

CLOUDSOFT AMP

CLOUD SOFTWARE SERVICE DESCRIPTION

**MAKE RESILIENT WORKLOAD
MANAGEMENT FOR COMPLEX
HYBRID/CLOUD SIMPLE**

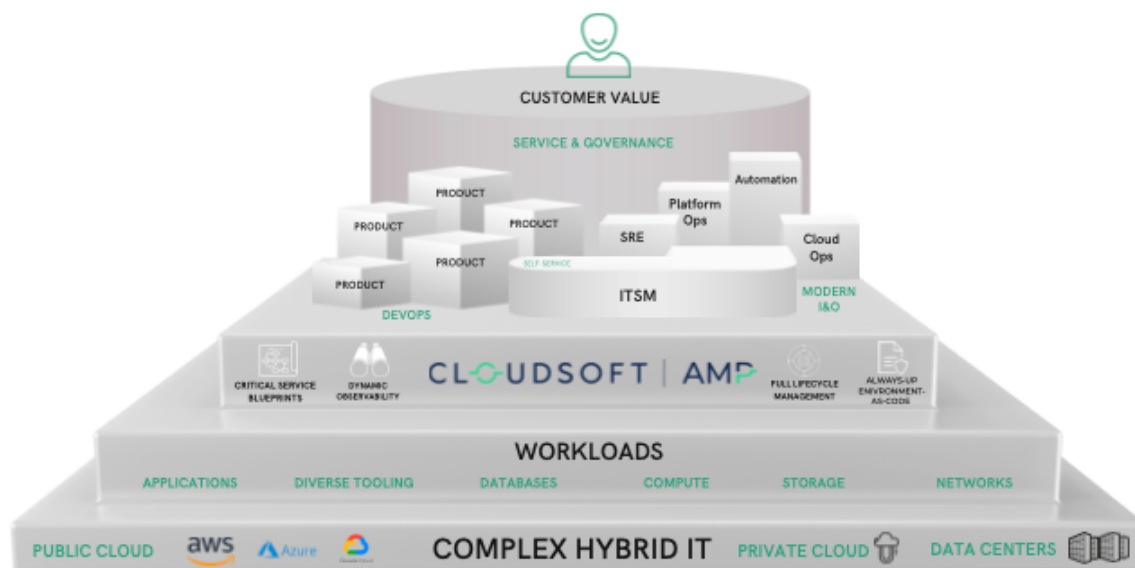
CLOUDSOFT AMP

Makes resilient workload management simple for complex hybrid IT and cloud environments; providing control, governance & visibility ensuring disparate and heterogeneous technology environments function in harmony. Enables I&O, SRE, Platform and DevOps teams to deploy, manage and recover applications with observability leveraging Terraform, Kubernetes, Ansible, AWS CloudFormation, service catalogues etc.

HOW DOES CLOUDSOFT AMP WORK?

AMP isn't 'just another tool'; instead it sits above existing technology landscapes to manage critical services and applications throughout their lifecycles. It's infrastructure-agnostic, operating across private clouds, public clouds, on-premises environments, container platforms and more.

ORCHESTRATING CRITICAL SERVICES



Cloudsoft AMP's unique 'Environment as Code' approach - providing a unified, consistent management control plane to govern and orchestrate across on-prem and all cloud-native environments, giving unparalleled visibility and ensuring resiliency and compliance within and between environments.

AMP provides consistent approach to design-time and run-time that fits neatly into both devops processes and business processes, bridging the gap, targeting all major clouds, platforms, and services; and able to leverage most common tools:

