

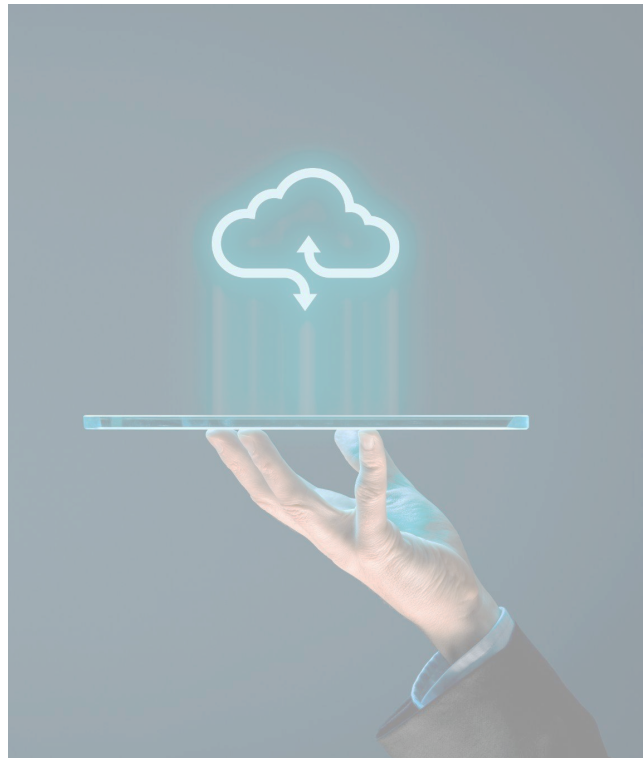
Cloud Financial Operations - Multi-Cloud

End Customer Service Description

Google, Azure, IBM and Challenger Clouds

Buy Cloud Your Way,
Track Your Vital Stats,
Optimise Your Spend

Version 1.2



Executive Summary

At Strategic Blue, we enable customers to buy cloud services on preferential terms, we offer “Preferential Cloud Purchasing”. For example, we offer service and pricing plans not available directly from Cloud Providers, as well as matching those that are.

This Service Description details our Google Cloud Platform, Microsoft Azure, IBM Cloud and Challenger Clouds Service Plans and includes discount levels, contract duration, services delivered and plan qualification criteria. As the registered billing partner, the plan chosen is detailed in an Addendum to a Cloud Purchase Agreement, (“CPA”). Strategic Blue also offer a range of Service Plans for AWS that are detailed in a separate Service Description.

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This Executive Summary does not form part of the CPA.

Google, Azure, IBM and Challenger Clouds

Our Service Plans

The plans in this service description provide discount and commitment management across Google, Azure, IBM and other Challenger Cloud Providers to help you maximise the value from cloud:



Discounts, Commitments and Plan reviews

Our Service Plans allow you to get the right support for, and return on investment from Cloud FinOps activities. You can combine discounts available from your Cloud Provider with additional Strategic Blue discounts.

Google	<p>A flat 3% discount is applied to Google Cloud pricing for cloud usage of eligible services (which excludes Software Licences or Google Marketplace products) irrespective of cloud spend level or the extent to which it may vary from one month to the next. Receiving this discount requires no specific commitment to Cloud Providers or Strategic Blue.</p> <p>The flat discount will be applied to your spend after the effects of any other applicable credits, promotions or discounts have been applied to your cloud usage.</p> <p>We provide a managed commitment and recommendation service, providing you with the flexibility of Sustained Use Discounts (SUD) and Committed Use Discounts (CUD) for your usage on the same durations provided by Google.</p>
Azure	<p>A flat 5% discount is applied to Microsoft Azure pricing for cloud usage, irrespective of cloud spend level or the extent to which it may vary from one month to the next. Receiving this discount requires no specific commitment to Cloud Providers or Strategic Blue.</p> <p>The flat discount will be applied to your spend after the effects of any other applicable credits, promotions or discounts have been applied to your cloud usage.</p> <p>We provide a managed commitment and recommendation service for Microsoft Azure Reservations on the same durations provided by Microsoft.</p>
	<p>A flat 5% discount is applied to IBM Cloud pricing for cloud usage, irrespective of cloud spend level or the extent to which it may vary from one month to the next. Receiving this discount requires no specific commitment</p>

IBM	to Cloud Providers or Strategic Blue. The flat discount will be applied to your spend after the effects of any other applicable credits, promotions or discounts have been applied to your cloud usage.
Challenger Clouds	Standard cloud resale will be provided at Cloud Provider pricing. Our support for new challenger/emerging cloud providers (for example EscherCloud, G-Core Labs, Oracle and Alibaba) is subject to availability and the evolving terms of those Cloud Providers being acceptable to Strategic Blue.

