



ATSG

DaaS – A Requirement Rather than Luxury

The enterprise world is rapidly pivoting towards Cloud Computing solutions due to the flexibility, scalability and efficiency they provide. However, choosing the best Cloud Service Provider (CSP) can be a daunting challenge for any enterprise.

ATSG Cloud Introduction

We are a leading Cloud Service Provider (CSP), with a global footprint of state of the art data centers. Our enterprise grade cloud solutions include Cloud Hosted Virtual Desktops, Virtual Servers and Virtual Databases

How We Deliver Cloud Services

ATSG Cloud provides the latest and seamless cloud services through a dedicated Virtual Private Server for each enterprise user. This results in an exclusive, and fully segregated cloud hosted environment for each of our users.



Our Core Infrastructure

The Industries We Serve As a leading provider of cloud computing solutions and services, ATSG Cloud has designed its services with a multi industry approach. Our solutions are being used across different verticals like Finance, Healthcare, Hospitality, Accounting, Architecture and more.

Figure 1: Magic Quadrant for Hyperconverged Infrastructure Software



Source: Gartner (November 2021)

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A Glimpse of Our Cloud Offerings

Here is a glimpse of our wide range of cloud computing services and solutions for enterprise clients.

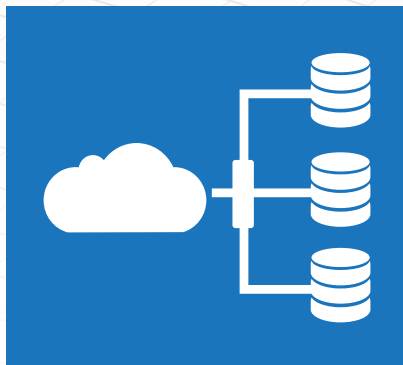


Cloud Hosted Virtual Desktops

This is our flagship offering, which is a fully virtualized Windows 10 desktop environment. It comes with a wide range of preconfigured performance specs, so you can choose the CPU, RAM, Storage and GPU of virtual desktops, as per your unique needs.

Cloud Hosted Virtual Servers

We offer dedicated virtual servers for storing your valuable enterprise data, back end databases or a variety of other use cases. Dedicated virtual servers ensure your data is stored in an isolated environment, ensuring maximum security and privacy.



Cloud Hosted Virtual Databases

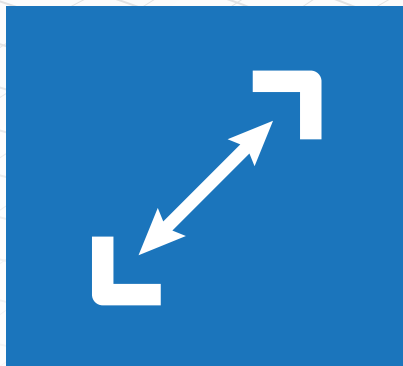
ATSG Cloud also offers Cloud Hosted Virtual Databases, which are purpose built for e-commerce stores, or a variety of other use cases. Our enterprise clients use them as a primary, or a Disaster Recovery (DR) mechanism in the event of any disruption.

Why Cloud Computing Services and Solutions?

Let us briefly discuss the pain points which are prompting enterprises across the globe to migrate towards cloud computing solutions and services. It is quite possible that your enterprise may also be confronting some, or most of these issues.

Flexible IT Resources

In today's competitive environment, flexible IT resources can become a source of gaining competitive edge in the market. Spinning up cloud resources, their deployment, re-deployment or de-provisioning is just a few clicks away.

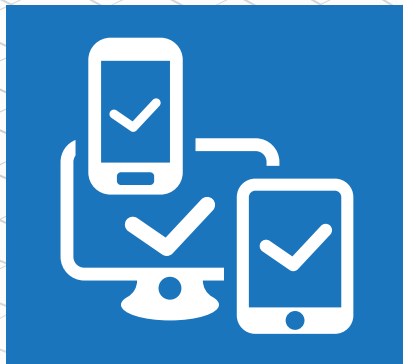


Scalable IT

With cloud services, you get instant scalability, on the fly. This enables your enterprise to ramp up cloud resources, or scale them down according to changing business needs, or varying business cycles. All this is achieved without altering in-house IT hardware.

Data Centralization

With cloud infrastructures, enterprises achieve centralization of their data, which could otherwise be all over the place, in individual employee devices. Your employees have seamless access to enterprise data, around the clock, over multiple device platforms.



Cross Device & Cross OS Compatibility

ATSG Cloud solutions come with cross device, and cross operating system (OS) compatibility. Our solutions are compatible with smartphones, tablets, laptops and desktops. All mainstream OS, such as Windows, iOS, MacOS, Android and Linux are supported.

