

STRATUM

Stratum Technology

“We make businesses better”



STRATUM

GOLD MANAGED

Direct CSP

Gold
Microsoft Partner
Application Development



WHO WE ARE

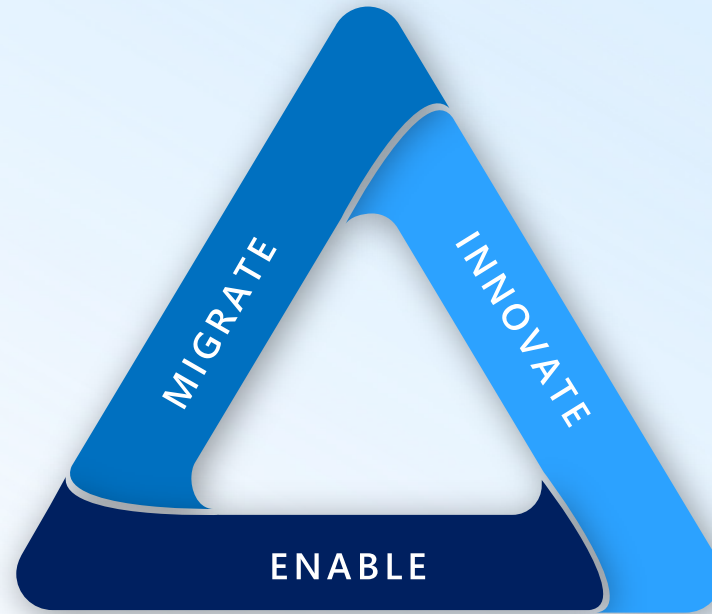
- Founded in 2015
- HQ in Sugar Land, TX
- Several AMP Adv. Specializations
- Azure Expert MSP
- Technically skilled & enabled
- MS Supplier – ECIF/PIE enabled

Stratum is uniquely positioned to help customers wherever they are in their cloud journey. Our Cloud Starter Kit was developed to accelerate the time to cloud by automating Advanced Network Designs. We specialize in assessing and modernizing applications. Our CSP Direct program enables customers to optimize cost models through our Cloud Center of Excellence offering. Stratum has advanced specializations in SQL & Win Server, and Azure Expert MSP qualified. DTA FY20 Stratum was awarded with the Winner Circle Elite for Azure consumption and ended the fiscal with \$13.1MM TTM. \$10MM of FY20 consumption was driven in Enterprise accounts.



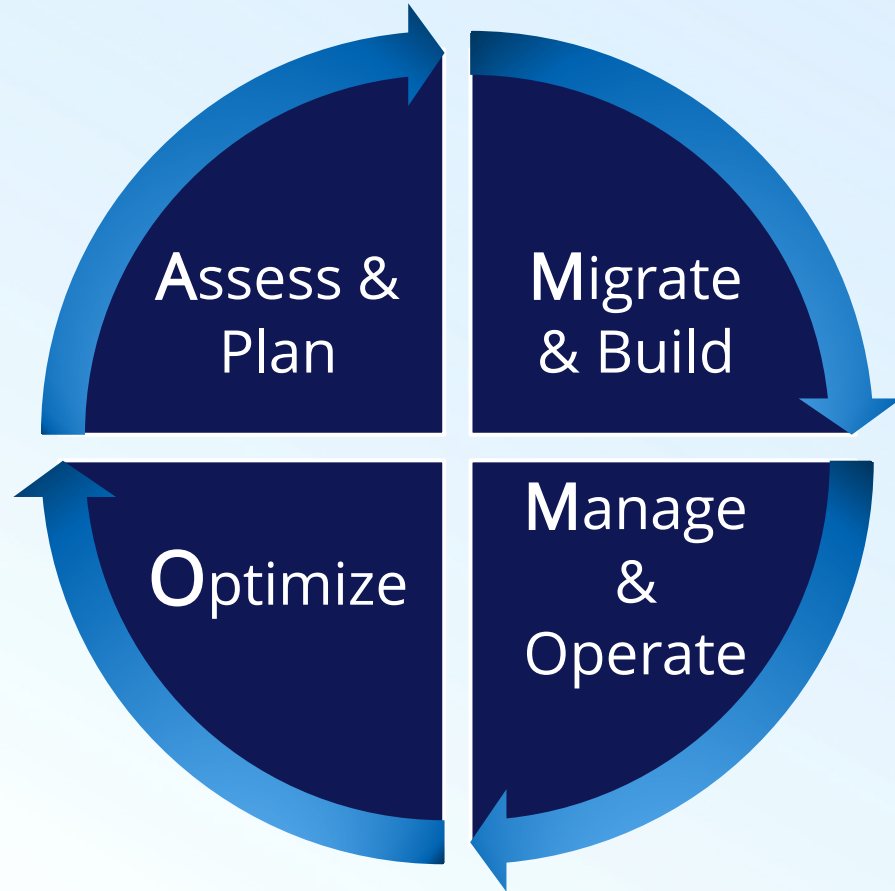
What makes a good Partner?