Plan comparison by service

The services in our Service Plans help you:

- Buy cloud in the way you want: **The Financial Adaptor**
- Understand what you have bought: **Clarity & Transparency**
- Optimise your spend: **People Powered FinOps**



Buy cloud, your way

Flexible finance and procurement options to ease cloud into your organisation's operational processes whilst enabling access to the best pricing rates.

	Google	Azure	IBM	Challenger
Dynamically calculate fees at your rates ¹	✓	✓	✓	✓
Use your preferred currency	✓	✓	✓	✓
Optimise rates paid	✓	✓	✓	✓
Maximise use of commitments between cost centres	✓	✓	✓	✓
Standardise monthly payments	✓	✓	✓	✓
Flexible commitment durations	✓	✓	✓	✓
Apply customer specific pricing	✓	✓	✓	✓
Option to pay upfront	✓	✓	✓	✓

¹ Quoted savings percentages are typical but vary based on usage and appetite to commit.

² Calculation of your rates will be done throughout the month based on your flat discount from Strategic Blue or any customer specific pricing agreements in place.



Track your vital stats

Our team of experts is available to help you make the most of Cloud Provider tools to understand your cloud spend. This enables you to generate insights from your Cloud spend and accurately attribute costs. It gives you control, builds spend accountability and identifies areas for optimisation.



Optimise your spend

Strategic Blue FinOps Consultants helping you get the best return from your cloud spend, supporting your technical and financial teams.

	Google	Azure	IBM	Challenger
Recommendations	Quarterly plan and commitment review	Quarterly plan and commitment review	Quarterly plan and commitment review	Quarterly plan and commitment review
Cloud Provider news and information	✓	✓	✓	✓
Cloud Provider promotion guidance	✓	✓	✓	✓
Detailed Savings Report	Up to 1/quarter	Up to 1/quarter	✗	✗

Support - Get the most from Strategic Blue

Our dedicated team, here to help.

	Google	Azure	IBM	Challenger
Support access	2 working days response	2 working days response	2 working days response	2 working days response
Service management and information requests	✓	✓	✓	✓
Technical support for Strategic Blue Services	✓	✓	✓	✓
Commitment renewals	✓	✓	✓	✓
Custom commitment pricing	✗	✗	✗	✗
Spend alert analysis	✓	✓	✗	✗

Bolt ons – Tailor services specifically to you

Additional, chargeable services tailored for your specific needs. These are designed to enable you to get more from our services or help you progress on your Cloud FinOps development journey. Our consultancy team is here to help you understand what is possible and agree deliverables, timescales and costs with you. They will then work with your teams to deliver and implement data driven, practical driven recommendations.

Plan Qualification Criteria

Each of the plans are designed to align with your organisational preferences to provide you value at different points in your cloud adoption and Cloud FinOps capability development journeys. In order to provide these offerings, we need to consider key qualification criteria. These Plan Qualification Criteria enable us to deliver mutually beneficial offerings, set expectations and prerequisites or provide guardrails to keep you on the best plan for you at all times.

Plan Qualification Criteria	Google	Azure	IBM	Challenger
Spend	No spend criteria.	No spend criteria.	No spend criteria.	No spend criteria
Existing Cloud Provider Commitments (e.g. committed use discounts or reservations)	Existing Resource commitments transferred. Existing Spend commitments to be migrated with Google AM backing.	We will review any existing commitments you have and where possible create a management plan to accommodate them.	You cannot have any existing commitments. We can work with you to establish the best timeline for onboarding with Strategic Blue.	We will review any existing commitments you have and where possible create a management plan to accommodate them.
Accounts consolidated under a Strategic Blue organisation	N/A	CSP Subscriptions only (no EAs)	N/A	N/A
Organisation level services	N/A	N/A	N/A	N/A
Customer Specific Price List	Supported	Not supported	Supported	Cloud Provider Dependent
Strategic Blue is your Cloud	Yes	Yes	Yes	Yes

Reseller				
Credit	You must pass our credit checks.			
Direct commitments to Cloud Provider	You shall not make any form of commitments to Cloud Provider directly, such as reservations or to access committed usage discounts without the prior written consent of Strategic Blue.			
Location	United Kingdom, United States and European Economic Area Commercial and Public Sector UK			
Account Model	N/A	CSP	N/A	N/A

Want to know more?

