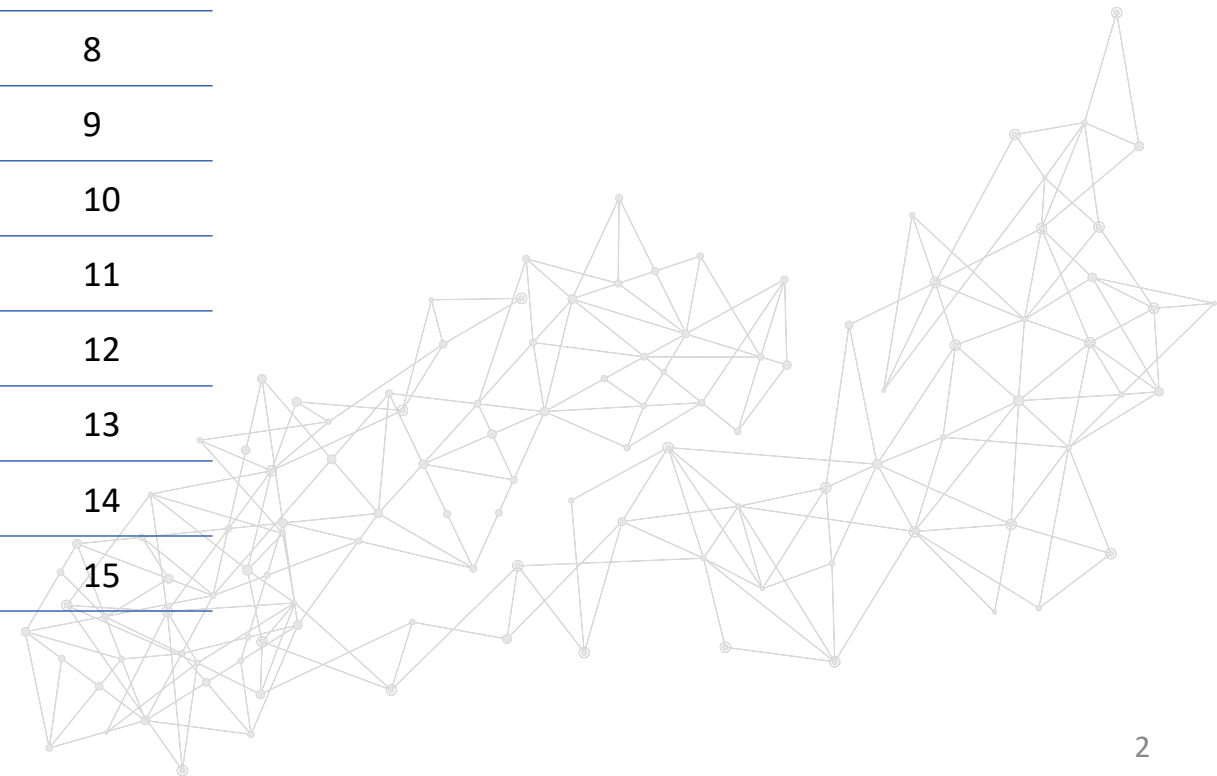




# Company Profile

## Topic

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# About Silver Leaf Solutions ([www.silverleavesolutions.com](http://www.silverleavesolutions.com))



## Vision

To be #1 Global IT Cost Optimization Advisory, Software Asset Management, IT Infrastructure & Security Services Organization



## Mission

To provide Research based, Independent, Software Licensing Advisory, Software Asset Management, IT Infrastructure & Security Services



Trusted Advisors for Software Licensing Advisory, Managed SAM, IT Infrastructure and Security Services



Global Knowledge Center (GKC) – Research and Development at Gurgaon, India



Diverse Team of Licensing Specialists, Contract Experts, Solution Architects, Cyber Security specialists, Tax Advisors, and Legal Consultants



Subject Matter Experts from Microsoft, Oracle, SoftwareONE, Crayon, D-Link, Tejas Networks & HCL Technologies