Applications, Infrastructure, Data, AI



Customer Lifestyle Management

A-M-M-O Methodology



STRATUM

A - Assess & Plan

- Assessments And Proof Of Concepts
- Identify Workload Dependencies Plan Migration Activities

M- Migrate & Build

- Build Core Infrastructure & Migrate Server Infrastructure

M- Manage And Operate

- Create Stable and Secure Operating Environment
- Manage With Proven Tools & Technologies

O - Optimize

- Continuous Optimization (Security, Cost, Scalability)
- Identify areas for cost savings and future improvements
- Stratum will provide a roadmap for improvements to be made in the future

Specialized Operational Services

Professional



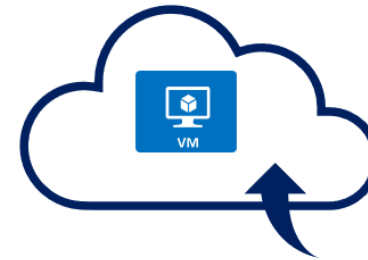
CLOUD STARTER KIT



WINDOWS VIRTUAL DESKTOPS



APP MODERNIZATION



DIGITAL TRANSFORMATION



END OF SUPPORT

Managed



MIGRATE & MANAGE



SECURITY POSTURE



ECONOMIC ASSESSMENTS



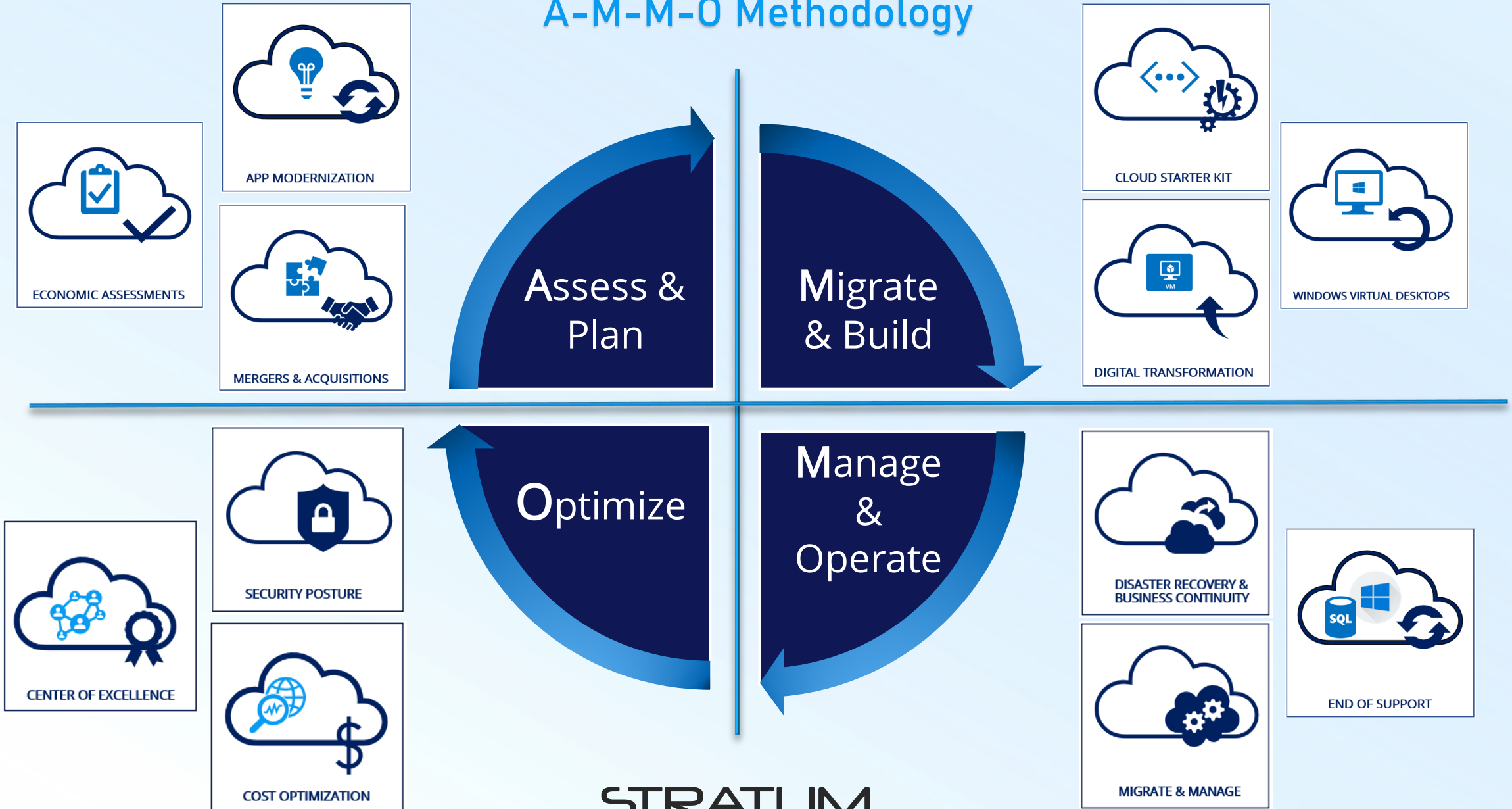
DISASTER RECOVERY &
BUSINESS CONTINUITY



MERGERS & ACQUISITIONS

Customer Lifestyle Management

A-M-M-O Methodology



STRATUM

1. Partner Center Leads:

- Steph – Primary Contact / Charlie – Secondary Contact
 - Daily review of leads – vetting incoming, updating current, closing won/lost
 - New incoming vetted leads will be accepted/declined
 - Accepted leads are passed to our sales team (Charlie/John & Team) via email
 - Currently working on an API to have leads directly deposited into D365

2. How would you keep the DSR current on status of the account?

- Preferred Practices for updates
 - Teams IM's
 - Phone/Email
 - Status Meetings – cadence as needed

3. If a DSR would like to be involved in customer calls, is this possible?

- Yes, and preferred! We love true co-sell!!

4. How will you provide tenant and sub GUIDs from Azure/MW/D365 account; and the expected timeline/estimation of deal size after initial conversation with customer.

- Update timelines and deal sizes within the opportunity in Partner Center
- Form completed and sent to all Microsoft's account team containing required information at oppty close.

5. What does success look like from your perspective?

- Successful Partnership with Microsoft & Stratum
 - Exchange Ideas
 - Open & Consistent communication
 - WINNING! \$\$\$



Win Wire:

Azure solutions, powered by Stratum, help global logistics provider ProTrans calibrate unique supply chain services and optimize logistics resources.