Buy cloud your way



Services that allow organisations to procure cloud in a way that is not generally available from Cloud Providers directly. This includes additional discounts for shorter than standard payment terms, Local Currency Invoicing, Cash Flow Shaping and Flexible Commitment Durations.

Use your preferred currency

Invoices payable in the currency of your choice. Standard currencies are USD, GBP and EUR, other currencies may be available upon request. Non standard currencies are subject to an assessment and approval process and may incur additional charges.

Standardise monthly payments

Payment management to enable a level of predictability to your cloud expenditure. This can be delivered through these potential models:

- Pre-paying for cloud consumption with usage tracked through a cloud credits scheme.
- Upfront payments amortised over a given period of time (chargeable).
- Avoid large peaks or upfront licence costs through a rolling average payment (chargeable).

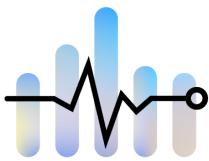
The nature of the service required here will be defined between you and your Account Manager. Where appropriate the service and any associated fees will be written into your contractual agreement.

Maximise use of Commitments between cost centres

Making purchasing decisions at an organisational level introduces extra optimisation potential but at the expense of making it harder to attribute costs reliably. We provide this visibility so that you can maximise the benefits without compromise to cost attribution and accountability.

Optimise rates paid	Reduce the proportion of your cloud spend that attracts the highest, undiscounted rate. We enable savings without any Commitments but provide you the tools to understand what Commitments you could make for varying levels of discount.
Flexible commitment durations	With the ability to specify durations as precisely as you need from 3-36 months, you remove the limitations of buying direct.
Apply customer specific pricing	When you match the qualifying criteria, we can help you negotiate customer specific pricing agreements for superior overall rates from AWS. With such agreements in place, including any that predate your relationship with Strategic Blue, we ensure the additional benefits these provide are combined with other optimisation approaches.
Dynamically calculate fees at custom rates	We calculate and apply the benefits from customer specific pricing and schemes such as the egress waiver to your cost and usage reports throughout the month. When buying direct, you must wait till after month end to see an accurate view of the amount you will have to pay.
Pay upfront	Pay for services in advance rather than in arrears to realise additional savings or fit with your purchasing preferences.

Track your vital stats



Cloud Provider bills are often transparent as they list everything that the End Customer has used, however they are often far from clear. This group of services offer clear and transparent billing enriched with the ability to perform trend analysis and highlight anomalies. Our experts are available to help you interpret the data if needed.

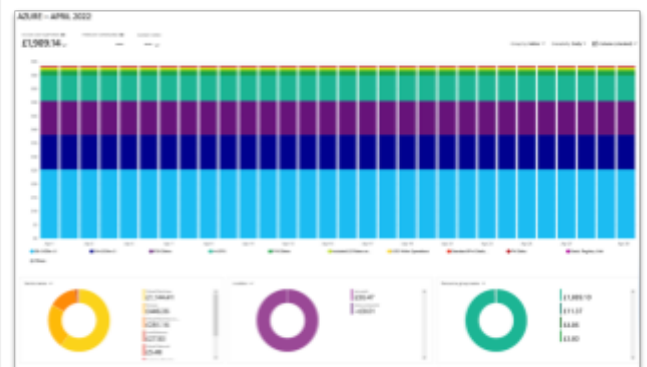
Clarity Invoice

Clear, simple invoices issued monthly to illustrate costs, savings and purchasing preferences.



Backing Sheet

Created for each account/defined group of accounts under management to provide the context behind the invoice amount and illustrate key consumption trends.



Optimise your spend



Our Cloud FinOps specialists and FinSAs work together with our industry-leading pricing tools to provide better pricing than you'd get from Cloud Providers

directly. Our FinSAs proactively search for optimisation opportunities on your behalf.

