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Helping Businesses Evolve Through

## CLOUD NATIVE TECHNOLOGIES















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### 2024 Highlights

#### Milestones, Achievements, and Growth

9 Years

of transforming business on cloud

6 th Year

Inc 5000 - fastest growing companies in America

Top 1 5 ( )

CRN 2024 Fast Growth list

Top **50**0

CRN 2024 Managed Service Provider list 100

AWS Certifications
Distinction

110%

Revenue from current/ retained customers

9th Year

running Great Place to Work® 88%

Employee Trust Index from Great Place to Work®

85%

Employee Retention in 2024





As we reflect on the past year, we are proud to share the progress and achievements that have defined 2024. At the heart of our success is our unwavering commitment to being a trusted partner to our customers. This year, we deepened our relationships, focusing on understanding and supporting their growth journeys. By aligning closely with their software and strategic roadmaps, we have not only helped them achieve their goals but also strengthened our role as a reliable ally in their success.

A highlight of 2024 has been our continued partnership with Amazon Web Services (AWS). We are thrilled to have reached the **Premier Tier status**, a testament to our dedication, expertise, and the hard work of our team. This milestone represents the highest level of recognition within the AWS partner ecosystem. Additionally, our growing list of competency credentials - including **SaaS Competency**, **SMB Competency**, and others - underscores our ability to deliver specialized solutions that drive meaningful results for our clients.

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These achievements are a reflection of the diligence, innovation, and collaborative spirit that define our team. As we look ahead, we remain committed to delivering exceptional value, building strong partnerships, and driving growth for our customers and stakeholders.



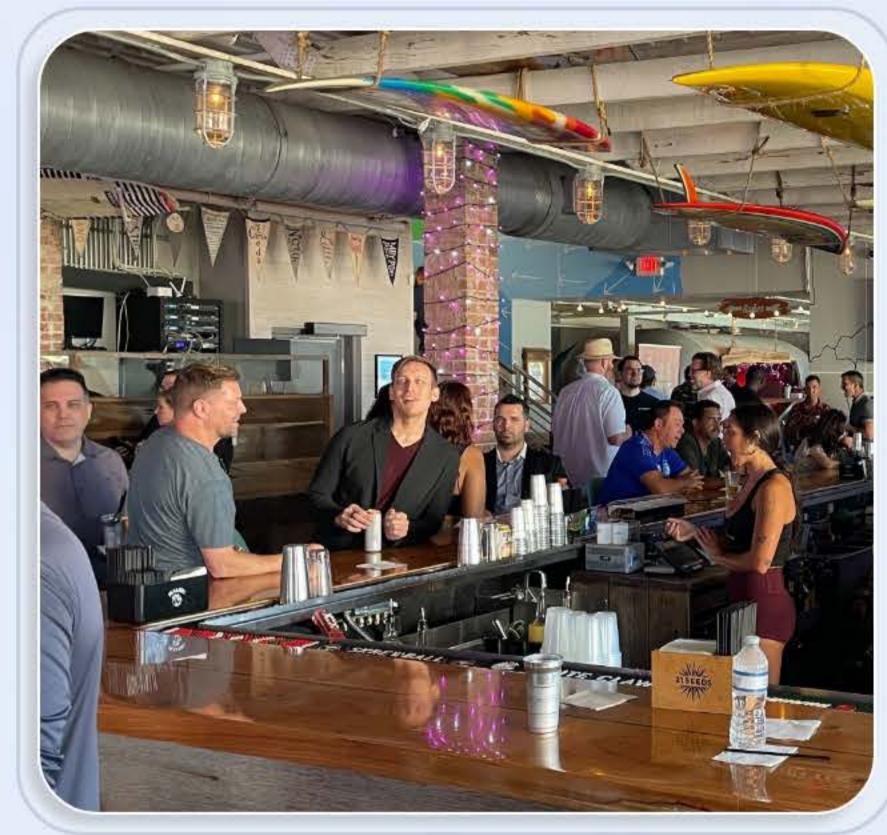
Recognizing the potential of opensource technologies and the need for
global collaboration, we set out to
build a different kind of IT services
company. We saw a future where
open source could revolutionize the
way businesses operate, and wanted
to create a team that could harness
the power of open source and deliver
innovative solutions that were both
cost-effective and scalable – and we
did it! From then to today, it's been a
humbling & rewarding experience to
have exceeded our own
expectations.

