CENTERITY

Distributed Enterprise Edge

Centralized Visibility, Context and Control

for business and performance optimization

About

CENTERITY

- Serving customers since 2010
- HQ in Newton, MA
- R&D center in Israel
- 65 employees | 15+ partners
- ISO **27001, 9001 & 90003** certified
- **PCI** compliant

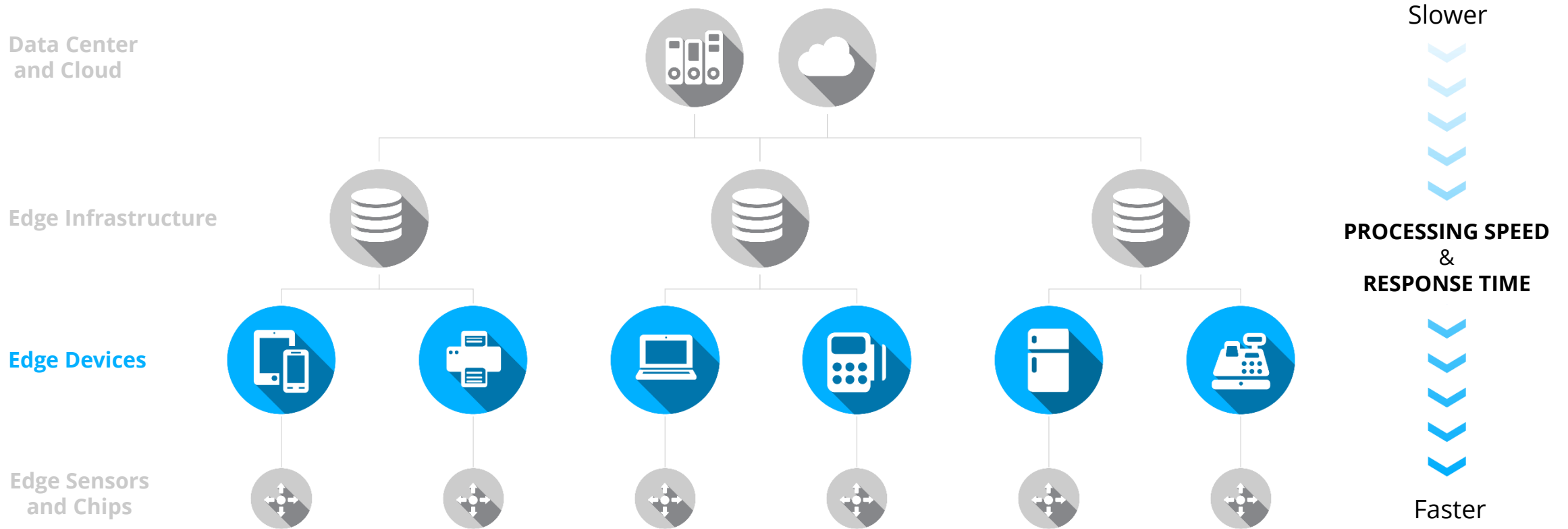**300+** Global deployments including Fortune 500 companies

intel UPS NCR CISCO DELL

BB&T RICOH L3HARRIS Printec

Award-winning AIOPs platform for the distributed enterprise edge

2020 VALUE LEADER — BUSINESS IMPACT AND IT-TO-BUSINESS ALIGNMENT — EMA Radar™ for AIOps: Q3 2020

Gartner COOL VENDOR

Digital Transformation Means Business at the Edge

The traditional centralized approach to business operations is giving way to a powerful autonomous edge

Data Center and Cloud

Edge Infrastructure

Edge Devices

Edge Sensors and Chips

Slower

PROCESSING SPEED
&
RESPONSE TIME

Faster

The majority of data in distributed enterprise environments now resides at the edge

Enterprises Lack Edge Visibility, Context, and Control

Data at the edge represents a volume, latency, bandwidth, and cost problem that enterprises are ill-equipped to address

