

rhipe to Resell IBM Cloud Infrastructure in Asia-Pacific Region



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rhipe to Offer IBM Cloud Infrastructure as a Service (IaaS) to Asia-Pacific Partners

The board of rhipe is pleased to announce that it will be reselling IBM Cloud services through its partner ecosystem across seven countries in the Asia-Pacific region, including Australia, New Zealand, Singapore, Malaysia, Philippines, Indonesia and Thailand. As part of its agreement with IBM, rhipe will resell IBM Cloud infrastructure from SoftLayer, including bare-metal and virtual servers, networking and storage cloud services.

"We're excited by this new opportunity. This agreement is a great fit for both rhipe and our partners: we believe this offering will provide our partners with world-class data-centre infrastructure on which they can build and deploy their consumption of Microsoft and other vendors' Service Provider Licenses," says **Dominic O'Hanlon, rhipe's Chief Executive Officer**.

The IBM Cloud Global Infrastructure Advantage

Enterprises today need a mix of cloud infrastructure options and services to be successful. Through its SoftLayer infrastructure, IBM Cloud provides:

- A complete range of bare metal and virtual cloud servers, networking storage and other services capable of tackling the toughest workloads.
- A global cloud footprint including:
 - o A growing number of data centres worldwide
 - o A private network that connects every SoftLayer data center (with data transfer between data centers at no additional charge)

- High-speed network-within-a-network architecture that ensures the best performance
- Servers available either monthly or by-the-hour to allow for scalability and flexibility
- Unmatched visibility and control via the platform's API, Web portal and mobile apps.

According to **Chris Sharp, rhipes' Chief Strategy Officer** based in Singapore: *"Our ecosystem is growing across South East Asia, and this agreement continues to help our partners deliver extraordinary services through the cloud. This will help our partners extend their services on a cost-effective, pay-as-you-use (i.e. monthly) basis via industry-leading infrastructure. It will also help protect our partners' investment in industry-leading software services and also enable our existing vendor partners to have another platform for delivery of their services. It's a win-win relationship."*

IBM Cloud's Infrastructure

SoftLayer infrastructure from IBM provides bare-metal servers, which are single-tenant physical servers that are completely dedicated to a single customer. Bare-metal servers combine high-performance computing (workloads have direct access to physical hardware resources thereby providing huge amounts of compute power), provisioning in hours built to spec and cloud-pricing benefits. Customers can choose, configure and manage their own virtualization of the bare-metal servers and provide their users with multiple Operating System (OS) image choices on which to run their own virtual servers.

All bare-metal servers come with a comprehensive set of features and services, including unlimited private network bandwidth and rigorously certified security and compliance. SoftLayer virtual servers—provisioned in minutes—deliver a high degree of customization, transparency, predictability, and automation, and they integrate seamlessly with SoftLayer bare metal servers. Customers have multiple options from which to choose when configuring the best balance of performance, redundancy, connectivity and storage.

Outlook for rhipes Through This New Relationship

This new relationship creates a platform upon which rhipes' existing licensing-product portfolio can be deployed. rhipes will continue to sell and aggregate subscription-licensing models for service providers from many of the world's leading software vendors, including Microsoft, VMware, Red Hat, Citrix, Veeam, Trend Micro, Intel Security (McAfee), DataCore and Zimbra.

The financial assumptions can be summarised as follows:

- Revenue and margin will be generated by educating the service-provider community on how the channel can deploy solutions on this platform.
 - Margins will depend on the mix of service providers adopting the program within the channel, however, overall, they are expected to be similar to margins in other rhipe programs.
 - All revenue generated from this new program will be subscription-based annuity income streams.
 - Expected Year 1 investment is \$1.5M.
 - rhipe expects to see a positive contribution in the second year.
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- The IBM/rhipe relationship requires an investment in people to support the program in country and regionally. Additional teams in each country will be recruited to supplement the rhipe teams in place today, for roles across sales, services and support.
 - The geographic coverage of this agreement is seven countries in Asia-Pacific: Australia, New Zealand, Singapore, Malaysia, Philippines, Indonesia and Thailand. rhipe already operates in these countries.

The board of rhipe is pleased to announce this relationship with IBM and shares the positive outlook for its success in the APAC region as cloud adoption continues to gain momentum.

"We congratulate the management team and all employees who worked tirelessly on the strategy and presentations to enable the company to enter into this new agreement," said Mike Hill, Executive Chairman of rhipe Limited.

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Additional information

About rhipe

rhipe, (ASX:RHP) is the cloud channel company. It provides its partners with a complete end to end cloud solution, helping them to grow and thrive in the emerging Cloud economy. As the Cloud 1st, Channel 1st company, rhipe is recognised as the leading expert in subscription software licensing in Asia Pacific and its multi-award winning services and support division is the industry leader in Microsoft Office365 implementation.

Formerly known as NewLease, the company rebranded to rhipe in 2014 and has offices in Melbourne, Sydney, London, New York, Shanghai, Auckland, Singapore, Bangkok, Manila, Mexico, Kuala Lumpur and Jakarta.