

# GlobalLinker committed to digitizing SMEs, enabling growth and connectivity

## ABOUT GLOBALLINKER



SMEs are constantly faced with the challenges of growing revenue, managing expenses, and business expansion, leading to survival and growth anxiety. On the other hand, progressive Corporations, Trade Associations, and Governments find acquiring, engaging, servicing & doing business with SMEs difficult & uneconomical. GlobalLinker solves this challenge with the power of Azure behind them, and it's over 300,000 registered SMEs and 8+ issuers across 3 countries prove that.

## WHAT WE OFFER



### Co-branding with enterprise clients.

In order to deliver solutions to their own SMEs. By activating SME communities this way, GlobalLinker help clients access collective efficiencies and combined economies.



Security and compliance are becoming exponentially more important. The power of Azure gives all parties confidence to engage as efficiently and robustly as possible.



### Learn, Network, Grow.

A unified platform for SMEs and Enterprise to engage, discover new opportunities, solve problems, and connect. Learning Series, business networking tabs, and a global reach in the millions is the compounding effect that enables GlobalLinker to continuously offer the best to their SME members.



Microsoft Cloud Hosting & Azure are the backbone of GlobalLinker's exponential growth. Two key services: Key Vault for CDE & Azure Monitoring, allows GlobalLinker to collect granular performance and utilization data – essential to Learn, Network, and Grow.

## WHAT OUR CUSTOMERS ARE SAYING

*“Through a quick-to-implement, ready-to-use platform, cobranded with ICICI Bank branding & SME solutions, we are able to access rich SME insights in a timely manner to offer the most relevant Business Banking solutions to our SMEs.”*

**Amit Dave; Product Head & Current Accounts, ICICI Bank**

## LEARN MORE

**GlobalLinker**

[www.globallinker.com](http://www.globallinker.com)

# Microsoft Azure

Microsoft Azure is an ever-expanding set of cloud computing services to help your organization meet its business challenges. With Azure, your business or organization has the freedom to build, manage, and deploy applications on a massive, global network using your preferred tools and frameworks.



## KEY USE CASES



### WEB APPLICATIONS

Build anything from lightweight websites to multi-tier cloud services that scale up as your traffic grows.



### CLOUD STORAGE

Rely on geo-redundant cloud storage for backup, archiving, and disaster recovery.



### BIG DATA & HPC

Get actionable insights from your data by taking advantage of a fully compatible, enterprise-ready Hadoop service.



### MOBILE

Accelerate your mobile app development by using a backend hosted on Microsoft Azure.



### MEDIA

Create, manage, and distribute media in the cloud – everything from encoding to content protection

## WHY AZURE

### FLEXIBLE APPLICATION MODEL

Microsoft Azure provides a rich set of application services, including SDKs, caching, messaging, and identity. You can write applications in .NET, PHP, Java, node.js, Python, Ruby, or using open REST protocols. This is all part of Microsoft's promise to let you build using any language, tool, or framework.

### ALWAYS ON, ALWAYS HERE

Build resilient applications with automatic operating system and service updating, built-in network load balancing, and geo-redundant storage. Microsoft Azure also proudly delivers a 99.95% monthly SLA. You can rely on decades of experience in data center operations and trust that everything Microsoft Azure offers is backed by industry certifications for security and compliance.

### DATA CENTER WITHOUT BOUNDARIES

Microsoft Azure makes it easy for you to integrate your on-premises IT environment with the public cloud. Migrate your virtual machines to Microsoft Azure without the need to convert them to a different format. Use the robust messaging and networking capabilities in Microsoft Azure to deliver hybrid solutions, and then manage your hybrid applications from a single console with Microsoft System Center.

### GLOBAL REACH

With data centers around the globe, a massive investment in data center innovation, and a worldwide Content Delivery Network, you can build applications that provide the best experience for users, wherever they are.

Partner with us: [www.globallinker.com](http://www.globallinker.com)

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