Remote Work Support

ATSG Cloud solutions are ideal for remote work scenarios, as they offer your remote employees seamless access to our Cloud Hosted Virtual Desktops (dinHVD), enterprise data and productivity applications.





Implementing BYOD Initiatives

Our cloud solutions enable you to implement Bring Your Own Device (BYOD) initiatives across the enterprise. This not only saves you tons of IT hardware costs, but also minimizes the headache of your in-house IT teams.

From CapEx to OpEx Model

ATSG Cloud solutions enable your enterprise to migrate from a Capital Expenditure (CapEx) cost model, to a purely Operating Expense (OpEx) cost model for IT infrastructure. Over the mid to long term, you save big time on IT infrastructure and hardware costs.



Improved Regulatory Compliance

ATSG Cloud data centers comply with some of the best international standards for data privacy and security. This in turn improves your regulatory compliance posture as an enterprise, once you start leveraging our cloud infrastructure.

ATSG Cloud Major Differentiators



Performance & High-Availability

- Latest HCI (hyper-converged infrastructure) platform with Flash / SSD Storage included
- Latest Intel CPU & DDR4 RAM that outperforms other HCI/HPC platforms at a fraction of price
- High-Availability with AutoFailover for no additional costs



Security & Isolation

- Tier III+ data centers (SSAE-16, ISO 27001, NIST 800-53, PCI-DSS, HIPAA certified)
- Virtual Private Data Center for isolation with dedicated VLAN's & networking
- All data encrypted in-transit (PCI-DSS compliant) with encryption at-rest options
- Includes AV/malware, MFA & AAA



Backups & BC/DR

- Includes (10) days of daily snapshots for backup & recovery
- Includes ability to self-service restore snapshots in minutes
- Ability to replicate backups to 2nd data center for offsite backup & recovery



No Bandwidth Charges

- All inbound & outbound internet bandwidth is included for free
- No transfer fees ever
- Multiple 1Gbps internet connections with auto-failover included
- Direct Connect options available
- Multiple connectivity options available including SD-WAN



dinManage Automation & Management

- Auto-provision desktops & servers ondemand in minutes
- Image management included
- Automated firewall/VPN/network setup
- Active Directory integration & tools
- Monitoring, Analytics & Alerting included
- Easily upgrade downgrade on-demand
- Granular admin access controls with MFA



Desktop-as-a-Service (DaaS)

- The number one rated DaaS (Network World #1 DaaS)
- Gartner DaaS Market Guides 2016 & 2018
- Gartner CSP for Healthcare Delivery Organizations 2017
- Microsoft Cloud Partner of the Year Finalist

Now that we have covered the generic elements which prompt enterprises to opt for cloud computing solutions and services, let us highlight some of the key differentiators of ATSG Cloud, which set it apart from rest of the competition.