## Global Presence



India



Singapore

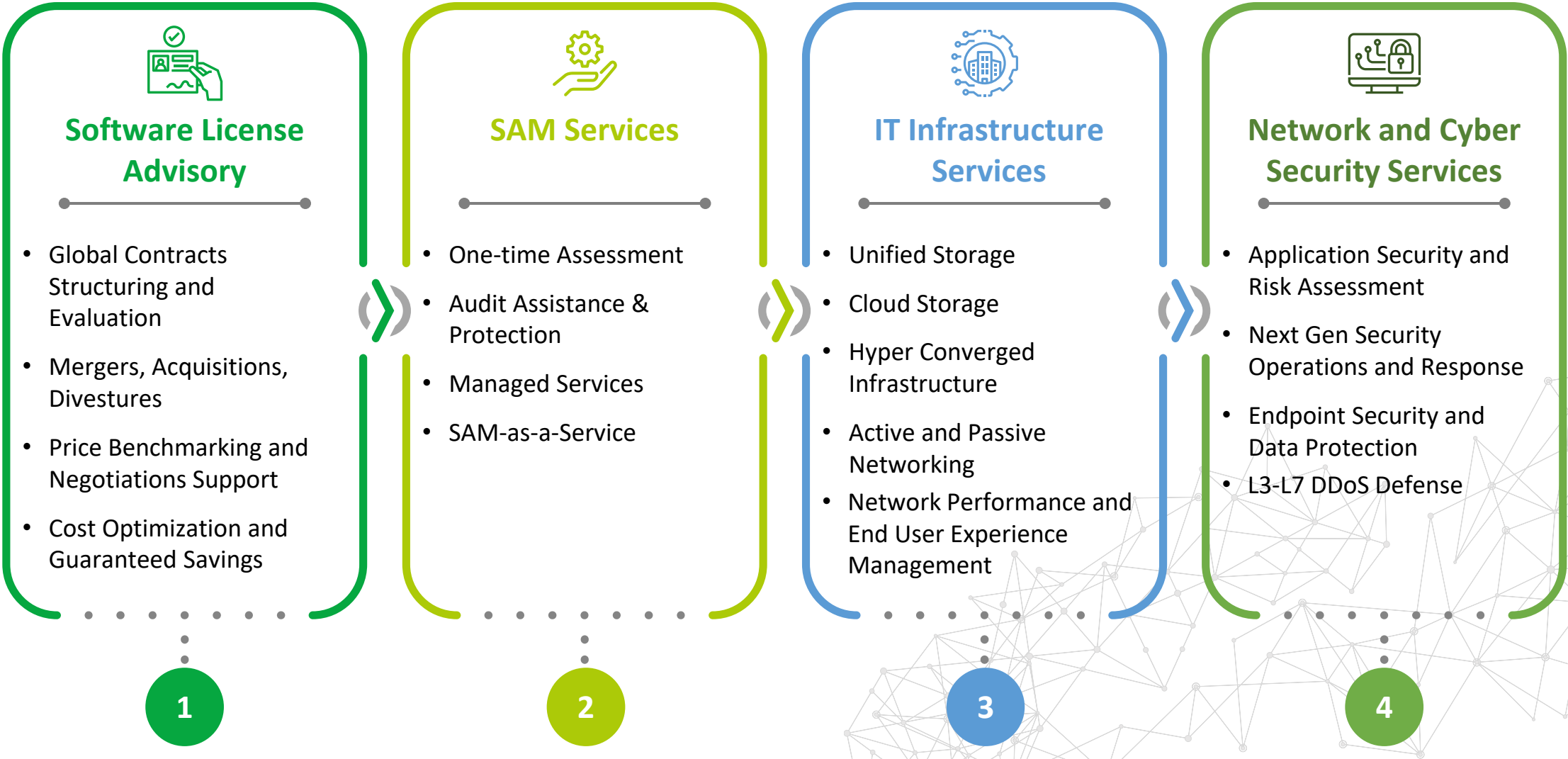


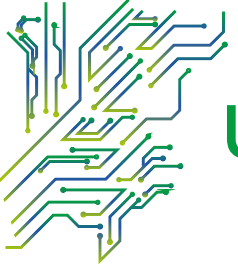
United States





# Advisory Services and Solutions Portfolio





# Unique Value Proposition

- Silver Leaf Solutions is completely **Independent** in their Research, Knowledge & Advisory
- Silver Leaf Solutions has **Zero Revenue** from Software Vendors/Publishers
- **Laser Focused** on Software Licensing Only Worldwide
- **Un-biased recommendation** on Technology & Software Solutions
- Follow a **15-step engagement methodology** for our Advisory and Contract Optimization services
- Offers **Guaranteed Savings** with an **Outcome-based Service Fee Model** through its **research-oriented approach**
- **Facts Based & “Ground Zero” Experience Based** Advisory

- We follow pre-cursor methodology like **Software Asset management (SAM)** and provides **GRC Compliance** and **Audit Protection/Assistance** and **Managed SAM Services**
- Expertise in **M&A, Divestures, Global Contracts, Price Benchmarking, Taxation & Compliance**
- **Global Sourcing Advisory** with local partner support across regions
- **Maintain transparency** around discounts, margins, and back-end rebates
- The Company has **various profiles** for each kind of role such as Licensing Consultants, Contract Specialists, Taxation, Legal, and SAM Experts



# Software Licensing Cost Optimization | Key Dimensions

## Licensing Contract Evaluation

- Evaluating the type of customer contract & the SKUs in the agreement
- Licensing Model Evangelization – Perpetual vs Subscription vs Cloud

## Software Licensing Exceptions

- Discounts offered
- Custom profiles
- Contract term
- Consumption & User Rights
- Maximizing Grants

## BoM Optimization

- In-depth knowledge on products as per various user profiles or roles
- Workload & Deployment Assessment Reports
- Aligning the Client Technology Roadmap to Publisher Licensing Roadmap



## Software License Price Benchmarking & Negotiation Support

- Benchmark discounting against revenue
- Back-end Rebates transparency
- Local Accelerators
- Negotiating on the final BOM for prices & discounts