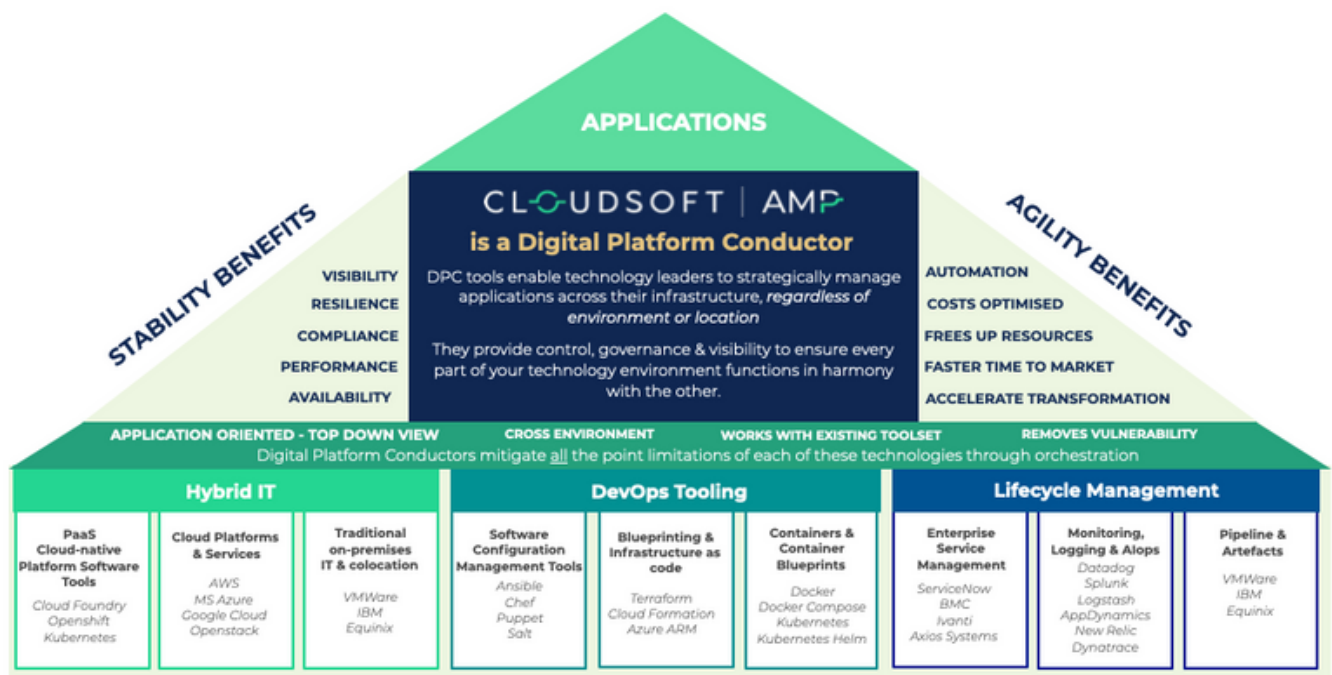
- Infrastructure-as-Code (e.g. Terraform),
- Configuration Management (e.g. Ansible),
- Containers (e.g. Kubernetes, OpenShift),
- CI/CD (e.g. CircleCI, git-ops),
- monitoring (e.g. Dynatrace), and
- ITSM & CMDB (e.g. ServiceNow).

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As shown in the diagram below, AMP's control plane gives a unified view of applications linked to their underpinning technologies across complex hybrid environments; ultimately enabling the processing of workloads at the right time, on the right technology, in the right location, for the right price.

Cloudsoft AMP embodies event thinking and elements of chaos theory, enhancing automation and ensuring the first priority is to sense the business context and assess the most appropriate response to any event. AMP creates an executable living model of critical applications, completely independent of infrastructure, allowing them to be deployed anywhere, consistently and without error; delivering true vendor resilience.

The 'everything as code' ethos gives composable design-time and consistent runtime models for any application across any environment; capturing and codifying subject matter expertise, best practices, processes, runbooks and much more into reusable blueprints with autonomic policies attached. This model based approach is completely independent of infrastructure which allows them to be deployed anywhere, consistently and without error.



Ultimately Cloudsoft AMP won't add to the complexity of your estate. Instead it's there to tame it and help maximise value from existing technology investments. It drives significant benefits around both stability and agility; meaning it's ideally suited for organisations who need to demonstrate adherence to strict security and regulatory requirements, whilst also enabling digital transformation in parallel.

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Use Cases

Cloudsoft AMP supports a number of high value use cases, including but not limited to:

OPERATIONAL RESILIENCE

Accelerating cloud adoption has created complex 'hybrid IT' environments, where new cloud models are running by necessity in parallel with legacy models; creating new vulnerabilities. In response to this, global regulators are ramping up demands around operational resilience. Cloudsoft AMP delivers unparalleled levels of resilience, self-healing should the worst happen, and providing demonstrable compliance to regulators.

GOVERNANCE & MODERNIZATION

Complex hybrid IT environments present challenges when it comes to both modernization and governance. How do I apply control to my public cloud environment? And how do I bring the cloud experience to my on-prem environment. Cloudsoft AMP answers both these questions and more; ensuring you can continue on your digital transformation journey safe in the knowledge that you are bringing agility, resilience and governance to your entire estate,

BLUE-GREEN DEPLOYMENT

Blue-green deployment is a release management technique that reduces risk and minimises downtime, using two production environments, known as Blue and Green, to provide reliable testing, continuous no-outage upgrades, and instant rollbacks. Cloudsoft AMP is designed to address this scale of problem; delivering simplified orchestration to simplify blue-green deployment at scale.

DAY-2 OPERATIONS

Day 2 operations is the practice of managing your production systems in the same way that you would manage a software development pipeline. Cloudsoft AMP offers everything you need for this, enabling continuous updates of your software in production. This will allow you to monitor health, update patches, repave or scale resources across your entire hybrid IT environment and without any downtime.

SELF-SERVICE AUTOMATION

Cloudsoft AMP offers environment-as-a-service through easy deployment of certified development, test and production environments, which can be deployed through ITSM tools such as ServiceNow. This makes IT operations teams more responsive. This embeds regulatory compliance and security, whilst ensuring repeatable deployment of certified environments, ultimately accelerating development.