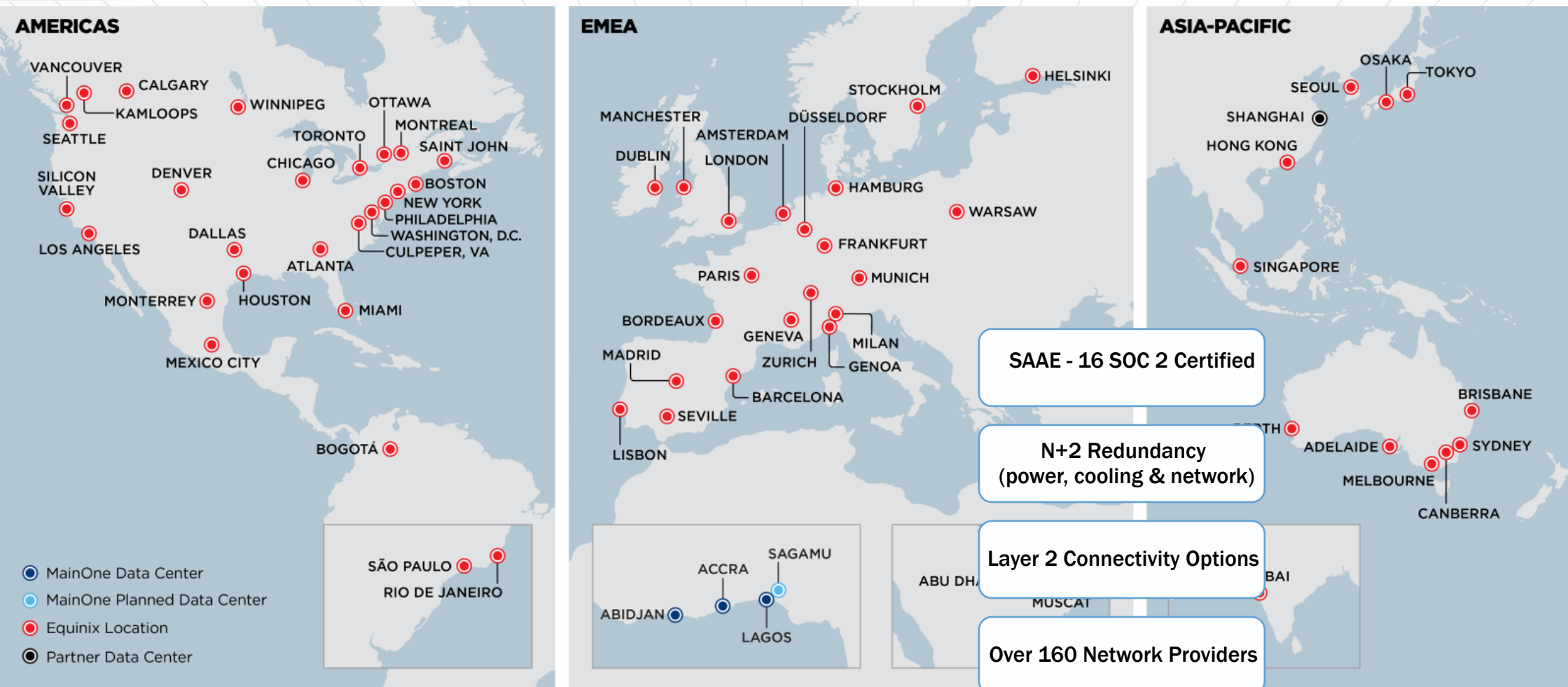
Global Data Center Footprint

By placing our data centers at strategic locations, ATSG Cloud is able to serve the needs of a global audience, multi national enterprises in particular. As a result, you don't have to look any further, as all your cloud needs are catered under one roof, ATSG Cloud.

Equinix Data Center Infrastructure

At ATSG Cloud, we settle for nothing but the best. To deliver unrivaled and seamless cloud services, data centers are a critical piece of the infrastructure. We host our services only from Equinix data centers, which is a global leader in data centers and communications.

More than 220+ locations Worldwide

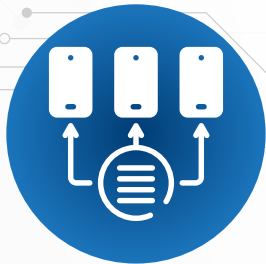


Flat Rate Pricing

Costs are an important factor when enterprises are planning a move to the Cloud. With ATSG Cloud's flat rate pricing model, you know the costs beforehand. There also won't be any un-welcome surprises in your monthly cloud bill, which is one of our main differentiators.

Cloud Orchestration Portal – dinManage

Our in-house cloud orchestration portal, dinManage, enables our enterprise users to control their entire cloud environment from a single pane of glass. Whether its provisioning, rights management, de-provisioning or more, dinManage has it all.



Provision

Processing power,
memory and storage



Manage

whether users can install
applications



Monitor

Spin up, lock, reboot,
and deactivate machines;
reporting & analytics

Remote Cloud Management Dashboards



Customer Support

With our 24/7/365 expert level Customer Support, all your worries disappear in thin air. Our cloud support specialists have a Customer Satisfaction score (CSAT) of 98%, which is phenomenal by present day cloud industry standards.

Cloud Industry Certifications

ATSG Cloud data centers comply with some of the best international standards for data security and privacy, which include HIPAA, ISO 27001, NIST 800-53/FI, PCI DSS, SOC Type I and II, SS 507, SS 564 and TVRA, giving you un-rivaled peace of mind.

Multi Layered Security

Our cloud solutions come with multiple layers of security, which include virtual firewalls, intrusion detection and prevention, malware and ransomware protection, antivirus, endpoint security and Two Factor Authentication (2FA).

Choice of Data Center

We at ATSG Cloud strongly believe in empowering our enterprise clients to the best extent possible. Following this spirit, we let our valuable users choose the data center they deem the fittest, when it comes to performance, regulatory compliance or even both.

Competitive Landscape

The Cloud Computing space is highly competitive and every Cloud Service Provider (CSP) has to go the extra mile to differentiate itself from rest of the competition. At ATSG Cloud, we believe in competing only with the big names of the public cloud industry.