## SourceFuse Annual Event Series

#### Jax Tech - Shaping the Future of Tech

Jax Tech, powered by SourceFuse, continues to be a go-to community for tech enthusiasts in Jacksonville. During 2024, we hosted a series of impactful events that brought together a diverse group of professionals and tech enthusiasts offering opportunities to learn from experts, network with peers, and contribute to the thriving tech ecosystem in Jax. We believe in the power of collaboration to drive innovation, and Jax Tech provides the perfect platform to connect, learn, and grow.



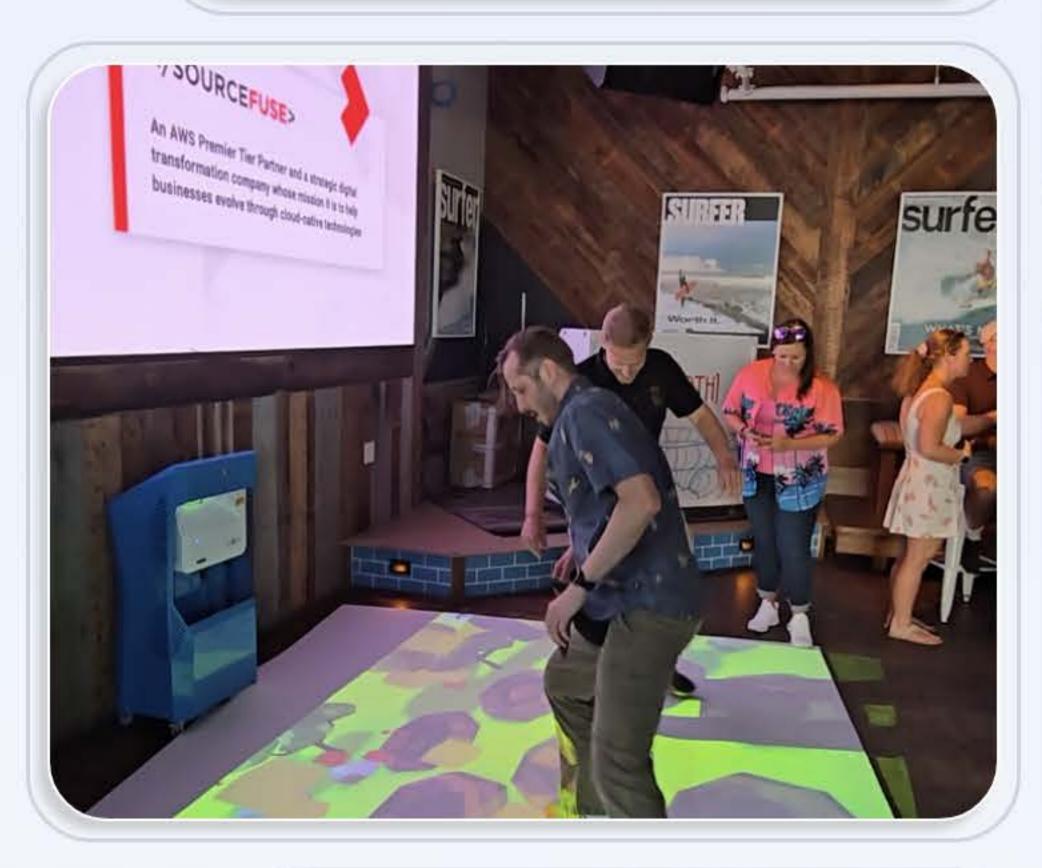


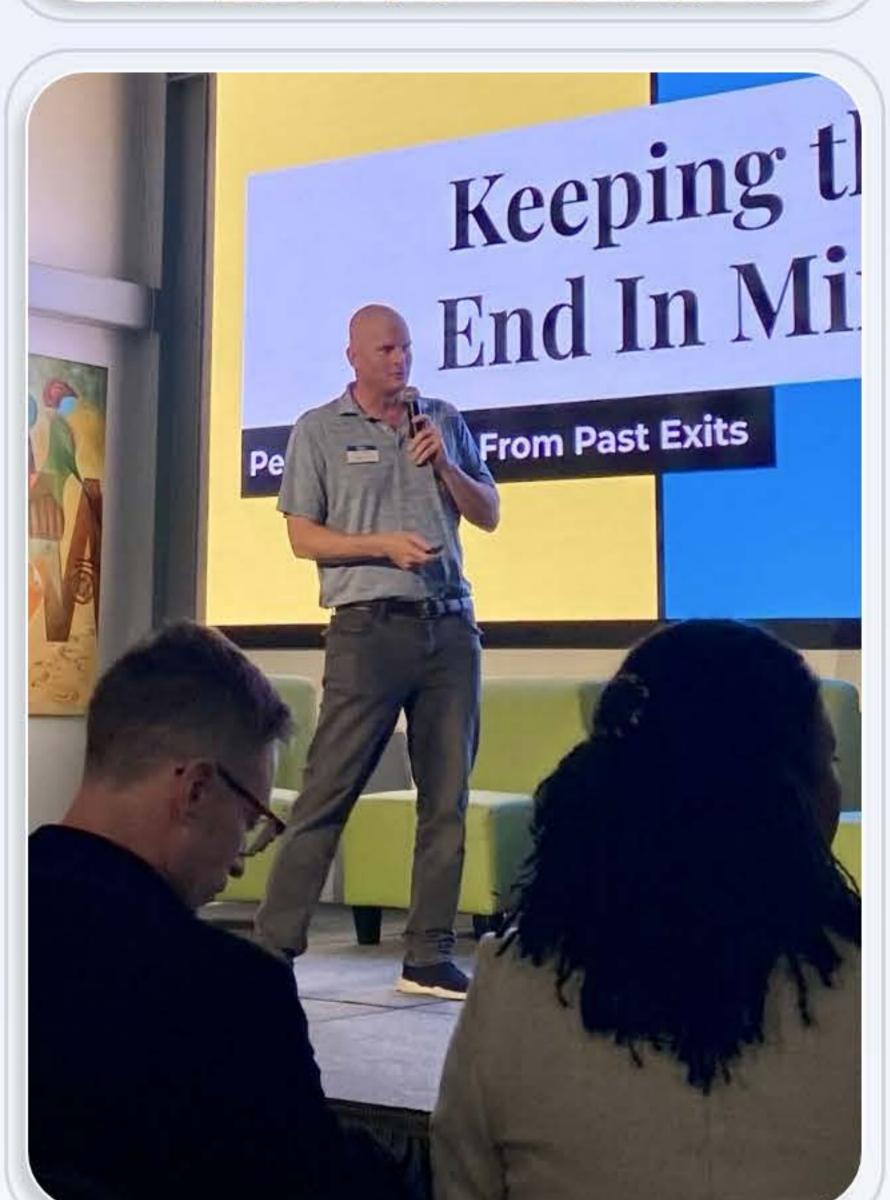


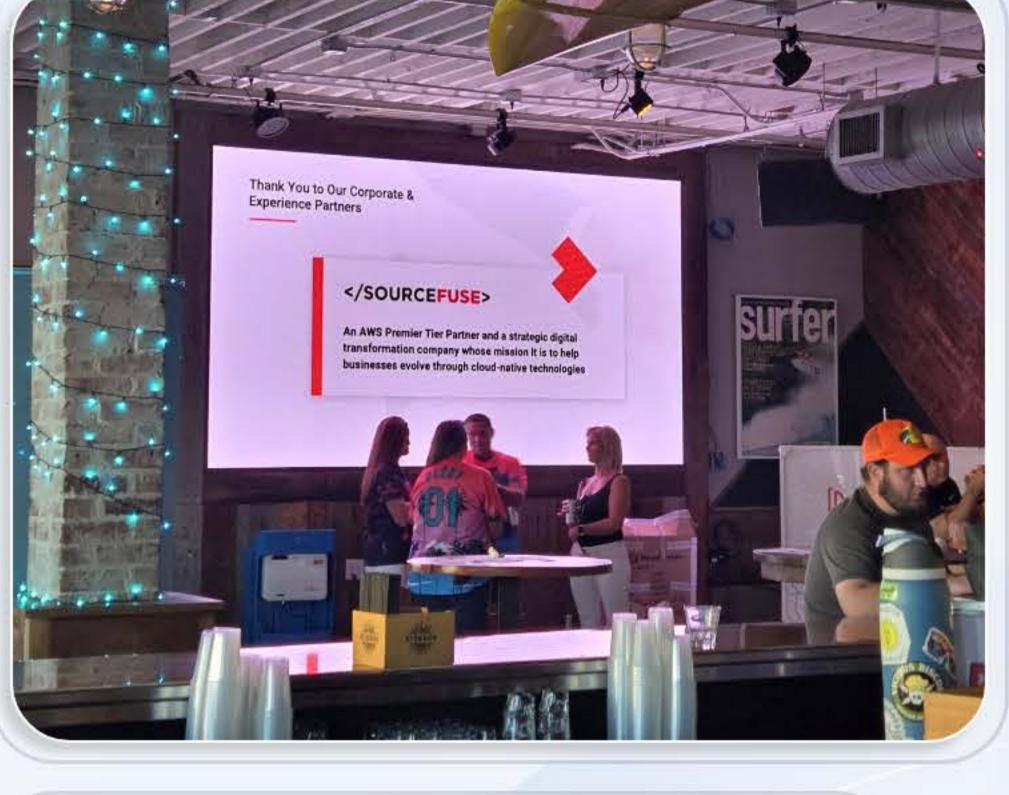


















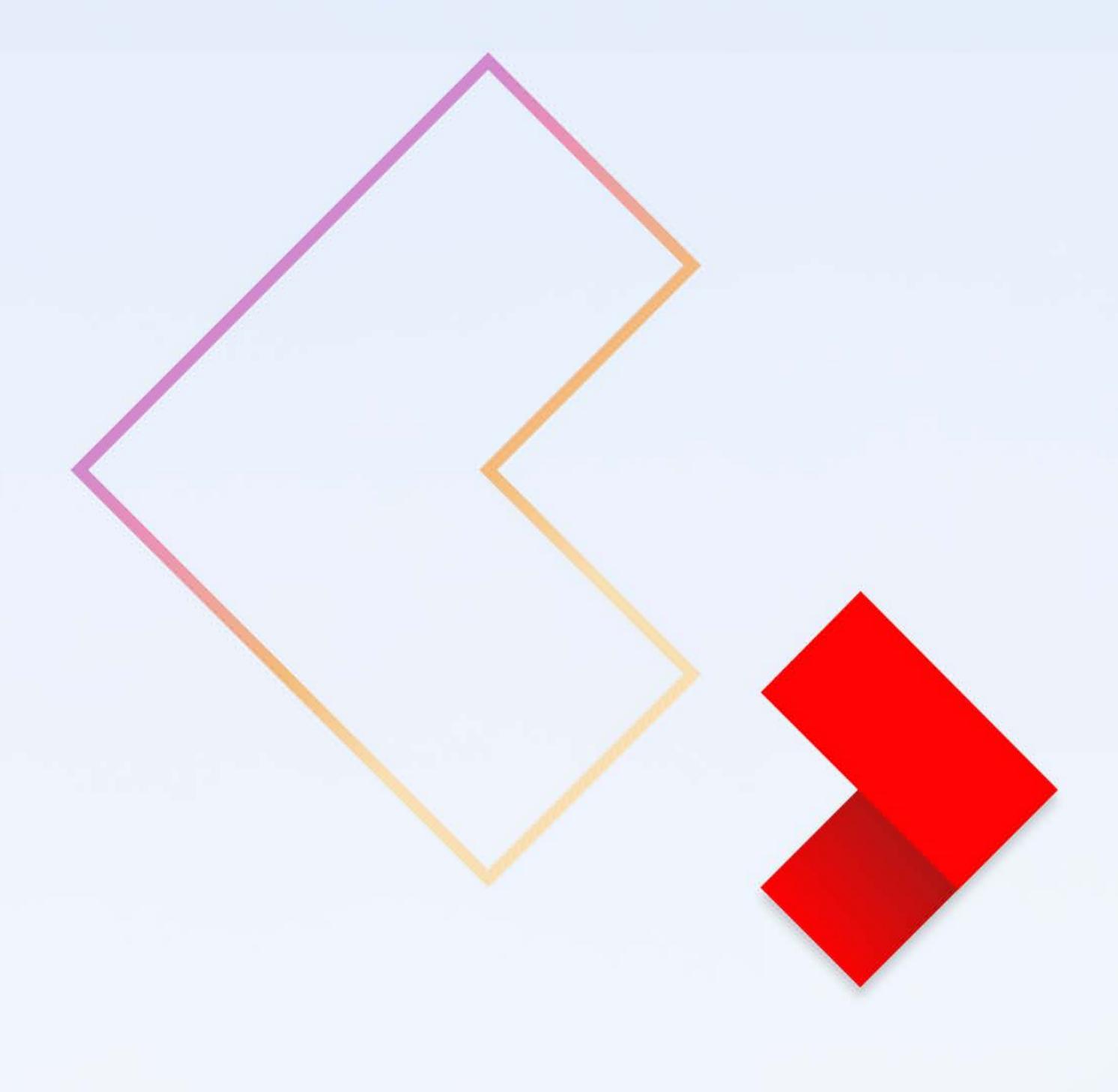
As 2024 comes to a close, we reflect on our ongoing journey to drive transformation through cloud-based solutions and innovation. This year, one of our most significant achievements was attaining AWS Premier Tier Services Partner status, a testament to our dedication and technical excellence. With a robust portfolio of five AWS Competencies and 150+ certifications, SourceFuse has strengthened its position as a strategic partner in digital transformation, especially for small and medium businesses, where our AWS SMB Competency underscores our tailored approach.

