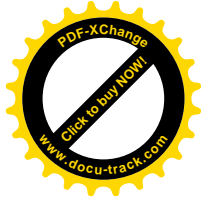


99.95% Uptime???

Downtime of 4 Hours 22 Mins in a year

What is the true cost of this downtime?





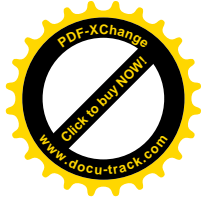
Tangible Losses

Cost of
Productivity

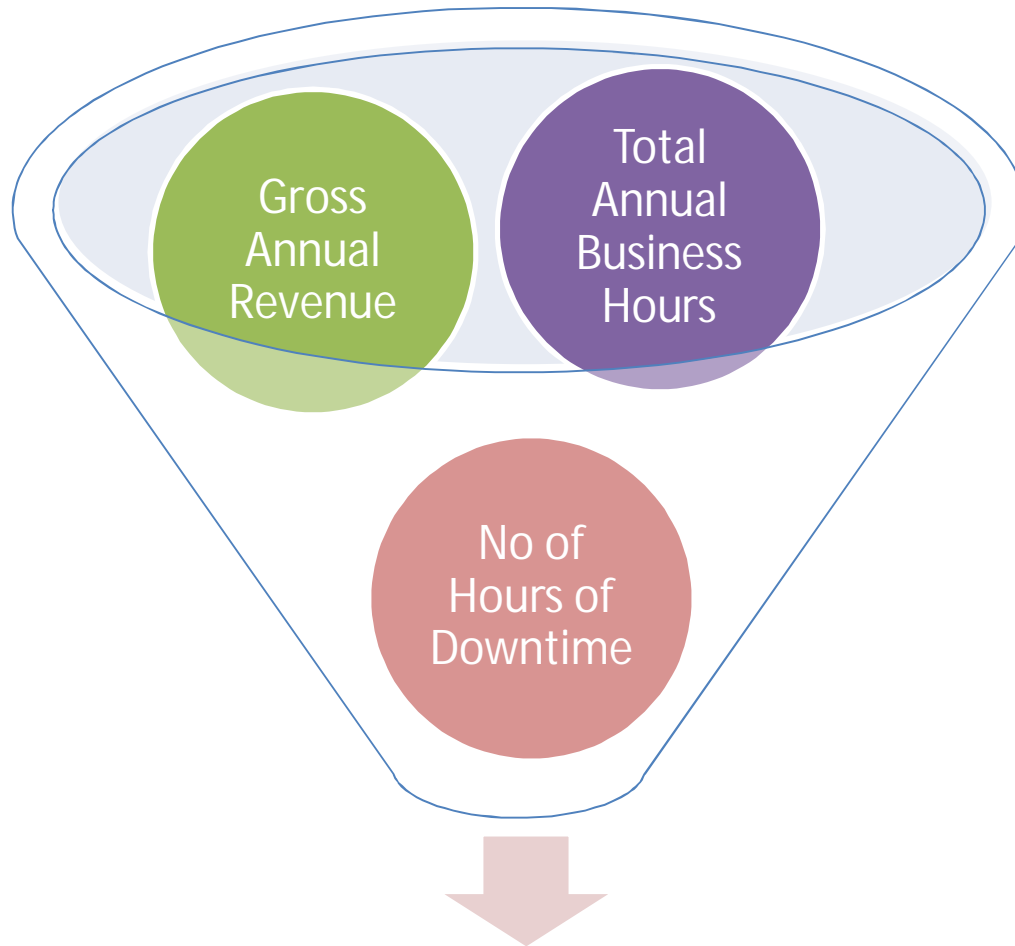
Revenue
Loss

Restoring
Data Cost

Liabilities



Revenue Loss



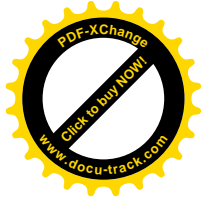
Revenue Loss as a result of
downtime



Productivity Loss

- 59% of Fortune 500 companies experience a minimum of 1.6 hours of downtime per week.
- An average fortune 500 Cos has around 10,000 employees
- Assume Average pay would be \$56/ hour including benefits & overheads.
- Annual downtime cost would be \$46 Million



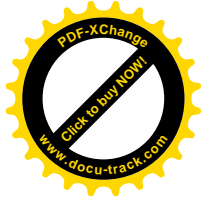


Cost of Recreating Your Lost Data

According to the *National Computer Security Association*, without adequate backup it takes:

- 19 days and \$17,000 to recreate just 20 MB of lost sales/marketing data;
- 21 days and \$19,000 to recreate just 20 MB of lost accounting data;
- 42 days and \$98,000 to recreate just 20 MB of lost engineering data.





