

CLOUD PLATFORM SOLUTIONS AND SERVICES



DYNAMICS OF CLOUD PLATFORM SOLUTIONS AND SERVICES

The world is changing rapidly in terms of communication technologies, technological growth in computing and computing devices and data communication which is leading to the tremendous growth of cloud technology, dynamics of data storage and management. As Amazon and Google positioned themselves as the top data storage and management companies with excessive cloud computing capacities, more companies are adopting cloud computing to improve their businesses.ⁱ The global cloud computing market size is expected to grow from USD 371.4 billion in 2020 to USD 832.1 billion by 2025, at a Compound Annual Growth Rate (CAGR) of 17.5% during the forecast period. While technology spending in APAC has increased, the setback due to the recent COVID-19 pandemic is prevalent. Cloud technology adoption is expected to increase in sectors where the WFH initiative is helping to sustain enterprise business functions.

In June 2020, Google announced a partnership with Telefónica. Under this partnership, Google is planning to launch a cloud region in Spain that will leverage Telefonica's Madrid region infrastructure. This partnership also aimed at economic recovery of the country post-COVID-19 by boosting the digitalization of companies and supporting Spain's public administration.

In May 2020, Microsoft announced Microsoft Cloud for healthcare to tackle COVID-19 challenges. Microsoft introduced industry-specific cloud offerings for healthcare organizations, improved workflow efficiency, and streamlined interactions. Microsoft Cloud for healthcare includes data analytics for both structured and unstructured data.

The increasing shift of enterprises toward the adoption of digital transformation and accelerating customer experience are a few more factors leading to the adoption of cloud computing services, which are ultimately reducing enterprise costs. Moreover, cloud offers the benefit of the pay-as-you-go model, which enables enterprises to pay as per their usage of cloud services, leading to reduced costs.ⁱⁱ

Cloud computing is very prevalent internationally and Pakistan is also picking up its pace in adopting cloud solutions. There are many startups and organizations that are offering their expertise in cloud computing to local and international clients. The services being offered are of high quality and are being applauded internationally.

Industry(s)	Company(s)
IAAS (INFRASTRUCTURE-AS-A-SERVICE), PAAS (PLATFORM-AS-A-SERVICE), SAAS (SOFTWARE-AS-A-SERVICE)	Emumba, Systems Limited, Hotpod, Xgrid, Sudofy, Multilynx, Techostudios, Multinet, Oracle Pakistan, AWS, GDG Cloud, IBM, Imroz, TallyMarks,
STORAGE SERVICES, CLOUD ARCHITECTURE AND OPTIMIZATION	Rapid Compute, Systems Limited, PTCL, Xtecsoft, Ivolve Technologies, NorthBay, Puffersoft, Kloud PK, Xavor Corporation, Communication Square LLC
PRIVATE CLOUD	Rapid Compute, CubeXSWeatherly, Multilynx

COMPANIES PROVIDING CLOUD PLATFORM SOLUTIONS AND SERVICES IN PAKISTAN



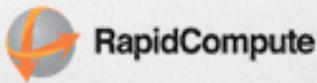
Emumba

Emumba is a cutting-edge software technology firm that prides itself in its ability to attract and retain top talent and solve complex problems. Led by Silicon Valley veterans, the leadership team has 75+ years of cumulative global experience in technology development, product design and leadership. Founded in 2011, the company has realized 100% YOY growth and is now home to 150 world-class engineers and designers. Emumba started with a focus on building products and later diversified to offer software services to customers. This blend has created a unique DNA that puts equal emphasis on product design, user experience and solid engineering.ⁱⁱⁱ Emumba provides services such as Cloud Native Architecture, Data Pipelines, Big Data and Analytics, Continuous Integration Continuous Deployment, Monitoring & Logging, and Cost optimization. Its notable clients include Aera, Klosecare, Twitch, Fetch. Ai, Savvius etc.

Sudofy

Sudofy is an AWS Consulting Partner company dedicated to serve startups, SMEs and large enterprises with innovative cloud solutions. Its mission is to empower businesses in achieving their goals by providing its expertise in AWS. It has a team of AWS certified individuals ready to tackle all kinds of technical challenges head-on.^{iv}





Rapid Compute

Established in 2012, Rapid Compute is a public cloud computing platform. It is an Infrastructure as a Service (IaaS) cloud provider offering high performing, standards-based, flexible and robust cloud solutions to power the Mission-Critical applications of businesses.^v It has a specialized service for startups, Startsmart, in which it provides free of cost migration services onto the cloud, cost subsidies on all virtual machines to set up and scale

applications, free of cost web presence on high-performance web servers, technical assistance and one-on-one engineering sessions with Rapid Compute's trained Infrastructure and Software Development Teams, Free of Cost Optimization of Test-beds for demos and showcases. It also provides office spaces for any demo meetings with investors and buyers.^{vi} It has gained the trust of the clients such as National foods, PSX and Albarakah Bank.

