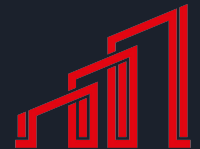




Digital Transformation & Cloud Consulting

From Business-Minded Experts

INNOVATE. TRANSFORM. OPTIMIZE.



PETABLOC



State

Managing cloud at scale – difficulties for the enterprise

Ensuring consistent, secure and cost-effective delivery requires **proactive developer-driven** approaches.

- This is hard to adopt when constantly **fire fighting**.
- It requires un-learning and a **change of mindset** for existing teams (depending on current tech debt).
- Ensuring that time exists for **development, documentation** and **testing** is often overlooked or greatly **underestimated**.
- **Siloed teams** often prove problematic for fast delivery of infrastructure platforms as well as application stack requirements.



Goal

Reduce repetition, increase innovation

The goal is to build **well architected**, **automated**, **compliant**, **repeatable**, **secure** and **cost-effective** delivery systems that ensure **stable** and **high performing** production environments able to deliver required cloud infrastructure and services for application and platform teams.

- **Improve delivery time** from days or weeks to hours and minutes.
- Allow teams to become **proactive** and **business-focused**.
- Create a **repeatable**, **adaptable** model that can be used as a foundation for enterprise-wide transformation.

Competencies

Cloud solutions from business-minded experts



EXPERTISE

Key technical knowledge

- Cloud Migration
- CI/CD & Automation
- Infrastructure as Code
- Microservices
- Compliance
- DevOps & DevSecOps
- Big Data
- Security & Networking
- Regulatory



SKILLSET

Makeup of our team

- Cloud Architects
- Platform Engineers
- DevOps Engineers
- Site Reliability Engineers
- Support Engineers
- SysAdmins
- Project Managers
- Full Stack Developers

USA/Canada/India

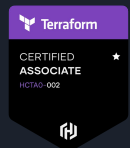


INDUSTRIES

Core industry knowledge

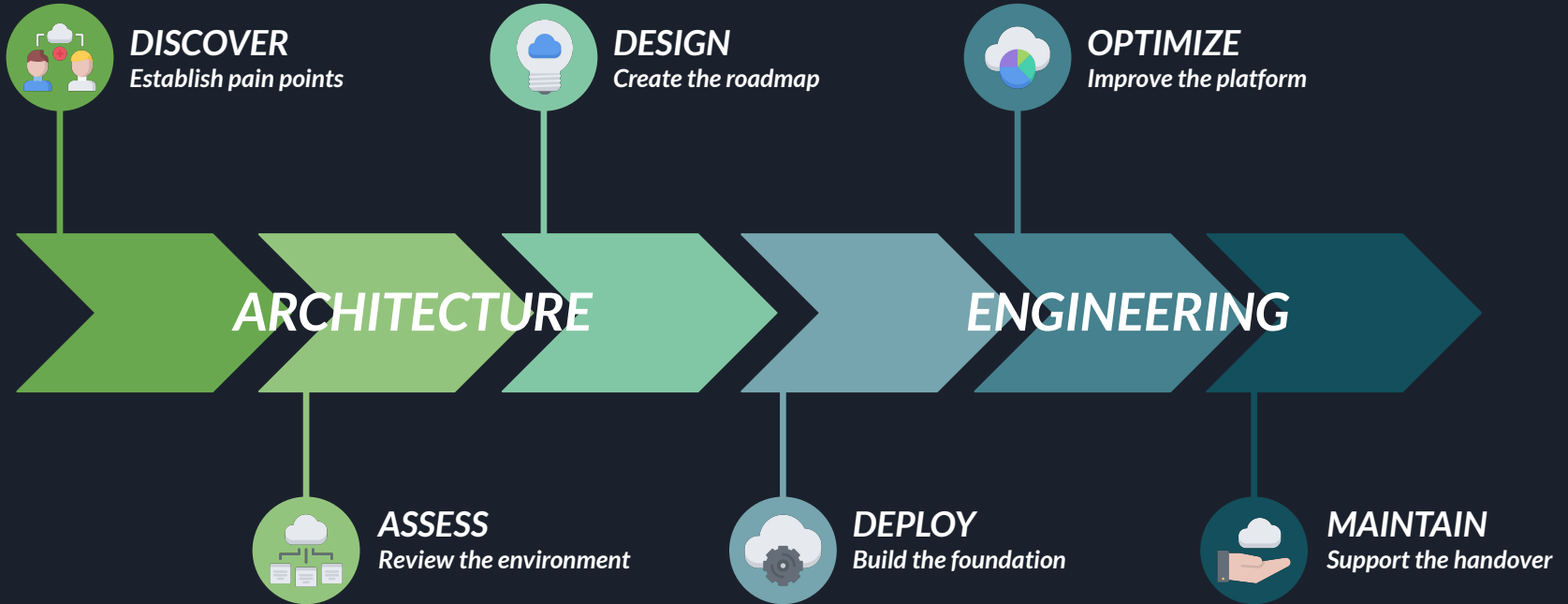
- Banking (US/Canada)
- Healthcare (US/Canada)
- Fintech
- Startups
- Big Data & Analytics