Millions of distributed business edge devices connected

235 million globally distributed enterprise sites

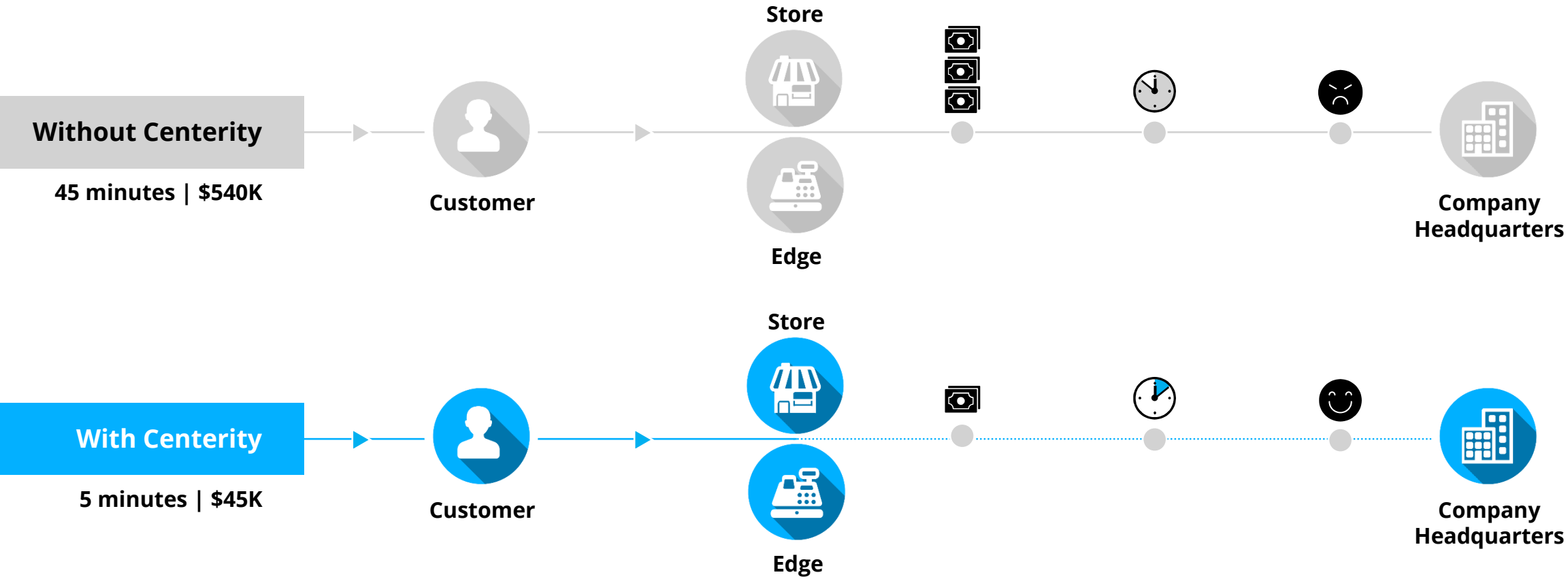**75%** of CIOs today are now responsible for edge devices

10-30+ incompatible monitoring tools are used by enterprises and still have edge blind spots

>85% of enterprises will have multiple incompatible technology stacks deployed due to lack of edge standards

If you don't have eyes on the edge, you are unable to assure efficient IT and business operations

The Impact is Meaningful – and it is Getting Worse

Lack of centralized edge visibility is to blame for slow mean time to repair (MTTR), operational inefficiency, and poor customer experience