One of the highlights of 2024 was our work in Generative Al. Particularly in boosting developer productivity. By integrating GenAl capabilities within our platform, we're empowering our development teams and clients alike to accelerate coding, streamline workflows, and enhance accuracy. These advancements have allowed us to deliver cloudnative solutions faster and more efficiently, creating an unparalleled advantage in modernization-led migrations and cloud-native application development.



As we look to 2025, our focus remains on pioneering cloud-native and Al-driven innovations that enable our clients to achieve ambitious business outcomes. We're committed to delivering bespoke, secure, and scalable cloud solutions that meet the demands of an ever-evolving digital world. We are incredibly proud of what we have accomplished over the past 18 years. We are grateful for the trust of our clients and partners, and we look forward to continuing to be a leader in the open-source and cloud services industry.

SourceFuse's inclusion in CRN's Fast Growth 150 list for North America, along with recognition on the Inc. 5000 list and our Great Place To Work® certification for the ninth year running, are testaments to our team's hard work, resilience, and a culture grounded in innovation and respect. Our ARC-SaaS platform continues to evolve, aligning with client needs for agile, resilient, and scalable solutions, while our growing collaboration with AWS positions us at the cutting edge of modernization technology, particularly in fields like healthcare and financial services.



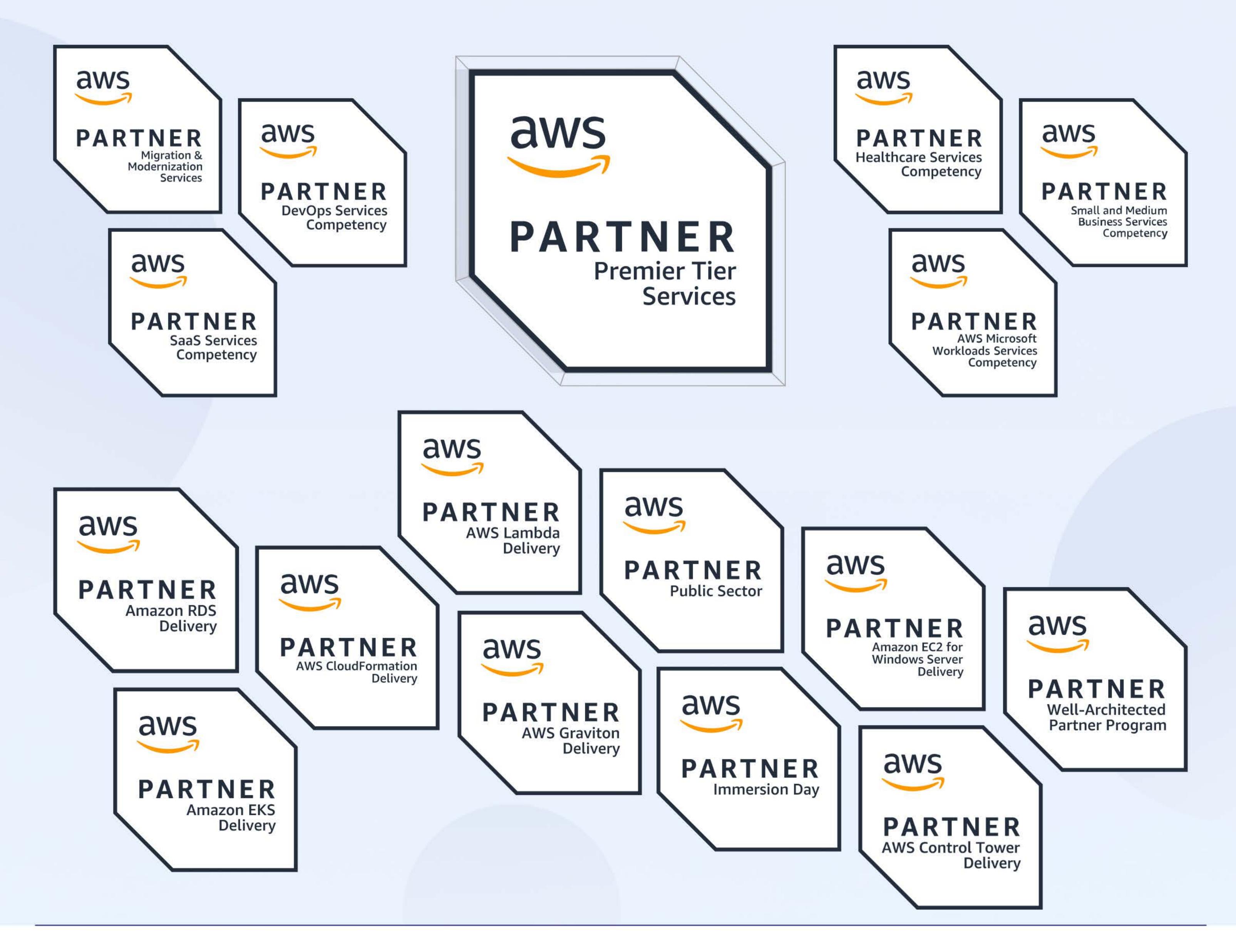


#### SourceFuse's Journey to

## AWS Premier Tier and Beyond

2024 marked a year of significant growth and achievement by SourceFuse within the Amazon Web Services (AWS) Partner ecosystem. A key highlight was attaining AWS Premier Tier Services Partner status, a testament to the company's deep technical expertise, customer focus, and successful track record in delivering innovative solutions on AWS.

SourceFuse's commitment to excellence was further recognized with the acquisition of additional AWS Competencies and Service Validations, solidifying its position as a trusted partner. Additionally, the company's contributions to the AWS ecosystem were acknowledged through several AWS Partner Nominations showcasing successful customer implementations and the value delivered by SourceFuse cloud-native solutions.



## SourceFuse ARC-SaaS and AWS: Comprehensive Go-to-Market Activity

As an AWS SaaS Competency Partner, SourceFuse is dedicated to fostering innovation and empowering SaaS businesses and ISVs to thrive in the cloud. Our commitment to the open-source ARC-SaaS project underscores this mission. Together with our customers and AWS, SourceFuse is driving the future of innovative solutions with SaaS.

SourceFuse has achieved a significant milestone by being listed on the AWS

Partner Central SaaS page. This recognition highlights our expertise and commitment to delivering innovative SaaS solutions. We're proud to be part of the AWS Partner Network and excited to continue empowering customers to build and scale their SaaS applications.



At SourceFuse, we specialize in building innovative multi-tenant SaaS applications. Our unique approach, **powered by AWS and ARC-SaaS**, delivers efficient, scalable, and cutting-edge solutions. SourceFuse's COO, Kabir Chandhoke, and CMO, Vaidant Singh, delve into our expertise, customer success stories, and how we're redefining SaaS.





SourceFuse was also invited to and participated in the AWS NZ Twitch session! At the session, Samarpan Bhattacharya, Principal Architect, spoke as a guest speaker about ARC-SaaS.