Systems Limited

Systems Limited uses cloud services to help reduce time to market and build richer, more meaningful customer experiences. It possesses expertise in all cloud deployment models, including public, private, and hybrid cloud to deliver the best mix of cost efficiency and control over businesses' resources and data. Its cloud business solutions harness high-performance technologies like micro services, web APIs, Platform-as-a-Service, and serverless architecture to build a personalized path to the cloud.^{vii}

System Limited provides cloud strategy and assessment, cloud adoption and transformation strategy, cloud assessment and optimization.^{viii}



PTCL

Pakistan Telecommunication Company Limited (PTCL) has become the third major player in the country to offer cloud services to large-sized and especially to Small and Medium Enterprises (SMEs). PTCL offers cloud computing solutions from its data centre in Islamabad, Lahore and Karachi. Corporations operating in the country are getting a good proposition for hosting their websites, which will bring them better ping rates which

increases the trust factor as well. Cloud computing in education is one of the values of technology in the education sector. The practice of technology in the education industry has given mobility and flexibility to learning. It is cost-saving and an attractive system for schools to make learning easy for students. By 2020, 3G exposure is projected to grasp 90%, while mobile broadband to 40% of the population of Pakistan. Pakistan has prodigious room for growth in terms of e-payments and digital access since it has a "unique mobile subscriber penetration of 31%, mobile broadband penetration of 5%, and bank-mobile money account penetration among adults of 13%".^{ix}

XGrid Inc

Established in 2012, Xgrid has a history of delivering a wide range of intelligent and secure cloud infrastructure, user interface and user experience solutions. Its DevOps consultation services enable the clients to find the most appropriate solution for their organization and help in migrating all workloads to AWS, freeing up resources for critical organizational work. Reimagine, innovate and expand your business with no resource constraints or security fears. It provides a secure strategy for cloud migration to customers who are ready to migrate applications and workloads to AWS. Xgrid uses innovative tools and services and has experts to help in every step of the migration to ensure the process is seamless and secure, without any disruption to day-to-day business.^x



Xtecsoft

Xtecsoft is a business cloud computing company that delivers custom cloud solutions that are engineered from the ground up to be deployed to a cloud environment and provides out of the box security, resilience and availability inherent to cloud providers. Being a technology consulting firm, it provides end to end custom ERP development, custom software development, enterprise mobile app development, Cloud-based ERP development and support.^{xi} Xtecsoft is well versed with cloud technology and provides services such as Cloud-First Development, Cloud Migration, Cloud Optimization, Microsoft Azure, AWS, and Hybrid solutions to the clients.^{xii}



iVolve Technologies

iVolve Technologies is a cloud computing company that provides Cloud engineering and manages service providers. Its managed cloud services enable businesses to run their workload in a hybrid cloud ensuring maximum benefits of public or private clouds are achieved. iVolve 360 cloud-managed services ensure customers that all aspects of the infrastructure are being managed and monitored. iVolve provides DevOps services to businesses who want to run applications on the cloud. iVolve Technologies work closely together with clients to successfully leverage the benefits of the cloud. iVolve maintains small yet most competent Cloud engineers and Architects in areas such as OpenStack, Azure, VMware and SDDC.^{xiii} iVolve Technologies provides services such as Cloud Adoption, Cloud Migration, OpenStack, Kubernetes and DevOps Consultation.^{xiv}

Multilynx

With the diverse portfolio of products, services and solutions that Multilynx has to offer, it is expanding its reach by tapping new industries and enterprises.^{xv} It has won its first private cloud implementation project in collaboration with VMware for the largest Telco operator in Pakistan. All the latest cloud service offerings will be included in the implementation and these capabilities will be made available for Telco's customers facilitating on-demand availability of computer system resources, especially data storage and computing power, without direct active management by the user.^{xvi}