Team designations include:



Roadmap

What can we help you achieve?



Roadmap

Architecture



DISCOVER

Establish pain points

→ Meet with all business and technology stakeholders to gather requirements, costs, timelines, and understand risks.

→ Fully understand the architectural vision for the project and establish deliverables.



ASSESS

Review the environment

→ Gain access to relevant technology systems to understand the state as is.

→ Evaluate key items such as: fundamental architecture design; security deficiencies/enhancements; IaC tooling deficiencies/enhancements; process tooling and automation; cost optimization.



DESIGN

Create the roadmap

→ Provide architecture PoCs for proposed design and tooling, including a detailed overview of the current ecosystem and areas of improvement.

→ Gain approval from necessary stakeholders for design, technology and tooling choices.



Roadmap

Engineering



DEPLOY

Build the foundation

- Create environments using IaC.
- Establish controls (change management, peer reviews, release methodology).
- Define artifacts.
- Establish CI/CD automation.



OPTIMIZE

Improve the platform

- Migrate to cloud based services.
- Begin cost and performance optimization efforts.
- Incorporate metrics and observability.



MAINTAIN

Support the handover

- Introduce custom monitoring, logging and BI dashboards to ensure accurate and relevant reporting for all stakeholders.
- Provide thorough documentation/training for handoff to internal teams, and/or retain our engineers long-term.



Quick Stats

Achievements in our first five years



20+ SATISFIED MIDSIZE / ENTERPRISE CLIENTS (\$50M+ ANNUAL REVENUE)



5+ MULTI-YEAR ENTERPRISE DIGITAL TRANSFORMATION PROJECTS



\$10,000,000+ YOY COST SAVINGS THROUGH CLOUD COST OPTIMIZATION



25+ TECHNICAL CERTIFICATIONS



Client Spotlight

Business results we've enabled for our clients



ACHIEVEMENTS

Reduced spend by \$10mm/year after a 3 month optimization effort with just two engineers.

Reduced new environment setup time from over a month to under an hour.

Created a clear path to being 100% in Amazon AWS & modernized their data platform, the results of the latter presented at AWS re:Invent 2022.



Acryl Data

ACHIEVEMENTS

Created a highly scalable custom infrastructure platform using Kubernetes for Acryl, a data startup founded by LinkedIn and AirBnB tech leaders.

Flexibility was required to adapt the solution to multiple cloud providers (AWS/Azure/GCP), allowing for dynamic generation of client tenants in a hosted SaaS Platform.

Lawline

ACHIEVEMENTS

Eliminated regular service outages and got uptime in the "5 9's" (99.999%) with thousands of concurrent users streaming dynamic content.

Fully automated the development team's deployment process to reduce time to market.

Client Spotlight

Migrating to Amazon EMR to reduce costs and simplify operations at LendingClub



Key members of our architecture team spearheaded LendingClub's multi-year **Amazon EMR migration** project, which was the subject of a presentation at AWS re:Invent 2022.

Using a strategic staff augmentation model, our architects and engineers integrated seamlessly with the data engineering group, providing essential leadership and SME knowledge throughout the project lifecycle.

Watch the full AWS re:Invent presentation on YouTube [here](#).

Skills Spotlight

Full-cycle cloud migration & support by experts



ON-PREM

On-prem to cloud presence

Efficiently migrate your on-premises infrastructure to the cloud with our expert guidance. We assess your setup, select the right cloud provider, and design a tailored migration strategy. Ensure a smooth transition with minimal downtime and prioritize security. Unlock scalability, cost-efficiency, and flexibility offered by the cloud.