Other Tangibles

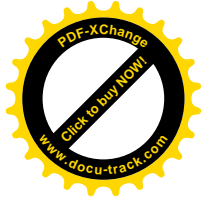
- Marketing campaign to rectify tarnished image
- penalties
- Liability related to SLA's
- Payments for breached contracts





Intangibles





Business Opportunity Lost

- Life Time Value

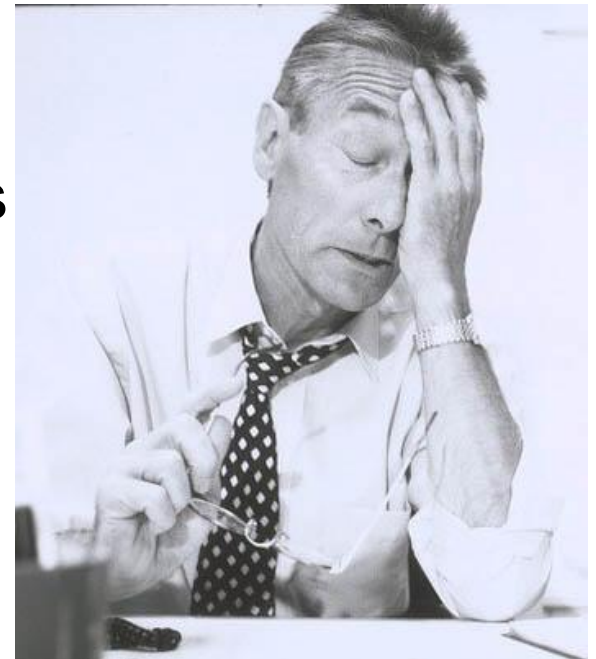
- Net Present Value of all purchases that the customer would have made
- E.g. A customer would have contributed Rs. 600/yr profitability for the next 10 Years.
- The present value of would Rs. 3,390..... 5.5 times more than actual loss of profitability

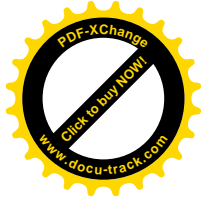
Note :Discounting taken at 12%



Other Intangibles

- Amazon.com was offline for around 2 Hours
– the company's stock fell by 4%.



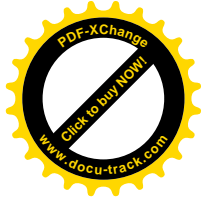


Case study of an Indian bank

Revenue Loss	Gross Revenue	9,043.71	Rs, Crore
	Revenue Per business Hour	4	Rs, Crore
	Total Revenue Loss for 4.38hrs	17	Rs, Crore
	Profitability Percent	15%	%
	Total Loss assuming a profitability of 15%	2.48	Rs, Crore

Productivity Loss	No of Employees	20000	
	No of People Impacted	10000	50%
	Average Annual Salary	500000	Lakhs
	Average Annual Salary for all	1000	Crore
	Weekly Salary	19	Crore
	Hourly Salary	0.5	Crore
	Number of hour of Annual Downtime	4.38	Hours
	Total	1.05	Crore

Total Cost of Downtime ?????? 3.53 Crore



Hidden Costs

HIDDEN COSTS	Marketing to Rebuild Image	10	Crore
	Market Cap	2375	Crore
	Stock downturns - 1%	2351	Crore
	Loss of Market Cap	24	Crore
	Penalties	7	Crore
	Total	41	Crore

INTANGIBLES	Lost Opportunity Cost	5	Crore
	Damaged Reputation	10	Crore
	Employee Morale	1	Crore
	Total	15	Crore

Total Cost of Downtime	59.35	Crore
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Currency : INR



How to address this issue ??