The Customer: ProTrans, Inc. www.protrans.com
Employees: 750
Industry: Transportation and Logistics
Region: Global
Technologies: Azure, RI's
Licensing Vehicle: CSP
Initial Azure Spend: \$0
Current Monthly ACR: \$50,279.93
Account Team: Matthew Meyers (AE) & Matt Greenly (SSP)

U.S. based transportation and supply chain management provider that specializes in Third-Party Logistics (3PL), Freight Consolidation and Freight Management Services. ProTrans is committed to providing innovative logistics solutions that optimize customers' time, money, and resources through value-added service enhancements, leading-edge technology development, and highly skilled customer support specialists. The company is headquartered in Indianapolis, Indiana and operates twenty-four (24) service centers throughout Canada, Mexico, and the U.S.

The Challenge:

ProTrans was facing increased financial costs, security risks, and the upcoming end of support on its on-premise infrastructure. Upper Management tasked IT with eliminating as much cost as possible while also providing an improved security process to eliminate threats locally and abroad. Aging infrastructure could not keep up with the business requirements, and performance concerns were unacceptable to meet customer growth.

The Solution:

Stratum was selected to perform a tactical assessment of ProTrans licensing, infrastructure, and applications for a Cloud migration as an alternative to hardware refresh purchases and data center renewals.

Microsoft Azure was the chosen platform for its financial efficiency, a robust suite of services, and multi-layer secure controls.

ProTrans was being hit with crypto attacks, daily. Due to the constant security threats, they needed to get a large amount of servers into a virtual environment, as quickly as possible.

Using the Cloud Starter kit, Stratum was able to design the network architecture within hours.

Stratum's Professional Services team migrated ProTrans applications to Azure within three days, and over a weekend to avoid any business disruptions.

Stratum's Managed Operation team continues to provide ongoing monitoring, patching, Disaster Recovery, Backups, management, and optimization services, including adding Reserved Instances to help with cost management.

The Result:

ProTrans no longer needs to dedicate time or internal manpower on hardware refresh cycles, ongoing support to its infrastructure, or hire niche resources.

ProTrans is now free to focus on its core competencies: providing innovative solutions across the supply chain and logistics industry.

info@stratumtechnology.com | careers@stratumtechnology.com | support@stratumtechnology.com

STRATUM | Superpower Slide

Key Contact: Key Contact:	<ul style="list-style-type: none"> • Steph Eddy, VP Alliance, steph.eddy@stratumtechnology.com
PDM:	<ul style="list-style-type: none"> • Kelsey Ausili, kelaus
Number of Employees	<ul style="list-style-type: none"> • 50
Industry Focus	<ul style="list-style-type: none"> • Healthcare, Manufacturing, Capital Markets or Private Equity
Locations	<ul style="list-style-type: none"> • TX, NY, NC, TN, FL, MN, ND, IA, OK, SC
Regional Coverage	<ul style="list-style-type: none"> • National
Engaged Districts	<ul style="list-style-type: none"> • SE, NE, Central
Microsoft Competencies	<ul style="list-style-type: none"> • Gold Cloud Plat • Gold Cloud Prod • Gold App Dev • Gold Security
Sales Plays	<ul style="list-style-type: none"> • 3,4,8,9,12,13,15,16,18, 22, 24, 28
Partner Offers	<ul style="list-style-type: none"> • Cloud Starter Kit (24) • WVD (12) • App Modernization (9,15)

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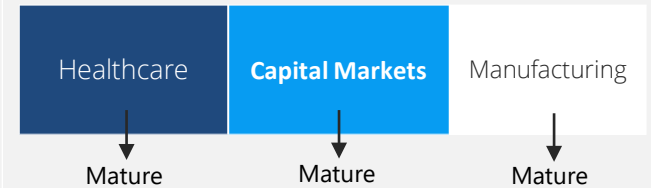
Position If

- Customer is planning for a Merger, Divestiture or Acquisition
- Customers have a need to develop or optimize work from home or remote work strategies.
- Customer needs an end-to-end assessment, migration, transformation strategy, or cost optimization regarding cloud and Azure

Solutions, Services

- **Cloud Starter Kit (IP)** - Instant ready to go cloud infrastructure - just add water.
- **Cloud Center of Excellence** - allotment of hours allowing customers to focus energies and investments in areas of their choice. Most often used for cost optimization, Azure training and project planning.
- **Back to Community** - Virtual Desktop migrations with free access to HealthCheck by Stratum, a symptom tracking mobile app with dashboards powered by Power Apps.