## Modulation of Products

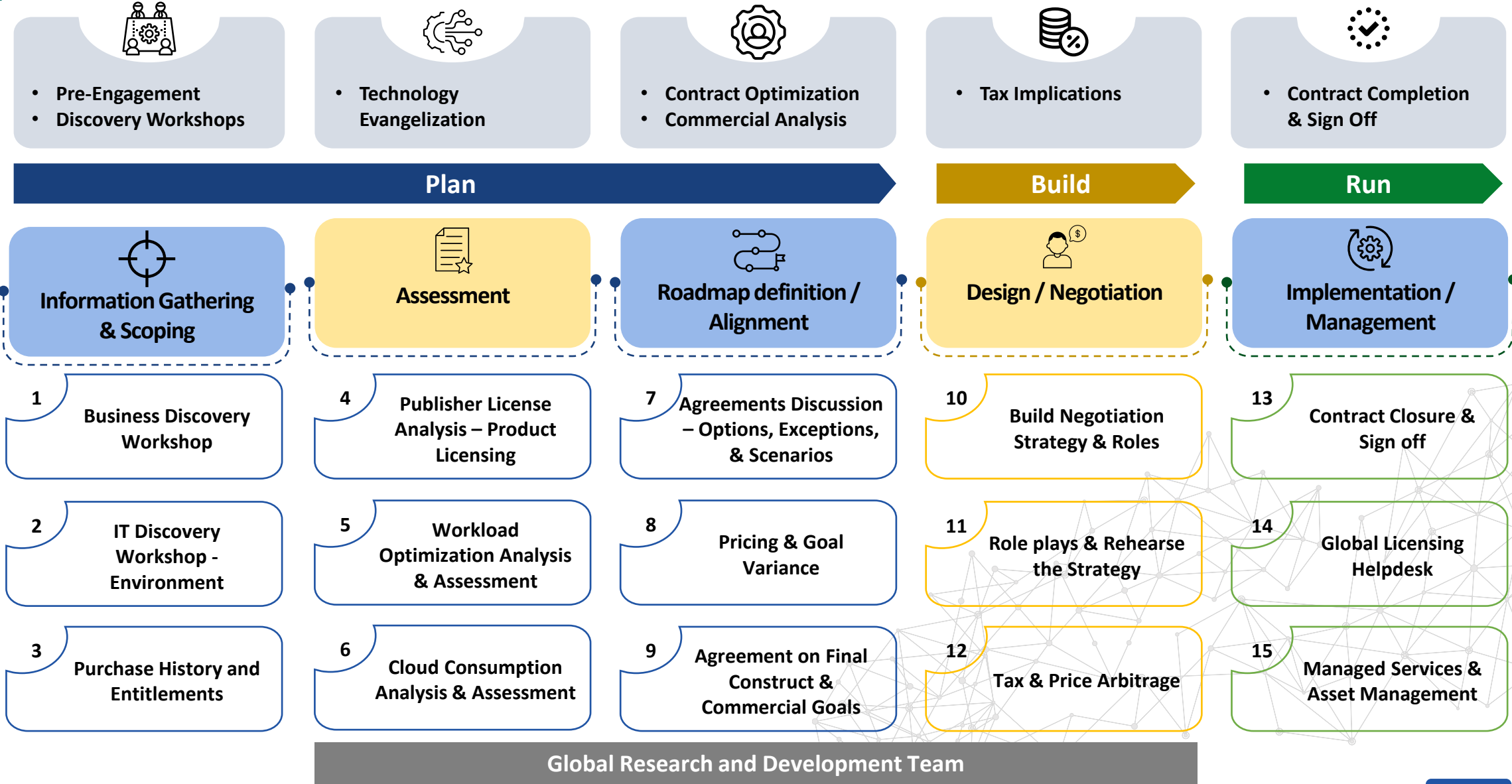
- Bundling & Un-bundling of Products
- Evaluation of Alternate technologies
- Product Edition & Capability Evaluation

## Price Arbitrage

- Leveraging Price differential in base prices of software licenses across emerging vs developed markets
- Tax Optimization helps in Structuring & Optimization of global or group level contracts



# Licensing Cost Optimization | Engagement Methodology





# Licensing Cost Optimization | Engagement Scenarios

The earlier the better !



**Licensing Contract Renewals**



Ideally 3-4 months before the renewal (expiry date of the current contract)



**Upcoming / Deciding New Contracts**



Evaluation of Procurement under a New Long-Term Contract



**One Time New Order**



M&A, Divestures, Upcoming True Ups, Adhoc Order



**Restructuring Existing Contract**



While planning to restructure existing perpetual licensing contracts to cloud-based licensing contracts/models