So, the natural competitors for ATSG Cloud best in class solutions come out as none other than AWS Workspaces, and Microsoft Cloud PC. We have pitched our Cloud Hosted Virtual Desktop offering, dinHVD, against both these industry heavyweights.

A Head to Head b/w dinHVD, AWS Workspaces and MS Cloud PC

Feature		dinHVD		AWS Workspaces		CloudPC Enterprise
 Bandwidth	i	Unlimited Included	i	Additional Cost		Additional Cost
 Daily Snapshots x10days	i	Included	i	Additional Cost		Not Available
 BYOL (Bring Your Own License)	i	Yes (M365 E3/5)		Yes		Yes (M365 E3/5), Windows Hybrid Benefit for up to 16% Discount if Stipulations are Met
 Admin Features	i	dinManage Included	i	Not Available		Endpoint Manager only, requires M365 subscription or standalone \$10 per user
 Customer Support	i	24/7 Included with 15 Minute Response Time, 98% CSAT (Customer Satisfaction) Score		Additional cost; 24/7 Support comes at paid plans		Minimum \$1000 for 12/5 Support

Feature		dinHVD		AWS Workspaces		CloudPC Enterprise
 Networking		Full Control	i	Often requires an AWS Certified Engineer		vNet via injection
 VPN Gateway	i	Included	i	Additional Cost		Variable (Depends upon usage)
 Site to Site (S2S) Tunnels	i	Included		Additional Cost		Variable (Depends upon usage) only upto 10 tunnels included for free
 Point to Site (P2S) Tunnels	i	Included		Additional Cost		Variable (Depends upon usage) only upto 128 tunnels included for free
 Subnet	i	Included		Often requires an AWS Certified Engineer		Variable (Depends upon usage)
 Firewall	i	Included		Additional Cost		Variable (Depends upon usage)
 Non Persistent / Pooled Machines For Multiple Users		Included		Additional Cost		Per GB Rate For out Traffic
 Business-critical system downtime		< 30 minutes		< 60 Minutes		Only Upgrade Functionality Available

Managed Services

Feature	dinHVD	AWS Workspaces	CloudPC Enterprise *
 Patch Management	Available as Internal bundle. No 3rd Party Contracts Required	Available Only as 3rd party Addons	Available Only as 3rd party Addons
 Additional Monitoring/Alerting	Available as Internal bundle. No 3rd Party Contracts Required	Available Only as 3rd party Addons	Available Only as 3rd party Addons
 AV (Anti Virus)/Security Solutions	Available as Internal bundle. No 3rd Party Contracts Required	Available Only as 3rd party Addons	Available Only as 3rd party Addons
 Highly Flexible Backup/DR options	Available as Internal bundle. No 3rd Party Contracts Required	Available Only as 3rd party Addons	None

Pricing

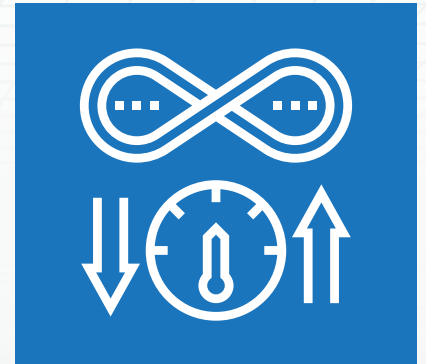
Feature	dinHVD	Price	AWS Workspaces	Price	CloudPC Enterprise *	Price
 Pro - Support	Included (24/7/365)	\$ 0		\$ 30	CloudPC support for 100 VMs - Azure is paid support (Minimum is \$1000) 12/5 (Enterprise support available at additional cost)	\$ 10
 Snapshot	Included	\$ 0		\$ 4.75	Additional Cost	\$ 4.40
 Data Transfer	Included	\$ 0		\$ 2.18		\$ 0
Total		\$ 59.85		\$ 112		\$ 158

We pitched our flagship dinHVD solution against AWS Workspaces and MS Cloud PC on many parameters, and found dinHVD miles better than both the above competitive products, which also happen to be quite popular ones.

Let us highlight some important aspects in which dinHVD emerges on top, as compared to AWS Workspaces and Microsoft Cloud PC.

Unlimited Bandwidth

With dinHVD, you get unlimited bandwidth built into the service, while AWS Workspaces and MS Cloud PC, both charge you for bandwidth charges, resulting in cost escalation.



10 Days Back-up / Snapshots

dinHVD offers its enterprise users 10 days of free snapshots / backups of the Hosted Virtual Desktops. AWS charges you extra for them, while MS Cloud PC does not offer them at all.