NorthBay



NorthBay helps companies transform their business by unlocking the value of their data so they can gain agility and speed in their decision making. Their specialities include Application Development, Database and Application Migration, Data Lake/Data Warehouse, Machine Learning & AI, DevOps Staff Augmentation, and Performance & Optimization.^{xvii, xviii}

Puffersoft

Puffersoft designs and engineers robust cloud architectures and is experienced & certified in designing and deploying cloud solutions starting from VMs (Windows and Linux), containers, load balancers, internet gateways to large installations with their associated complex networking, security, scalability options, and database application. It provides support in the implementation of AWS cloud and makes IT infrastructure more flexible and scalable.^{xix}



Kloud PK



Founded in 2010, KLOUD is a leading web hosting solutions company in Pakistan. KloudPK provides comprehensive tools to thousands of users throughout the world and anyone, novice or pro, can get on the web and thrive with our web hosting packages. It provides services such as shared hosting, reseller hosting, domain name, VPS hosting, cloud hosting and dedicated hosting.^{xx}

CubeXSWeatherly

CubeXS Weatherly (Pvt) Limited is a leader in information technology solutions and data services. The company was formed after a joint venture between Weatherly Companies of the USA and CubeXS Private Limited, an ISP (DSL Internet Service Provider). CubeXS as a managed cloud service provider serves different industries by providing customers computing, storage, network and operating systems with complex tools and applications that run on top of that infrastructure.^{xxi}



Over the last decade CubeXS Weatherly has emerged as a top-notch solutions provider having a presence in Pakistan and North America with an array of services ranging from Data Center & Cloud Services to Managed Services, International POPs and Connectivity (FTTx, Radio, MPLS, TDM and DIA). With the growing e-commerce and technology-related businesses, CubeXS Weatherly is used by young entrepreneurs who are seeking secure, reliable and scalable cloud hosting solutions.^{xxii} It offers a range of clouds including public cloud, private cloud and hybrid cloud.^{xxiii}



Xavor Corporation

Xavor Corporation is a leading technology company which helps its clients with reliable software solutions and the best technology and business advice. With a rich experience of providing technology solutions at exceptional quality standards, Xavor enjoys the trust of thousands of companies including Fortune 500. Xavor has offices in China and Pakistan. It provides services such as Technology Solutions, Marketing Solutions, Design Services, DevOps & Cloud, AI/ML Solutions, Business Consulting, Embedded Systems and Mobility Solutions.^{xxiv}

Communication Square LLC

Founded in 2015, Communication Square is a Microsoft Gold Partner that helps small and medium-sized enterprises in Pakistan get more productive and secure in the cloud. A Microsoft Gold Partner for over 5 years, Communication Square takes pride in holding 9 Gold and 12 Silver competencies. It provides risk-free migration with zero downtime and effective change management, ensuring a seamless transition and adoption by end-users that helps grow the businesses. It provides cloud users with ready solutions to help manage, migrate, and protect their data.^{xxv}





Redrackx

Redrackx is Pakistan's First Multi-Country Cloud. Part of the REDtone group, it provides customers with off-site, on-site and hypervisor only scenarios across our datacenter locations in Pakistan. As Google's in-country focus partner it also provides customers with access to the Google Cloud Platform (GCP) globally. Its services extends past Infrastructure as a Service (IaaS) and through its partnerships it offers customers access to a truly transformative cloud experience, through our tools and technologies across, big data, AI, Automation etc.^{xxvi}

Tallymarks Consulting

Since its formation in 2010, Tallymarks Consulting has been providing a suite of business services in Pakistan. Tallymarks provides cloud hosting solutions called TMC Cloud, which is an ISO 27001 Certified Cloud Solutions Provider. These services are provided through tier 3 data centers in Pakistan which can either be managed or unmanaged. In unmanaged cloud services, users can pay to have their cloud hosting managed by the Tallymarks team. In the latter, managing cloud hosting is solely the responsibility of the client.^{xxvii}



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TALK TO US



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BUSINESS IN THE CLOUD PLATFORM
SOLUTIONS AND SERVICES INDUSTRY?**

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ABOUT THIS INDUSTRY ROUNDUP

Pakistan Software Export Board developed this paper by hiring services of an independent consulting firm to prepare this roundup on Pakistan's Cloud Platform Solutions and Services sector. The paper focuses on Pakistan-based companies in this vertical and appries the reader of the expertise available in Pakistan in the Cloud Platform Solutions and Services domain.

DISCLAIMER

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