**Outsourcing or Managed Services**



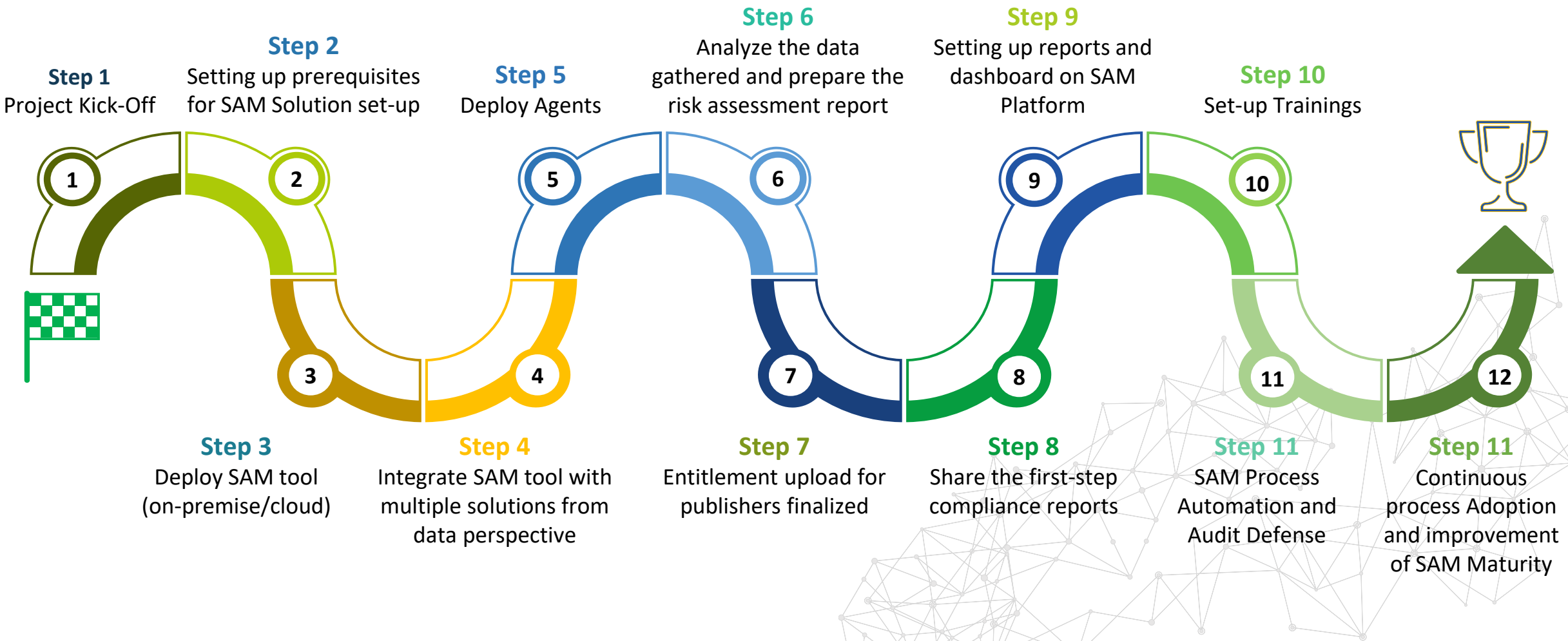
Cost optimize the same thus reducing overall spend

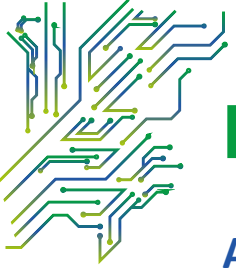
However, engagement can also be mid-term of an existing Software Licensing Contract





# Managed Software Asset Management Services | Methodology





# IT Infrastructure | Solution Offerings

## Active Networking

- Data Center Setup
- Network Refresh/Upgradation
- Renewals/AMC of existing services
- Digital Transformation

## Wireless Solutions

- Office Wifi (Indoor wireless solutions)
- Campus Wifi (Outdoor wireless solutions)
- Smart Retail / Smart building / Smart City

## Performance Monitoring

- Network monitoring
- Application layer analytics
- QoS (Quality of Service) monitoring
- Identifying network & application performance issues with transaction tracing



## Storage Solutions

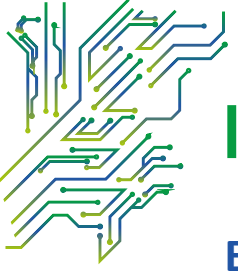
- 100% data availability
- Data security & redundancy
- Workload optimization
- Long time data retention
- Data lakes & data warehouse

## Virtual Desktop Infrastructure

- Protect critical applications by isolation
- Safe internet browsing
- Empower Remote users & Byod users

## Network Access Control

- Complete visibility & zero trust security
- Pro-active control over users & devices connecting to network
- Automated security posture assessment & remediation



# IT Security | Solution Offerings

## Endpoint Security

- Complete cloud-based solution
- Integrated Threat Intelligence
- Proactive Threat Hunting
- Gain visibility on Emerging Threats