Saving Report	News and Information	Cloud Provider Promotion Guidance
<p>When you request this report it will provide detailed optimisation opportunities specifically tailored to you, your usage, buying preferences and the additional flexibility Strategic Blue offers to minimise the proportion of your spend purchased at un-discounted rates.</p>	<p>Our monthly newsletter provides a roundup of all things Cloud FinOps. It varies to ensure it remains relevant but it can include:</p> <ul style="list-style-type: none"> • The latest links to educational resources such as our webinars, podcasts and blogs • Insights from our FinOps Consultants • Updates from our product team 	<p>There are a huge number of promotions, initiatives and incentives available to support you in your cloud development. If you keep us informed with your plans, we can help you take advantage of these opportunities. We call this treasure hunting as it can provide you with migration support, technical assistance or credits for cloud spend for example.</p>

Support: Get the most from Strategic Blue

Our dedicated Account Management Team is here to help you make the most of our services. They act as your internal champion and central point of contact to ensure your voice is heard and needs are met.

<p>Service management and information requests</p>	<p>General support regarding your invoices, backing sheets, dashboard or your Service Plan. The team will provide advice, guidance and issue resolution and will invite your feedback on our services and feature requests you would find useful for the future.</p>
<p>Technical Support for Strategic Blue services</p>	<p>Our FinSAs will provide any technical assistance required to adopt our services, migrate between Service Plans or satisfy due diligence requests on our service delivery mechanisms.</p>
<p>Commitment renewals</p>	<p>Contractual management and purchasing from AWS required to provide discounts associated with spend or resource Commitments.</p>
<p>Custom commitment pricing</p>	<p>We will produce pricing proposals for Commitments built to your specific requirements in term, flexibility and volume to ensure they remain tightly aligned to your organisational needs.</p>

How do we work together?

The Strategic Blue difference

Cloud Provider Commitments

There are a huge number of promotions, initiatives and incentives available to support you in your cloud development. If you keep us informed with your plans, we can help you take advantage of these opportunities. We call this treasure hunting as it can provide you with migration support, technical assistance or credits for cloud spend for example.

Account Model

- **Google Reseller Model**
Google are flexible in their approach to the reseller model, as the End Customer is always seen as a Google customer. Strategic Blue operates as a Value Added Reseller (VAR), where the Projects are part of the Customer organisation, and the Billing account is applied where the customer wishes.
- **Azure Reseller Model**
Microsoft offer several options for procurement of cloud services. Strategic Blue is an Azure CSP reseller. CSP does not allow Enterprise Agreements to be applied to the usage.
- **IBM Cloud Reseller Model**
IBM are flexible in their approach to the reseller model, as the End Customer is always seen as an IBM customer. Strategic Blue operates as a Value Added Reseller (VAR), where the cloud workloads are part of the Customer provision, and the Billing account is managed through IBM reseller channels..

Service adoption

Contractual Agreements

Our agreement together comprises the elements shown below:

Cloud Purchasing Agreement, CPA

Overarching agreement with common terms between plans. Represents the most significant part of the total Agreement. Draws relationships with, and precedence of, the Service Description, Plan Addendum and Commitment Letters.

The CPA applies when Strategic Blue is your Cloud Provider Billing Partner and can be used with all Service Plans.

Service Description

Details the services provided, points of differentiation between plans and key elements of our partnership.

Plan Addendum

A different addendum applies for each plan. Each describes specific terms of that plan and its effective start date. The addendum with the most recent start date applies.

Google

Azure

IBM

Challenger

Commitment Letters

Detail specific resources and terms for which deeper discounts can be applied.

Onboarding actions for New Customers

Within one working day of the effective date of the first signed Addendum Strategic Blue will provide support contact details and access to raise support requests under your account within our support system.

Leaving us

The process for leaving varies by plan. Your Account Manager will guide you through it but in summary:

Google	<p>You are free to leave after the end date of the Delivery Term of your longest remaining Commitment. You will need to change the Billing Account to a direct provision or to a new reseller.</p> <p>For Google Workspace the customer will need to create or obtain a transfer token to migrate to a different reseller.</p> <p>We will then issue your final invoice for services used for the final partial month.</p>
Azure	<p>You are free to leave after the end date of the Delivery Term of your longest remaining Commitment. You will need to off-board the subscription(s) to a direct Azure provision or to a new reseller.</p> <p>We will then issue your final invoice for services used for the final partial month.</p>
IBM	<p>You are free to leave after the end date of the Delivery Term of your longest remaining Commitment. You will need to inform Strategic Blue of the new route to market, either through a direct IBM provision or via a new reseller.</p> <p>We will then issue your final invoice for services used for the final partial month.</p>
Challenger	<p>Cloud Provider dependent.</p>

Disclaimer

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