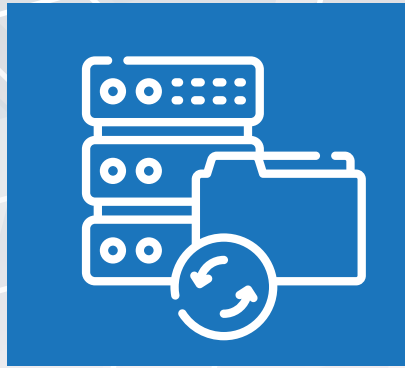
Total Administrative Control

Our dinManage portal puts you, the user, in the driver's seat when it comes to managing the environment. AWS does not have this feature, while the other charges you extra for it.



24/7/365 Expert Customer Support

With dinHVD, you get 24/7/365 customer support from subject matter experts. Both AWS and MS Cloud PC charge you separately for something as basic and important as support.



Robust Disaster Recovery (DR)

Our multiple data centers are capable of delivering a robust Disaster Recovery (DR) posture, in the event of a disruption. AWS charges you extra for this, while MS does not have it.

Monitoring and Alerts

Get real time monitoring and alerts capability with our dinManage portal. AWS charges you extra for this feature, while Microsoft Cloud PC does not offer this key functionality.



These were just some elements of our dinHVD solution, which establish our offering a league above AWS Workspaces and Microsoft Cloud PC. The list of our goodies is even longer, but the whole point was to give our valuable users a glimpse of where we stand.

Valued Added Managed Services

In addition to the above capabilities of ATSG Cloud, some enterprises may not have the in-house capacity or expertise to manage their side of the infrastructure. To make the most of our cloud offerings, we also deliver value added managed services as an add-on feature.

The great part about all our value added services is that these do not involve any 3rd party contracts, or complicated arrangements. ATSG Cloud has established these capabilities in-house, so you get everything under one roof.

Patch Management

As your Hosted Virtual Desktop environment grows from hundreds to a few thousand virtual desktops, patch management and scheduling can be challenging. Let ATSG Cloud handle that for you, at a very nominal additional cost.



Additional Monitoring and Alerting

In addition to the default monitoring and alerting capabilities offered by dinManage, our cloud orchestration portal, you may opt for additional monitoring and alerts as an add-on feature, for an incremental cost.



Specialized Security Solutions

Apart from the built-in multi layered security of ATSG Cloud, we also offer specialized Antivirus Software for your unique needs. We also offer Sophos Intercept X for Endpoints and Servers as an add-on, which is a world class suite of cyber security tools.

Flexible Back-up and Disaster Recovery (DR)

In addition to the 10 days snapshots / backups you get by default, we also offer you the freedom to choose a customized plan for your back-up and Disaster Recovery (DR) needs, which may be as aggressive as snapshots / back-ups of HVDs every few minutes apart.



ATSG Cloud Partner Program

At ATSG Cloud, we believe in generating multiple revenue streams for our cloud services and solutions. Channel partners are an integral part of ATSG Cloud vision to move forward, and cement its place as the best Cloud Solutions Provider across the globe.

With this goal in mind, ATSG Cloud has designed an elaborate strategy for its valuable existing channel partners, and prospective partners as well. Our partner strategy is plain and simple, we prefer an all-inclusive growth strategy for all our partners.

We broadly classify our partners into two categories. One of these categories is comprised of fully capable Managed Service Providers (MSP), who will directly be managing the end clients they secure for ATSG Cloud solutions and services.

It goes without saying that the technical, engineering, development and quality assurance (QA) teams of ATSG Cloud will thoroughly review, vet and approve only the channel partners with the right skillset and capabilities, as the ATSG Cloud brand is also involved.

The other category of channel partners is comprised of entities that do have enterprise users in their pipeline, but lack the resources and capabilities to address their cloud computing needs by themselves.

For these valuable partners, ATSG Cloud will do all the heavy lifting, whether its prospecting, evaluation, deployment, on-boarding and on-going Customer Support. We believe in forging long term channel partnerships across multiple industry verticals.

To achieve this goal, ATSG Cloud is always available for spearheading capacity building initiatives for our valuable channel partners as well. As ATSG Cloud grows, the community of our dedicated and promising partners grows with us.



Become a Partner



Conclusion

The enterprise world is rapidly pivoting towards flexibility, agility and scalability when it comes to their IT infrastructures. All these needs, and the pressures of sustainable remote work platforms, are easily fulfilled by ATSG Cloud wide array of cloud computing solutions.

It is rightly said that “seeing is believing”. We offer a 14 Days Free Trial of our cloud services, so you can get a more hands on experience. In addition to that, you can also request a demo of our enterprise grade cloud computing solutions.