Industry Focus Areas



Customer Case Study: ProTrans

Business Problem

- ProTrans was facing increased financial costs, security risks, and the upcoming end of support on its on-premise infrastructure. ProTrans was being hit with crypto attacks, daily. Due to the constant security threats, they needed to get over 50 servers into Azure, as quickly as possible.

Solution

- Using the **Cloud Starter kit**, Stratum was able to design the network architecture within hours. Stratum's Professional Services team migrated ProTrans applications to Azure within three days, and over a weekend to avoid any business disruptions

Outcome

- ProTrans no longer needs to dedicate time or internal manpower on hardware refresh cycles, ongoing support to its infrastructure, or hire niche resources. Working with Stratum's Managed Services team and Microsoft account team ProTrans has optimized their cost model by deploying RI's and have reduced their overall IT spend by 60%. ProTrans Azure consumption went from \$0/month to \$53k/month.

Customer Case Study: JDA

Business Problem

- JDA was dealing with a legacy, complex on-premise systems and was looking to modernize its platform to scale across the world. JDA teams lacked the experience and time to try a large Azure modernization effort on their own.

Solution

- Stratum became an extension of JDA and had several Architects and Engineers onsite and remotely for over a year. Utilizing the **Cloud Starter Kit, Cloud Center of Excellence and Stratum's staff augmentation** JDA's infrastructure, development, operations, security and network teams to released new products built to scale.

Outcome

- JDA was able to accelerate Azure adoption from \$600/month to \$1 million/month in a matter of months. JDA customers adopted newer, faster products to streamline their own businesses and JDA teams gained the confidence to continue its cloud journey. Today JDA deploys several cloud-based products and is a global star in the software industry.

By Territory

- TPP
- Co-Sell Days
- 1:1 Customer Strategy sessions

By Scenario

- Merger, Acquisition or Divestiture of OU's to Azure
- Work from Home, remote work, back to work strategy planning
- Security (PCI, HIPPA, ISO, SOC1&2)