## Ordinary to Extraordinary: **ERIN Case Study** on AWS Partner Success Page

SourceFuse's recent customer success case study was featured on the AWS Partner Success page. The customer, ERIN, a trailblazer in the hiring industry, unlocked its full potential by partnering with AWS and SourceFuse, an AWS Premier Partner. SourceFuse modernized the customer's development practices, built CI/CD pipelines with Terraform, and enabled on-demand, reliable serverless app deployments with amazing results:

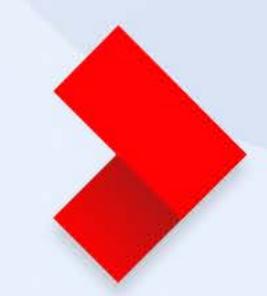
40%

reduction in TCO 50%

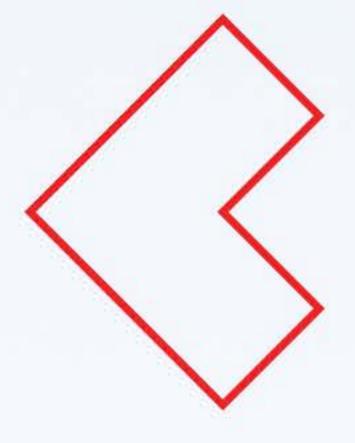
longer retention rates for ERIN customers