Without Centerity

45 minutes | $540K

Customer

Store

Edge

Company Headquarters

With Centerity

5 minutes | $45K

Customer

Store

Edge

Company Headquarters

Companies who control their distributed enterprise edge will gain a significant competitive advantage
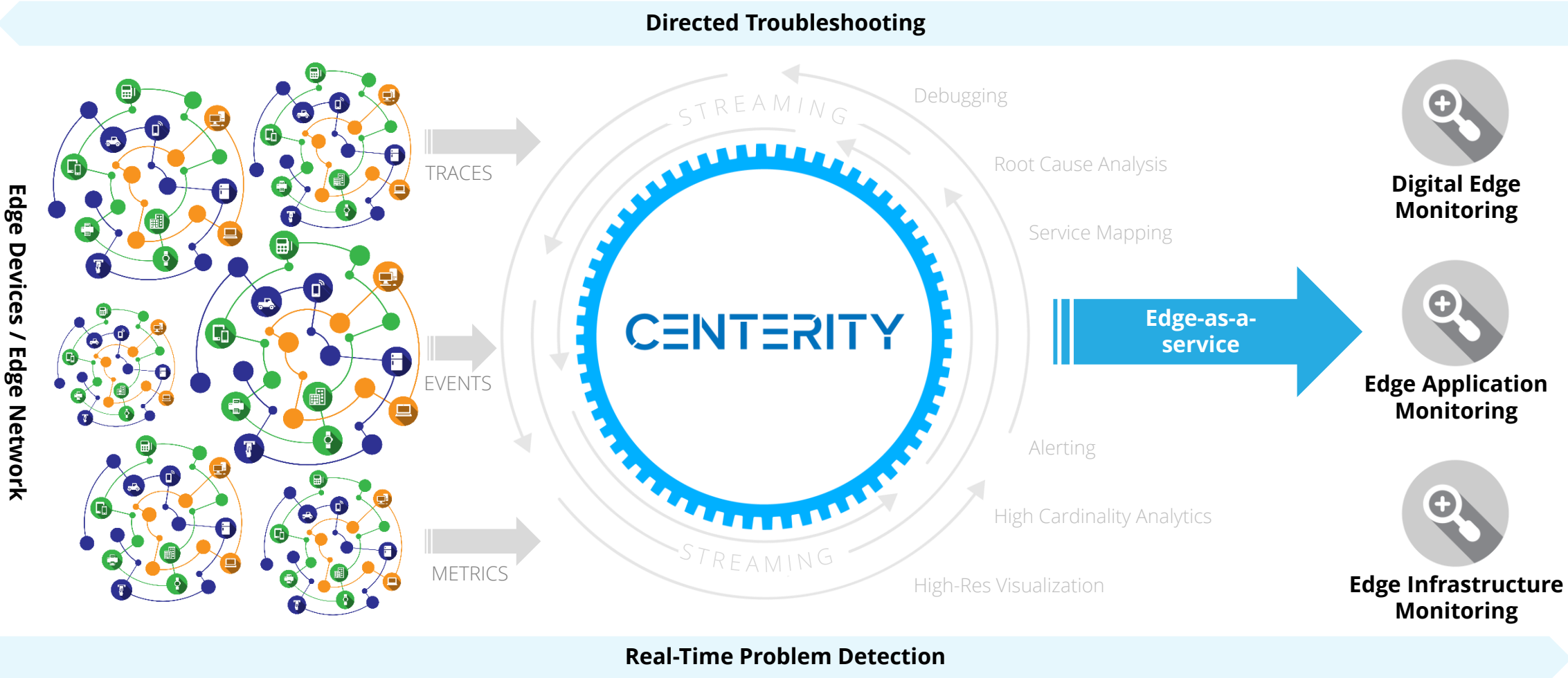
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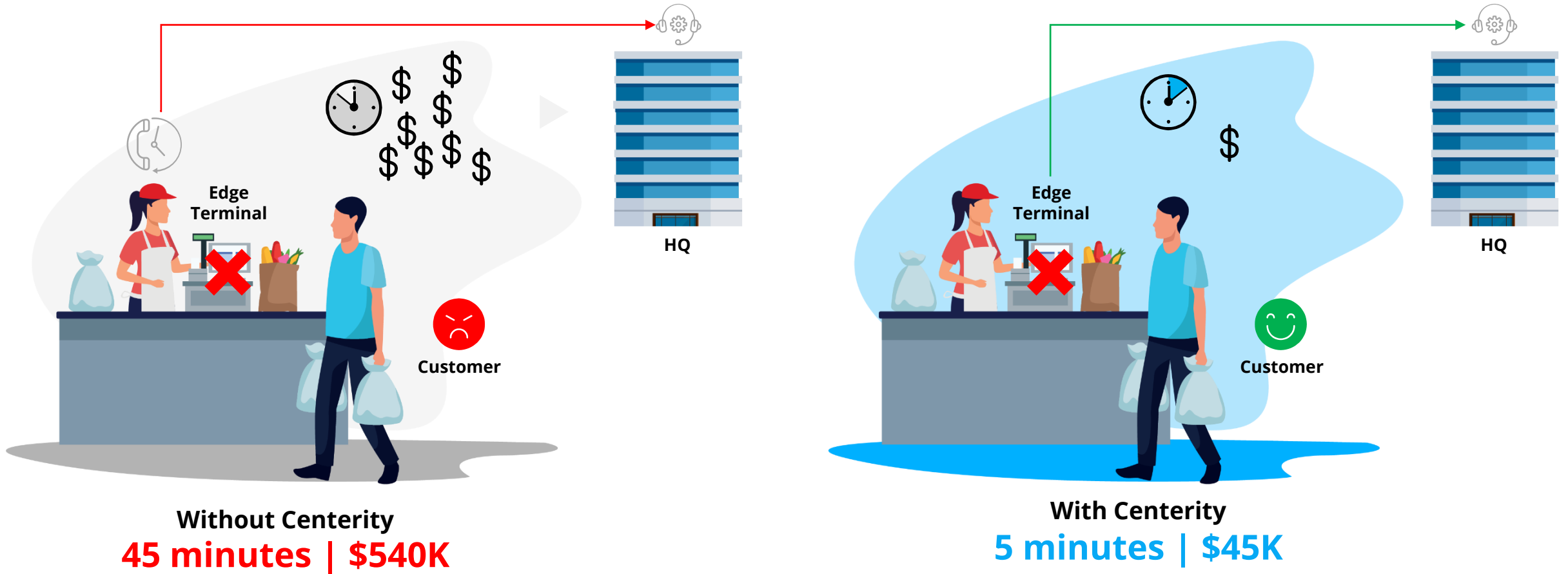
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Centerity Unifies & Simplifies the Distributed Enterprise Edge