By Workload

- Application
- Infrastructure
- Advanced Networking

Best way to Engage

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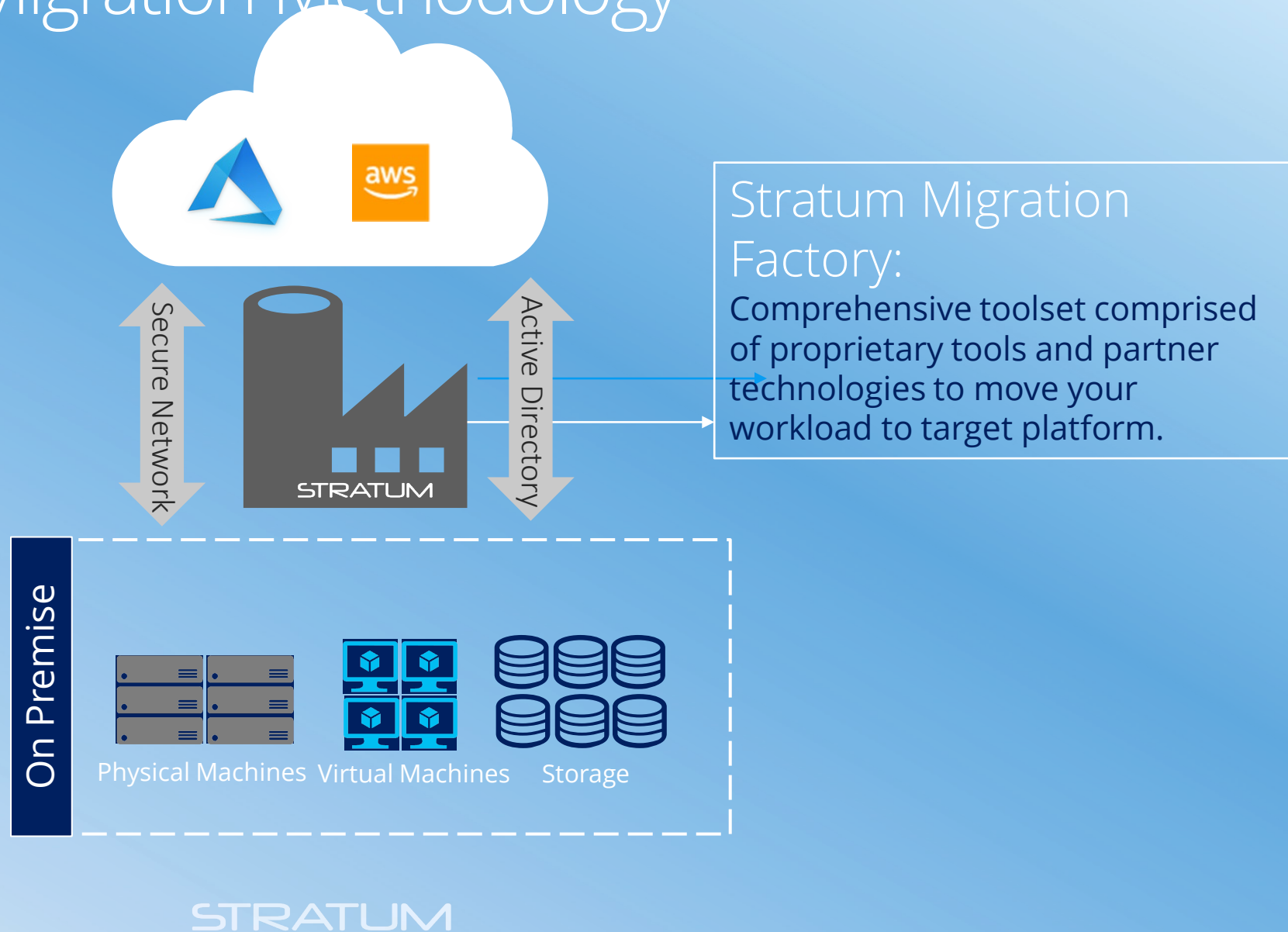
Migration Methodology

Cloud Starter Kit:

- Establish connectivity with on-premises networks
- Fully integrate Cloud AD with your existing Active Directory

Lift & Shift:

- Migrate existing application infrastructure without code changes
- Cutover after Testing and QA with Application Owners



Project timeline Example

Cloud Starter Kit

Lift & Shift

Week One
Kickoff

Week 2
Complete
Design

Weeks 3-8
Deploy

Weeks 9+
Wrap up

Establish Cloud Tenant

- Subscription(s)
- Setup Access
- Setup Storage Accounts
- *Begin Replication of Critical Servers*

Network Architecture

- Security Controls
 - Cloud Firewall
 - Network Security Groups
 - Application Security Groups
 - Load Balancers
- Plan additional Cloud services

Deploy new Cloud network infrastructure based on designs

- Cutting over VMs into Cloud in groups
- Start of Ops Service Onboarding
- Monitoring and Management tools

Completion of ExpressRoute Circuit into Cloud

Cloud Fundamentals Training

Meet the Team!

Primary Contact



Steph Eddy, VP Channel & Alliance

Secondary Contact



Charlie Butler, VP Sales & Strategy

Secondary Contact



Chris Hinch, CTO

SUPERPOWERS:

- Microsoft Funding Programs
- P2P

Previous Experience:

Quadrotech – Director of Alliances (O365 migrations)
N3 – Microsoft PDM Tele-team Sr. Sales Director
EGS/Alorica – Microsoft Azure Circle Program & PDM Sales Manager

SUPERPOWERS:

Previous Experience:

Microsoft - Azure Data and AI Director Specialist
Microsoft - Azure Principal Solution Specialist
HCA - Enterprise Architect

SUPERPOWERS:

- DC knowledge
- Technical Delivery
- Azure Solutions

Previous Experience:

Inhabit IQ – General Manager
Sun Solutions – CIO
General Information Services – Sr. Network Engineer