## Network Security

- Single appliance for firewall, IPS, Web Filtering, Email Filtering and Antivirus
- Visibility into users, hosts, apps and content on enterprise network
- Protection against known and unknown threats
- Zero Day Protection

## Web Application Security

- Defend against Rogue Bots
- Prevent account takeover
- Protect apps from DoS
- API Security



## Multi-factor Authentication

- Allow access to only authorized users
- Mitigate risks associated with remote access
- Ensure compliance with regulatory norms
- Reduces Risk from Compromised Passwords

## Secure Remote Access

- Enable secure access to office PCs, internal apps from home
- Secure access for mobile users, vendors, BYOD user
- Monitor user behavior
- Granular access policies

## Load Balancer

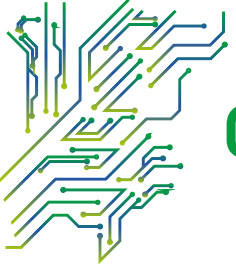
- Balance the load between the servers
- Monitor the health status of backend server
- Provide the secure connection between the client and server
- Reduce the workload of backend server



# Value Proposition for Clients

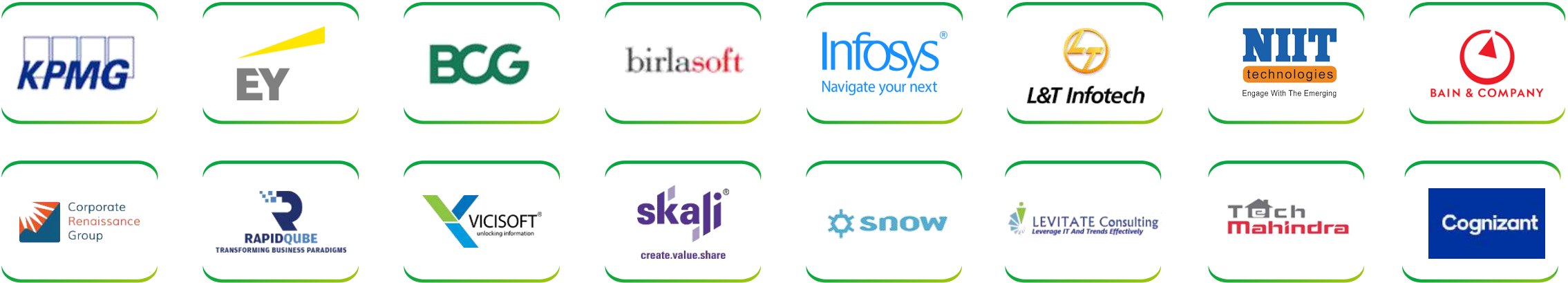






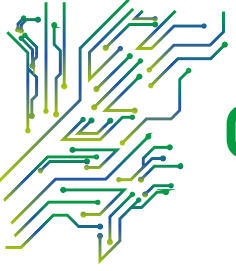
# Global Partnerships & Strategic Alliances

## Advisory Partners



## Infrastructure and Security Partners





# Our Success Story & Customer References



### Financial Services

IndusInd Bank | ICICI Bank | Bank ABC

MAX LIFE INSURANCE | ADITYA BIRLA FINANCE | BHARAT Financial Inclusion Ltd

Bank of Baroda | ApolloMunich HEALTH INSURANCE | J&K Bank

### Healthcare

Biocon

METRO GROUP OF HOSPITALS  
the pioneers in affordable quality healthcare

### Telecom

sistema | SPECTRA | EMTel

airtel | zain | du

### Government

EIL A Navratna Company | ONGC | NTPC

CRIS | RAILTEL | DRDO

### Others

virtusa | dhampur | Mahindra | servion | CYIENT | ADNOC

TATA MOTORS | simeio | birlasoft | EXL | DB Corp Ltd | Course5

TATA POWER | BBC | Expeditors | KRBL Limited | COTECNA



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