A single source of truth – with contextual insight – is essential for today's distributed edge-driven business

Directed Troubleshooting

Edge Devices / Edge Network

TRACES

EVENTS

METRICS

STREAMING

Debugging

Root Cause Analysis

Service Mapping

Alerting

High Cardinality Analytics

High-Res Visualization

STREAMING

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Edge-as-a-service

Digital Edge Monitoring

Edge Application Monitoring

Edge Infrastructure Monitoring

Real-Time Problem Detection

Key Features and Benefits

Powerful capabilities from a single intuitive platform built on an open microservices architecture

Single console

Unified visibility and control for easier, more powerful and cost-efficient management

Full Stack

IT, OT, Cybersecurity and business data end to end observability for edge-to-cloud and form legacy-to-new tech coverage

Open Platform

Pre-configured with 200+ integrations for rapid deployment and quick time-to-value

AI-Powered

Anomaly detection for predictive insights and rapid remediation

Hybrid deployment

On-prem,
cloud, SAAS or Hybrid deployment for maximum flexibility

Board-to-Ops dashboards

For critical enterprise context enabling smarter business decisions

Award-Winning Platform Technology

Platform purpose-built to simplify distributed enterprise and operations management

High-availability **microservices architecture** makes it easier to power any technology architecture regardless of scale, load, or complexity
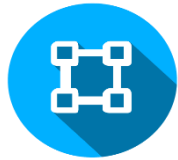
Integrating a **container-based architecture** (Docker & Kubernetes) and cloud/SaaS as the building block accelerates innovation and time-to-market
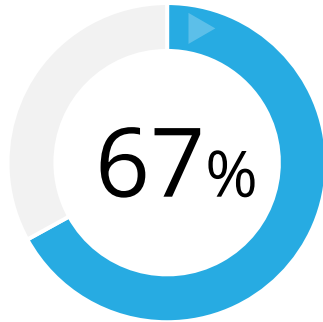
Highly scalable, high-performance platform supports any deployment architecture (cloud, on-prem, hosted) to simplify orchestration in highly dynamic distributed edge environments

Business Overview

Common Use Cases

Better Service to the customer, lower costs for the MSP

67%

Up to 67% reduction in support tickets with advanced observability & automation

- Reduced complexity
- Faster MTTR, better SLA
- Increased productivity

NCR

Achieving 24/7 availability and unifying mission critical technologies via a single platform

- Faster time to market
- Advanced observability
- Accelerate innovation

L3HARRIS™
FAST. FORWARD.

Optimizing in-store productivity and a 4 to 1 reduction in monitoring tools

- Proactive monitoring
- Greater efficiency
- Automating IT operations

KOHL'S

Value Delivered: Case Study

Better Service to the customer, lower costs for the MSP

- **Industry**: Retail

- **Revenue:** $15.9 billion

- **Total Employees:** 129,000

- **Deployment:** Hybrid cloud, mostly on-premises, with 56 devices per site, 1162 sites, multiple 3rd vendors per site