TIER IV

Allows SLA's of Less than 20 Mins a year



What is Tier IV

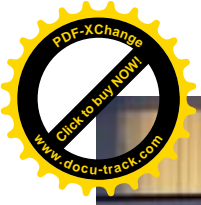
S No	Tier Requirement	Tier I	Tier II	Tier III	Tier IV
1	Redundancy	N	N+1	N+1	N+N
2	Active Paths	System	System	System	System+ System
3	Fault Tolerant	No	No	No	Yes
4	Single Point of Failure	Many + Human Error	Many + Human Error	Many+ Human Error	None

Tier IV architecture has dual active paths for power, network & cooling with multiple redundancies in each path, thereby eliminating any possibility of downtime

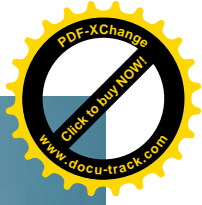


Hi-tech City facility, Hyderabad

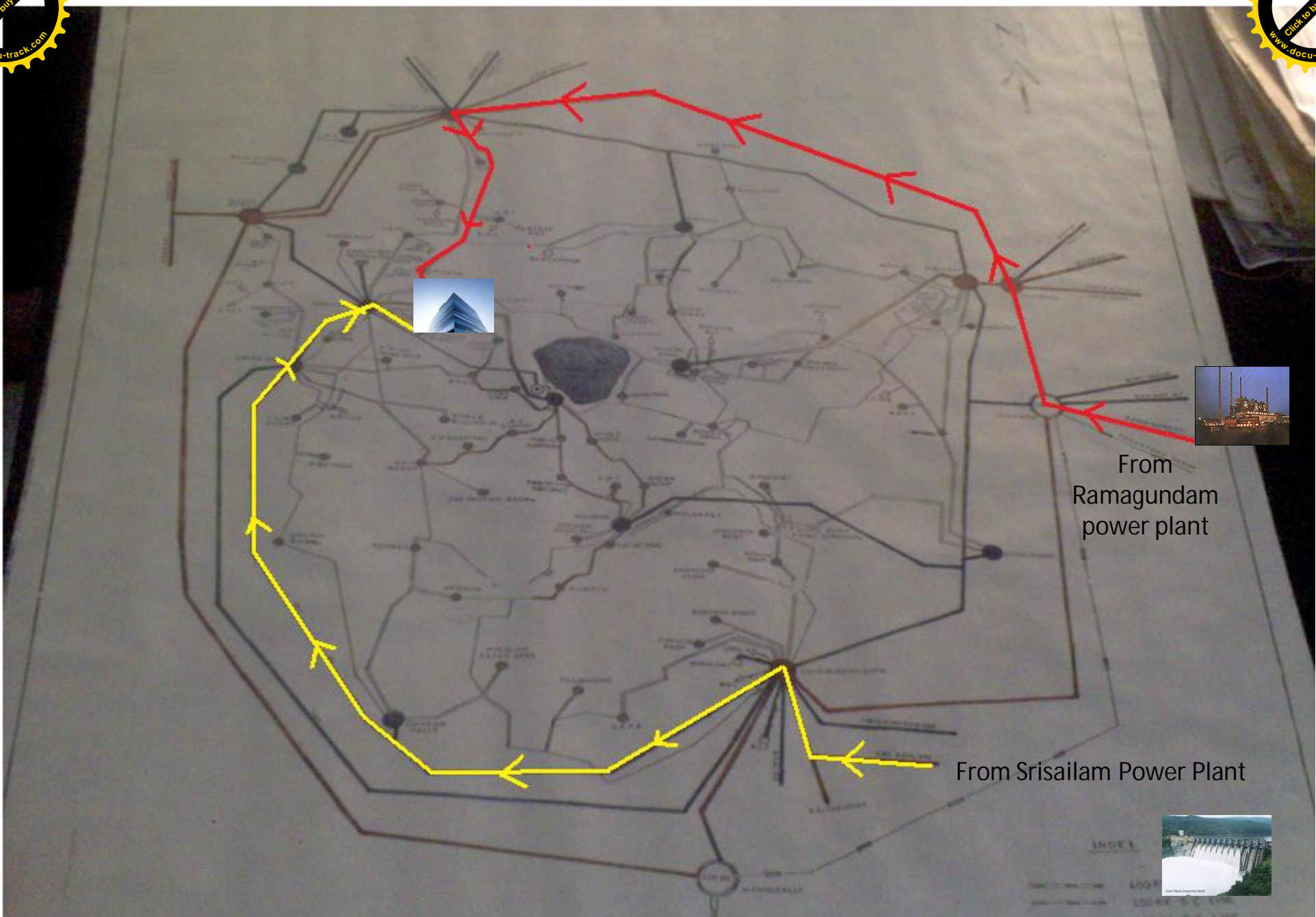




Hi-tech City facility, Hyderabad







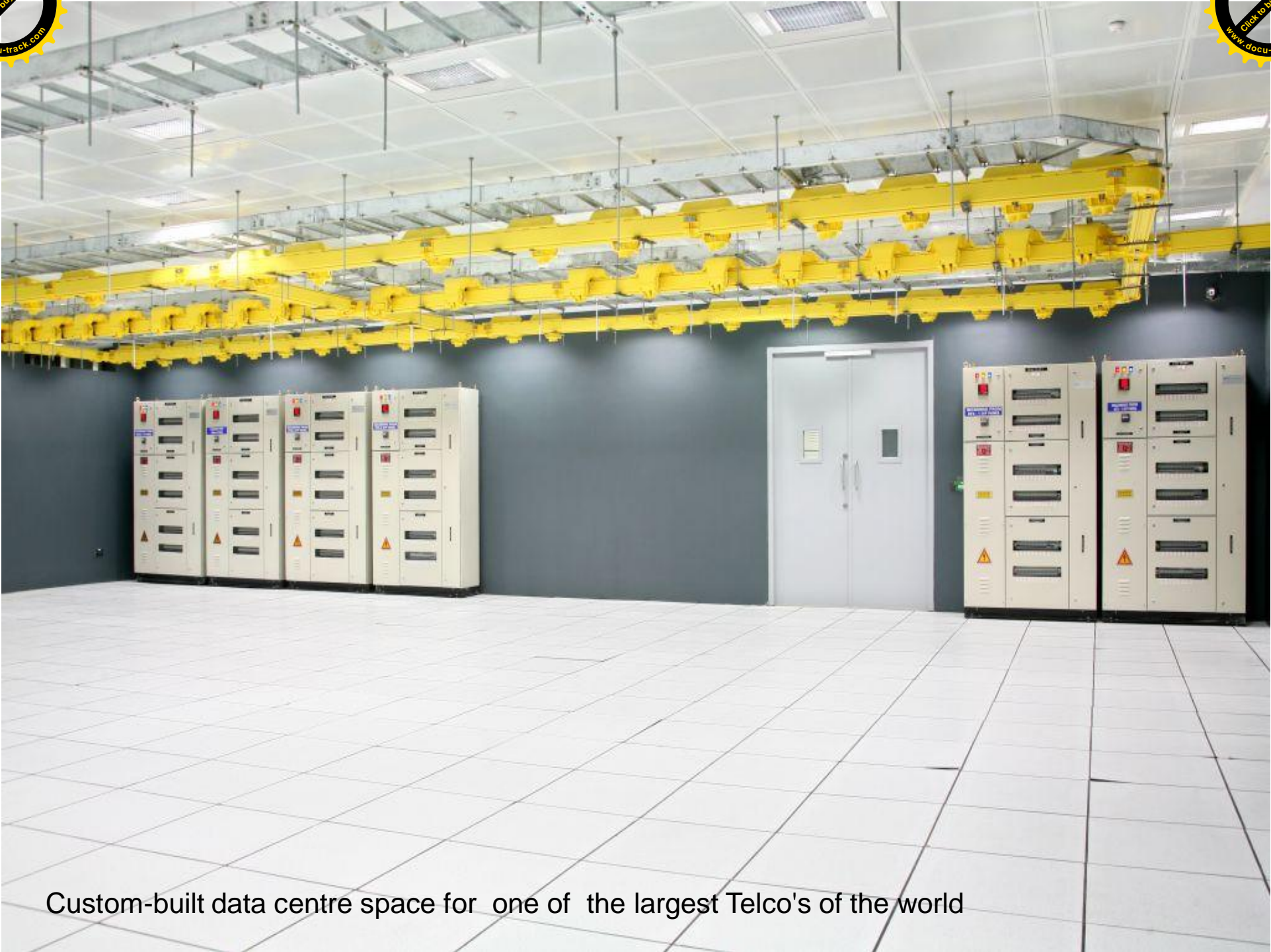
From Ramagundam power plant

From Srisaillam Power Plant

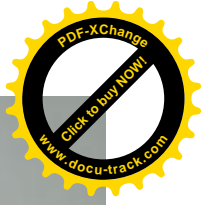
Hyderabad City Level Power Grid – Dual Active power sources



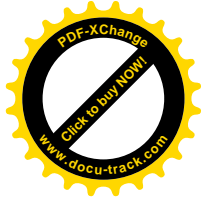