OBSERVABILITY

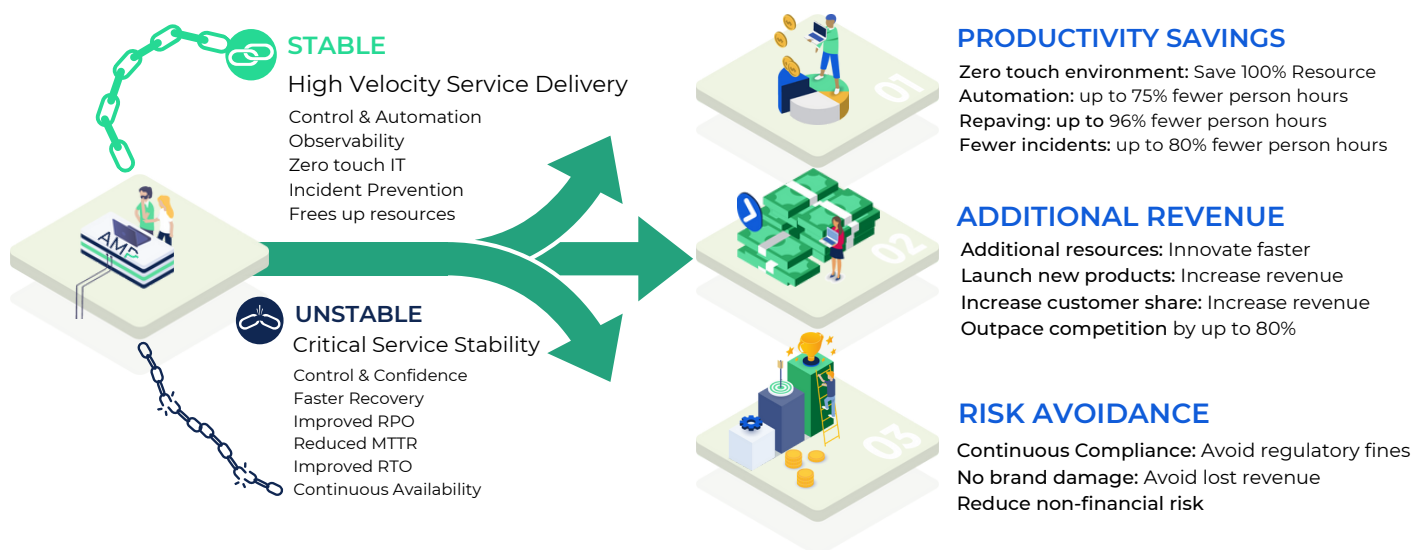
The complex world of hybrid and distributed environments requires new approaches to monitoring. Cloudsoft AMP augments monitoring, by ensuring the ongoing health and performance of your critical services. AMP uses its 'as code' ethos to implement a sense-policy-respond action, ensuring if the worst does happen, that health is restored immediately.

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Benefits of Cloudsoft AMP

Cloudsoft AMP drives value and benefit in the following ways:

- **Lowering costs by improving productivity** — AMP automates existing functions so you get more work done with the same or less resource. This manifests through 2 key use cases. Firstly, in times of *technological instability*; AMP can significantly lower technology-based business impacting incidents, and reduce the mean time to recover (MTTR) from incidents, delivering improved resilience. The second is automation in times of *technological stability*; AMP can automate the life-cycle management of applications and services across complex hybrid estates.
- **Driving revenue** — AMP improves digital dexterity by increasing agility with automation; ensuring availability and improving speed to market and thereby directly driving an increase in revenue.
- **Avoiding risk** — AMP is designed to deliver continuous resilience and meet regulatory requirements; and as such shield or avoid costs or issues that can lead to loss of revenue, brand value and more (including regulatory compliance, fines etc).



Cloudsoft Overview

"Cloudsoft is a keynote example of a world-class Scottish cloud computing business"

DIGITAL SCOTLAND, 2022

Cloudsoft are experts in using powerful software and transformational services to help organisations get value from their technology investments and in turn, achieve their digital ambitions faster. We're headquartered in Edinburgh, UK, but wow clients in the public and private sector around the world.

CLOUDSOFT | AMP Our powerful software

Our flagship AMP software delivers a service and governance lens to orchestrate and govern critical services across hybrid IT environments, regardless of environment or location. This helps maximise value from technology investments, drives down costs and reduces non-financial risks.

CLOUDSOFT | TEMPO Our transformational services

Our public cloud IT transformation expertise is embedded our Tempo cloud services, helping our clients to transform faster and exploit the benefits of cloud, cost-effectively.

We're an AWS Advanced Consulting Partner with Well-Architected, Immersion Days, Migration Acceleration Program, Microsoft Workloads and DevOps Competencies, a FinOps Foundation Member and a FinOps Certified Service Provider.



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