- **Performance monitoring tools:** 5 tools across hand-held mobile computers, network, voice management systems, database, and applications
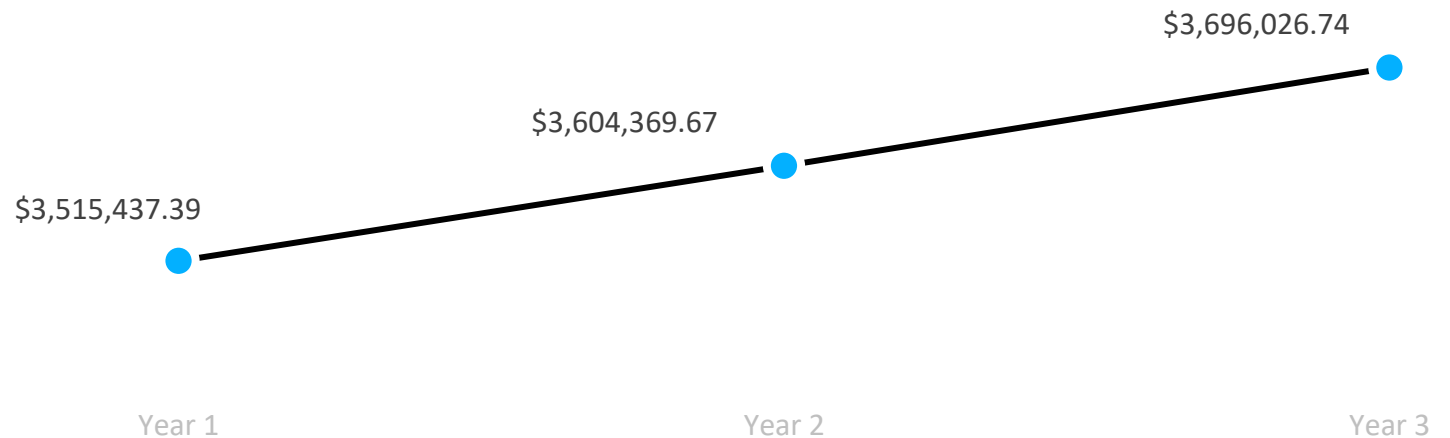
73%
ROI

$10.81M
Benefits PV

$4.22M
NPV

<1 year
Payback

Total Benefits (Risk-Adjusted)

$3,515,437.39

$3,604,369.67

$3,696,026.74

Year 1

Year 2

Year 3

GTM strategy

- Direct Partnerships – Global Strategic OEMs/SIs

- Dedicated Indirect Channel via SYNNEX 2-Tier Distribution (LOW TOUCH)

  - Channel Ecosystem >80 Partners

  - MSPs, Solution Providers, OEMs

  - Tele-sell – SDR team for SAAS

- Strategic Verticalization – Retail, Hospitality, Banking, Public Safety, Federal

- Technology Specialization – Internetworking, LAN/WAN, Data Center, Security, SaaS, Service Delivery

- Global Coverage – Americas, EMEA, APAC

Market Size – U.S. (Phase one target)

- **Food & beverage** establishments: **3,608,306**

- **Banking** establishments: **468,042**

- **Retail** establishments: **4,314,698**

- **Total industries** establishments - **9,156,360**

Phase One Market Potential – $5.054B

103,417
Top 10 QSR, number of locations in the US

161,812
Top 50 QSR, number of locations in the US

108,305
Top 50 Retailer, number of locations in the US

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Market Size - Global

- Total **restaurants, pubs, cafes** :   **15,05,201**

- Total **Quick Service Restaurants** (QSR):   **194,395**

- Top 20 countries **retail** establishments: **39,113,926**

- Total number of **bank** branches :   **18,134,002**

Global Fast Food Operating Companies
- **Restaurant Brands International RBI** (Burger King, Tim Hortons, Popeyes) – **25,496**

- **YUM! Brands International** (KFC, Taco Bell, Pizza Hut) – **50,120**

- **Inspire brand** (Arby's, Baskin-Robbins, Buffalo Wild Wings, Dunkin', Jimmy John's, Rusty Taco, and SONIC Drive-In) – **32,000**

- **Americana Foods UAE** (Hardees, Red Lobster, Baskin, Krispy Kreme, Costa) – **8,751**

- **Jollibee Asia** (Chickenjoy, Yumburger, Smashburger) – **1,300**

Compelling Business Model

- Predictable Subscription and Usage-Based Model

- Long-Term Multi-Year Contracts

- Multiple Paths to Upsell Expansion

- Global Expansion Into New Verticals and Markets

Source: Dun & Bradstreet , 2021

Avg. 12 devices
90% recurring gross spend per site per device per month

>60%
2+ Multi-Year Deals

7M+ Sites
US Customers across multiple locations

~235M Sites
Global Distributed Sites

Total Market Value – $152.3B