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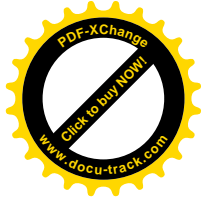
Custom-built data centre space for one of the largest Telco's of the world



Purpose Designed IT Space for India's largest power generation co - NTPC

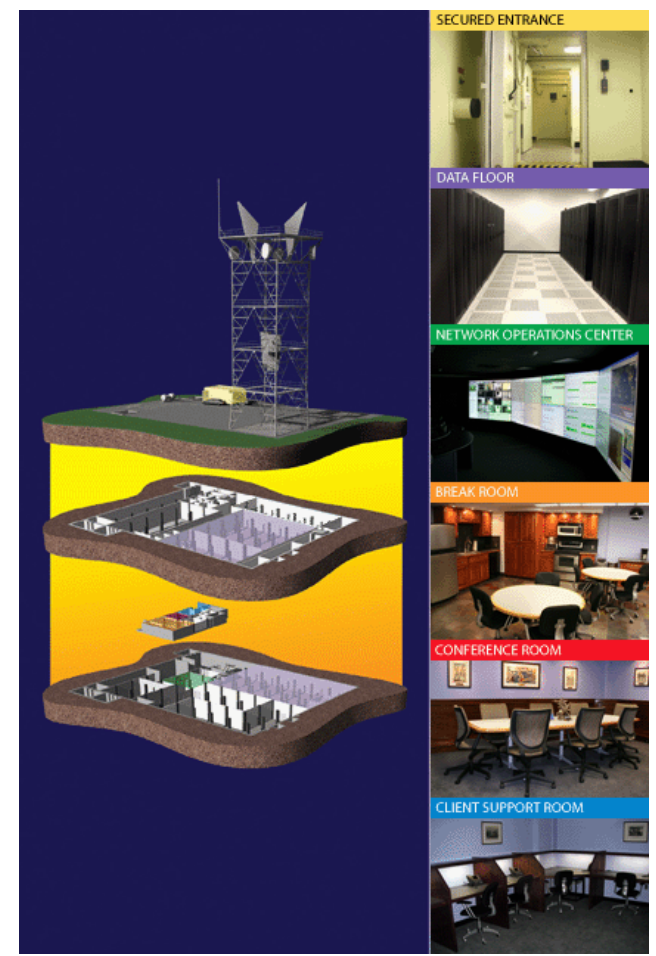


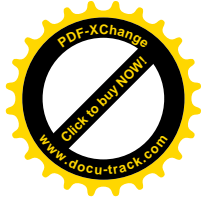
What's Next ??



Nuclear Proof Data Center

- X Meters beneath the ground level
- Capacity to sustain nuclear or missile attack
- All Critical equipment shock mounted on isolations pads.