HYBRID

On-prem & cloud presence

Combine on-premises and cloud resources seamlessly with our comprehensive hybrid cloud migration support. We evaluate your requirements, design a robust architecture plan, and implement strategies for seamless integration. Experience agility, scalability, and enhanced data security by leveraging both environments effectively.



MULTI-CLOUD

Multi-provider cloud presence

Optimize your cloud strategy with our expert guidance on managing multiple cloud providers. We recommend suitable cloud combinations, design architecture for seamless integration, data portability, and workload management. Leverage unique features and services across different platforms, optimize costs, and enhance resilience with our specialized knowledge in multi-cloud deployments.



Resourcing

Why partner with us at Petabloc?

Niche technical expertise

We don't claim to be experts in everything; we've focused our energy on building a team of highly skilled technicians with a core focus on cloud and DevOps. We selectively engage in projects that we *know* we can provide high value to from beginning to end.

Industry experience

We have extensive experience with the unique technological landscape of the financial industry. Previous and ongoing financial clients include, but are not limited to, Jefferies Group, LendingClub, Equifax, BMO and RBC, where we have been engaged for multi-year projects through integration with multiple teams.

Dedicated service

We emphasize quality over quantity and as such prefer to keep our technical team small and highly efficient. This allows us to ensure the highest quality of output and flexibility for our clients -- always.



Resourcing

How we work

Transparent

We follow development best practices, with all our processes, code, testing and builds presented in a public and reviewable forum.

Business-Driven

We ensure infrastructure delivers concrete artifacts built around business goals, and excel at communicating with both technical and business stakeholders.

Mentorship-Focused

We learn and adopt to your unique culture and requirements, helping your full time staff successfully adopt the solutions we design and implement.

Resourcing

The best approach is the one that suits you



PROJECT

Fixed duration projects to solve a specific problem

WHAT?

We provide a 360 assessment, roadmap and coaching for the problem(s) you are facing, to be implemented by your existing team.

WHO?

You have great “doers”, but need some “thinkers”.

WHY?

Get the value add of cloud SMEs without the long-term commitment or cost.



TEAM

Bring on a multi-skilled team with proven experience together

WHAT?

Combining ICs into high performing teams/squads/pods can be challenging. Remove the headache and enlist a diverse group of strategic producers with proven ability to self-manage as a contained team.

WHO?

You need “thinkers” and “doers” working together toward a joint deliverable.

WHY?

Eliminate the overhead of managing team dynamics and working styles: our people have produced results together for years.



AUGMENTATION

Embed our experts for complex long-term initiatives

WHAT?

Engage any number and combination of resources to boost your output across teams. Managed centrally by us, our people act as strategic leaders/coaches as well as high efficiency producers.

WHO?

You need “thinkers” and “doers” across multiple groups.

WHY?

Reduce constraints on existing resources, teach by design, encourage change from the bottom up.

Resourcing

Some faces from our expert tech bench



DAVID PETERKA

Chief Technical Architect

Achievements: Architect for Charter Communications' (Time Warner) first venture into AWS, including charter.net and other web properties. Led Thomson Reuter's first foray into AWS and microservices architecture, which created the template for the entire enterprise digital transformation.

JEFFREY YU

Principal Platform Engineer

Achievements: Developed LendingClub's Next-Gen Managed Jenkins solution that could be easily deployed for multiple teams/departments. Helped convert the Enterprise Data Hub group's infrastructure to IaC, and created their entire EMR platform with it. Supported DBOps, DevOps, Cloud Infra groups.



YINGBIN ZHANG

Principal Technical Architect

Achievements: Led LendingClub's migration to AWS EMR, and spearheaded several cost optimization efforts. Created a customized Disaster Recovery dashboard for LC's on-prem environment using Cloudwatch, Lambda and custom widgets.

JAMES PANCOAST

Senior Technical Architect

Achievements: Acted as the Lead Architect for a distributed migration team tasked with moving applications into Azure for one of the largest cloud migrations in history for AT&T. Created a default EKS installation process used by all business groups within LendingClub.





Thank you.



PETABLOC