

## ShepHertz Drives Omni-Channel Digitization for Enterprises with Microsoft Azure

Gurgaon, India – August 19, 2016: ShepHertz is trusted by thousands of customers in more than 150 countries and has already processed 47+ billion API calls. Due to our enterprise customers' concerns about data residency, latency, and time to market, Microsoft Azure became the obvious cloud platform for our solutions. Azure offers the greatest number of datacenters across the world, including three datacenter locations in India, and a rich set of infrastructure and application services to help us in our mission to drive omni-channel digitization for our customers.

With Azure, the ShepHertz App42 Platform is able to offer indie developers, app studios, and enterprises a continually transforming environment for building omni-channel apps. The products include a [powerful backend](#) that doesn't require million-dollar investments in a traditional enterprise mobility infrastructure, a [marketing solution](#) that provides customers a boost in user acquisition, engagement, retention, and conversion, combined with a [comprehensive API management](#) solution that allows to securely expose protected data and backend services as APIs for seamless consumption by third-party apps. And, a newly added [predictive analytics](#) feature leverages Microsoft Azure Machine Learning capabilities that helps businesses to forecast their app users' next moves, thus making effective campaign planning easy.

Commenting on the announcement, Siddhartha Chandurkar, Founder & CEO, ShepHertz, said, "Microsoft Azure not only provides us a robust platform, but also gives us global reach with cloud services that reach all over the world. This has given us much greater access to enterprise customers and has played a pivotal role in helping us to achieve our business goals."

Today enterprises and startups are fighting for the same market share. They no longer want or need traditional monolithic mobility solutions that work in isolation and that are complicated to customize and integrate with. Time to market is more important than ever. Apps and features have to be out in the market in weeks, instead of in months or years. To overcome these challenges, enterprises require a platform that gives them the capability to launch use cases and campaigns fast, and with minimal effort and cost.

The [ShepHertz App42 product line](#) provides such a platform. It offers businesses greater agility and the ability to create differentiated offerings in the market to compete and launch innovative services and marketing campaigns quickly, thereby allowing them to stay focused on their competitive strengths.

Microsoft Azure enabled ShepHertz can serve customers across the world with highly committed service-level agreements. The ShepHertz App42 product line leverages multiple Azure infrastructure resources including Azure Virtual Machines, Azure Redis Cache, built-in network load balancing, Azure Content Delivery Network, Azure Machine Learning, and Azure Cognitive Services for both its multi-tenant and dedicated setup hosting models. Microsoft Azure provides the platform the ability to offer a one-stop shop solution for all infrastructure needs with scalability, reliability, and robustness.

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CAUTIONARY STATEMENT: Estimates, expectations, and business plans in this release are forward-looking statements. Actual future results, including project plans, capacities, costs, and schedules, could differ materially due to changes in market conditions affecting underlying technology being used, technical developments, the outcome of commercial negotiations, technical or operating factors, and other factors.

For more information:

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