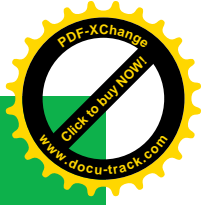
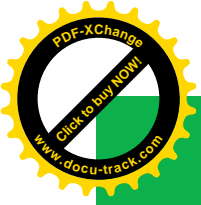




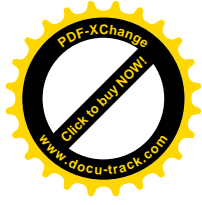
Next Datacenter* of CtrlS

- Largest in country
- 4000 racks capacity
- 20 MVA Power
- Tier IV Architecture
- Investment of Rs 400 Cr





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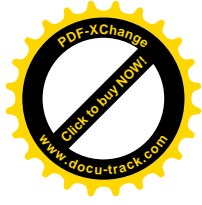


\$40bn of IT spending will disappear from banking sector

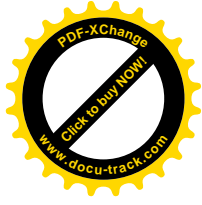
How can you cut IT costs, yet delivery same or better quality of services ?

Source : Computing Magazine UK

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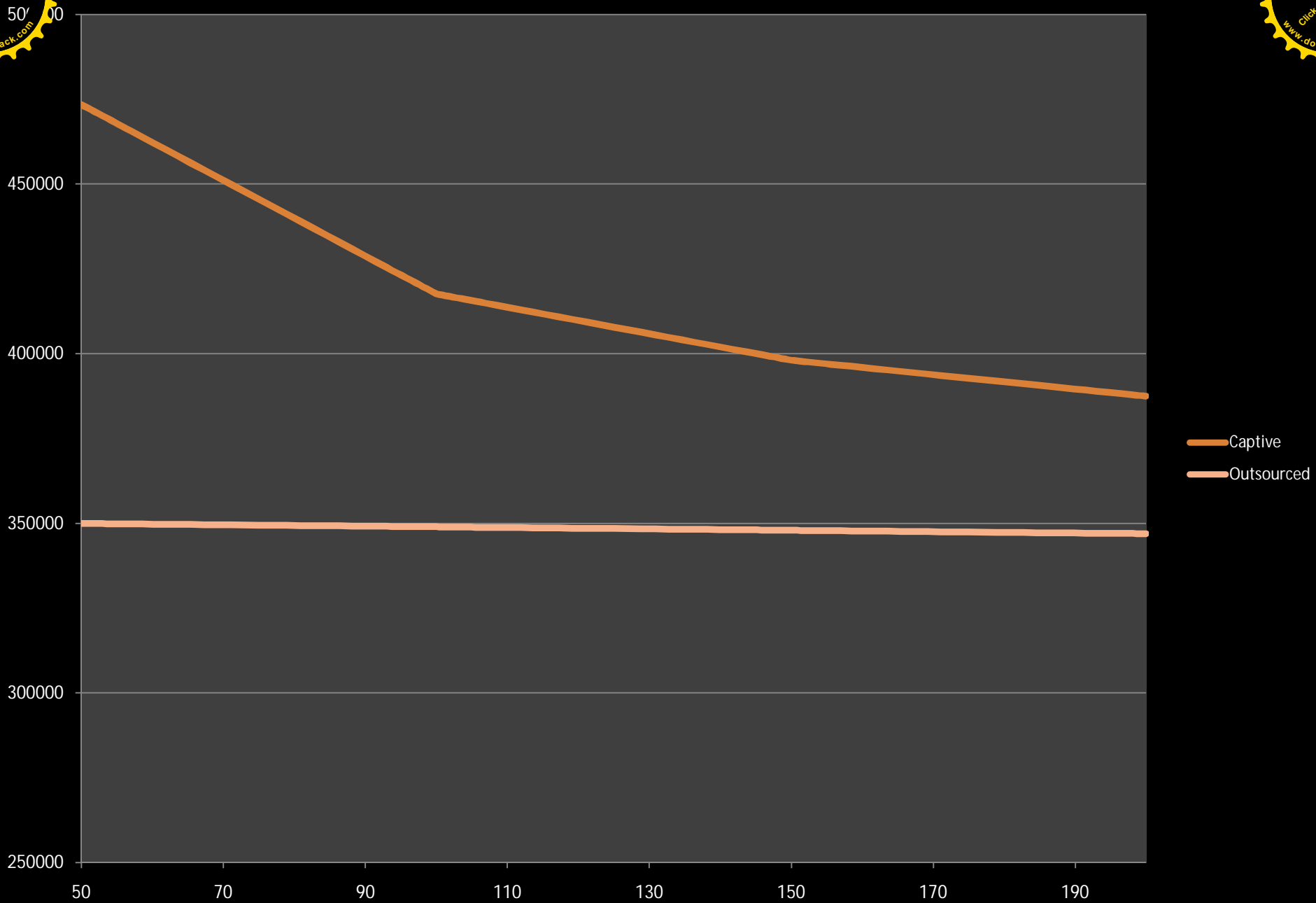


How can CtrlS help you in this
difficult times !!



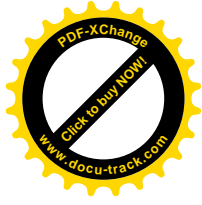
Some Ideas

- Outsource Infrastructure
 - Datacenter Space, DR, BCP, Network Infrastructure, Storage
- Outsource to Carrier Neutral Facility – significant savings, increased uptimes(Gartner)
 - Gartner predicts 60% of DR site will be located in carrier neutral facilities by end of 2009
- Explore Pay per transaction/Revenue Share Models
- Sell your IT assets to your outsourcing provider
- Benefits
 - Provides Scalability
 - Eliminates Capex
 - Improves Uptimes



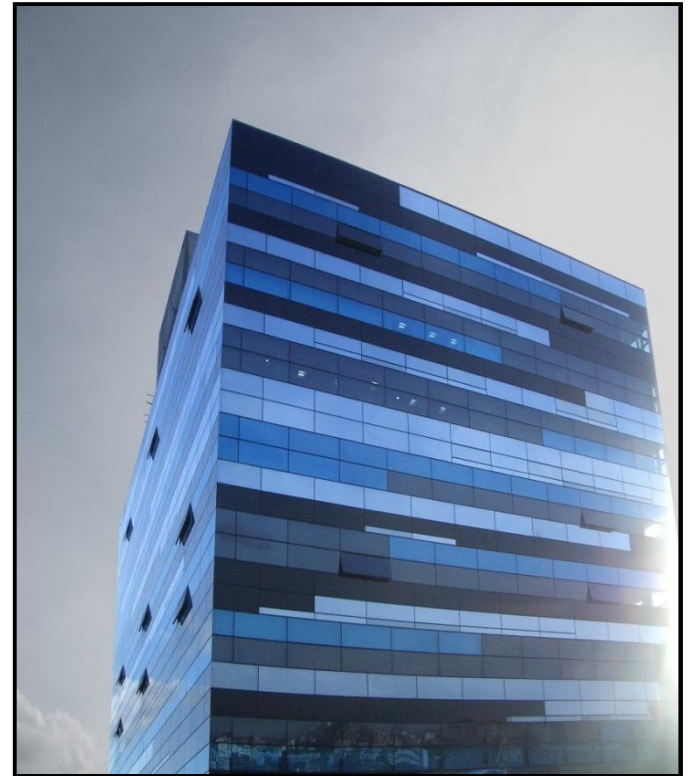
Remove CAPEX – By Outsourcing

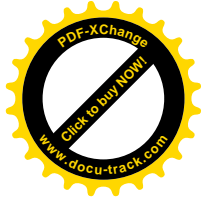




About Ctrl S

- Promoted by 750 Crore Pioneer group with strong IT and Infrastructure background.
- Reputed investor –Och- Ziff, New York
- Following Tier IV Standards & Carrier Neutral Facility
- Highly Scalable - Datacenters across major cities in India
- Located in Government identified security Zone
- Six Zone security system in the campus(own premises)
- ISO 20,000-1 & 270001 Accredited
- 100% uptime since inception
- Continuous initiatives for Green Data center
- Customer centric business models
- Managed Services options





Alghanim
INDUSTRIES



 Indian Overseas Bank



THE GREAT EASTERN
SHIPPING CO. LTD.



GVK  **BIO**

LABSPACE



AON



 Pacific Internet

APTECH
Global Learning Solutions




Indian Immunologicals



HARTEX

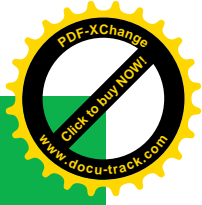
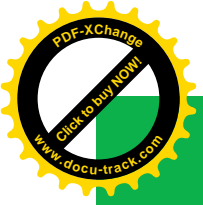
STEP

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psreddy@ctrls.in

THANK YOU