30%

increase in referral hires using the ERIN platform

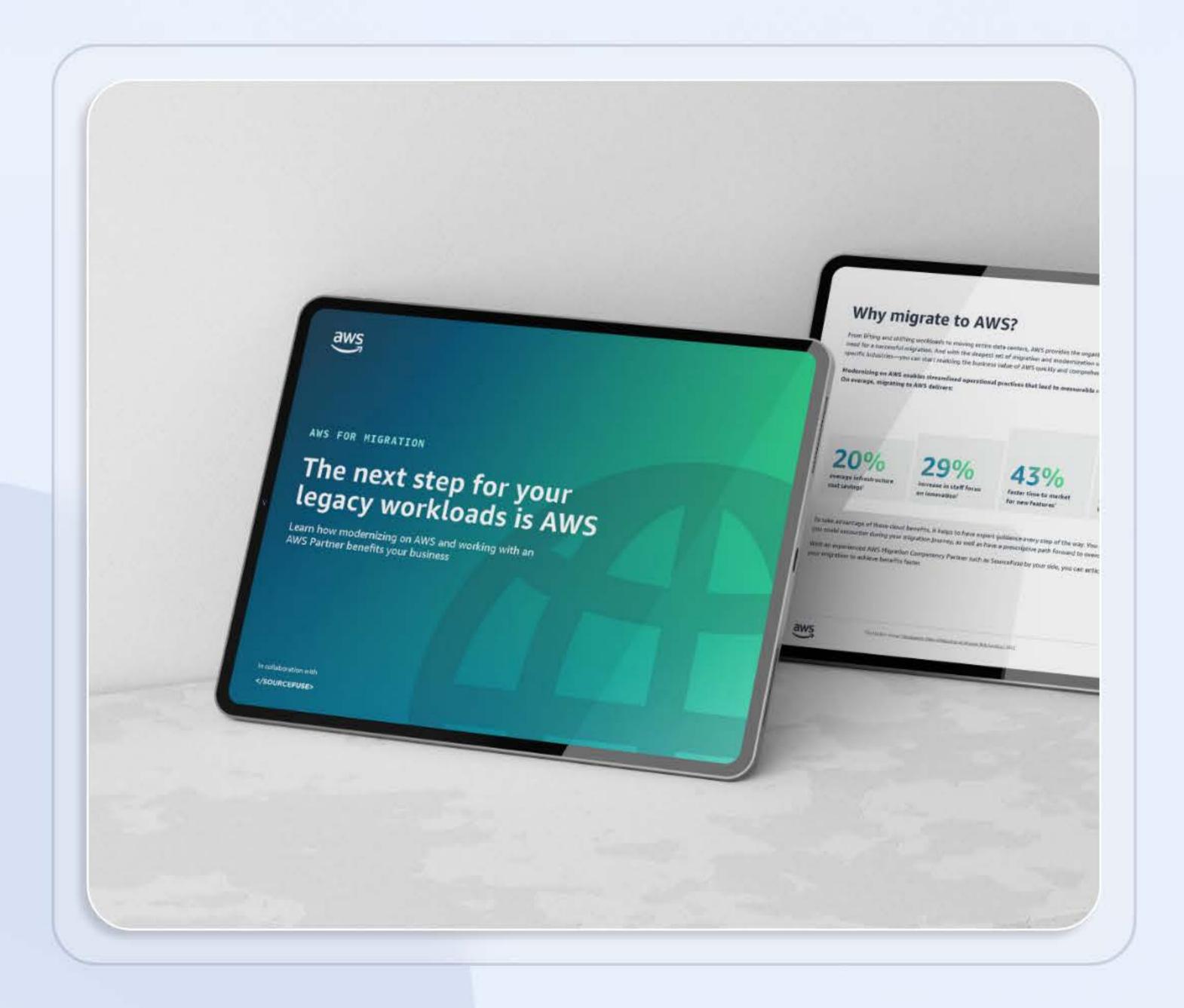


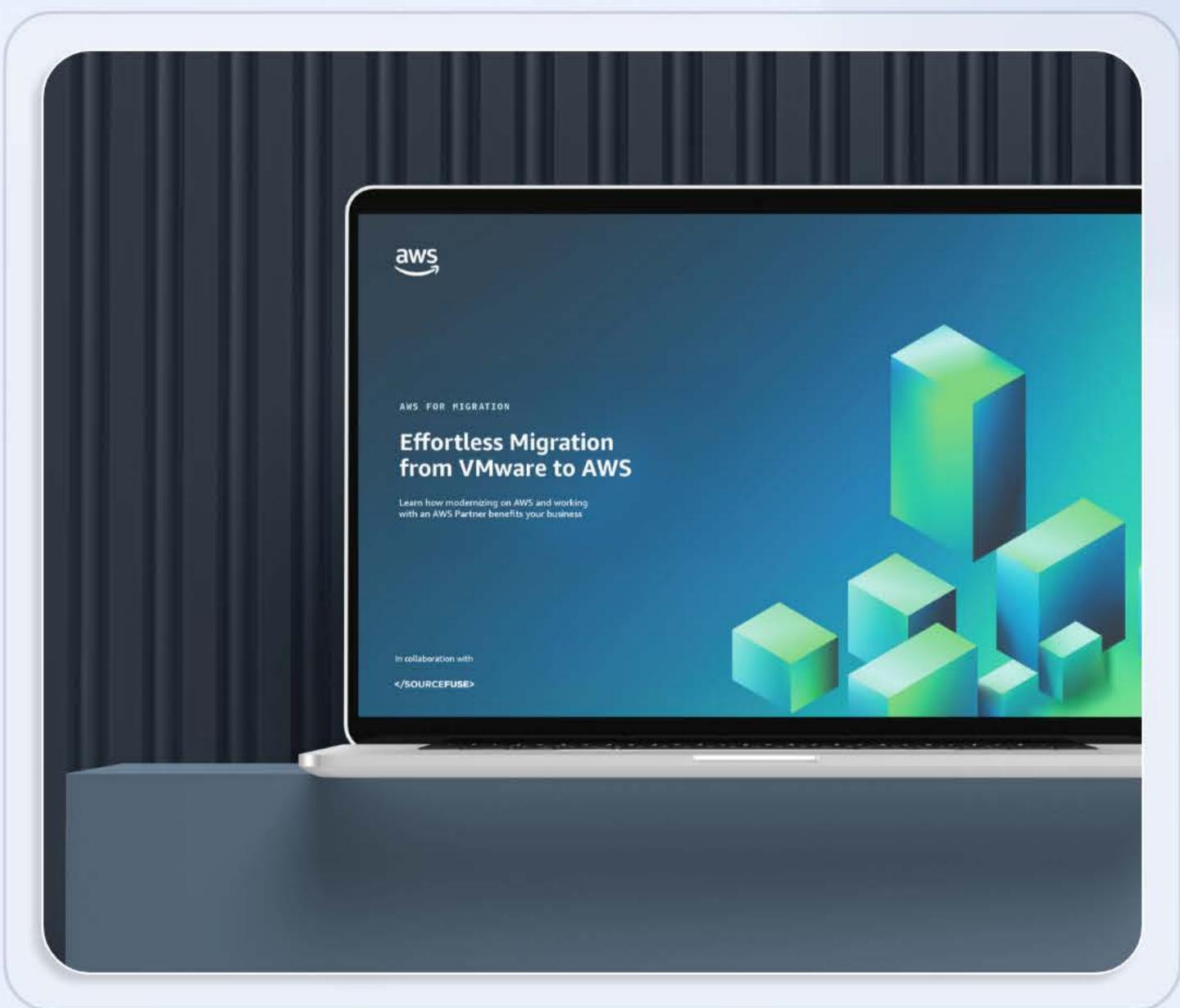


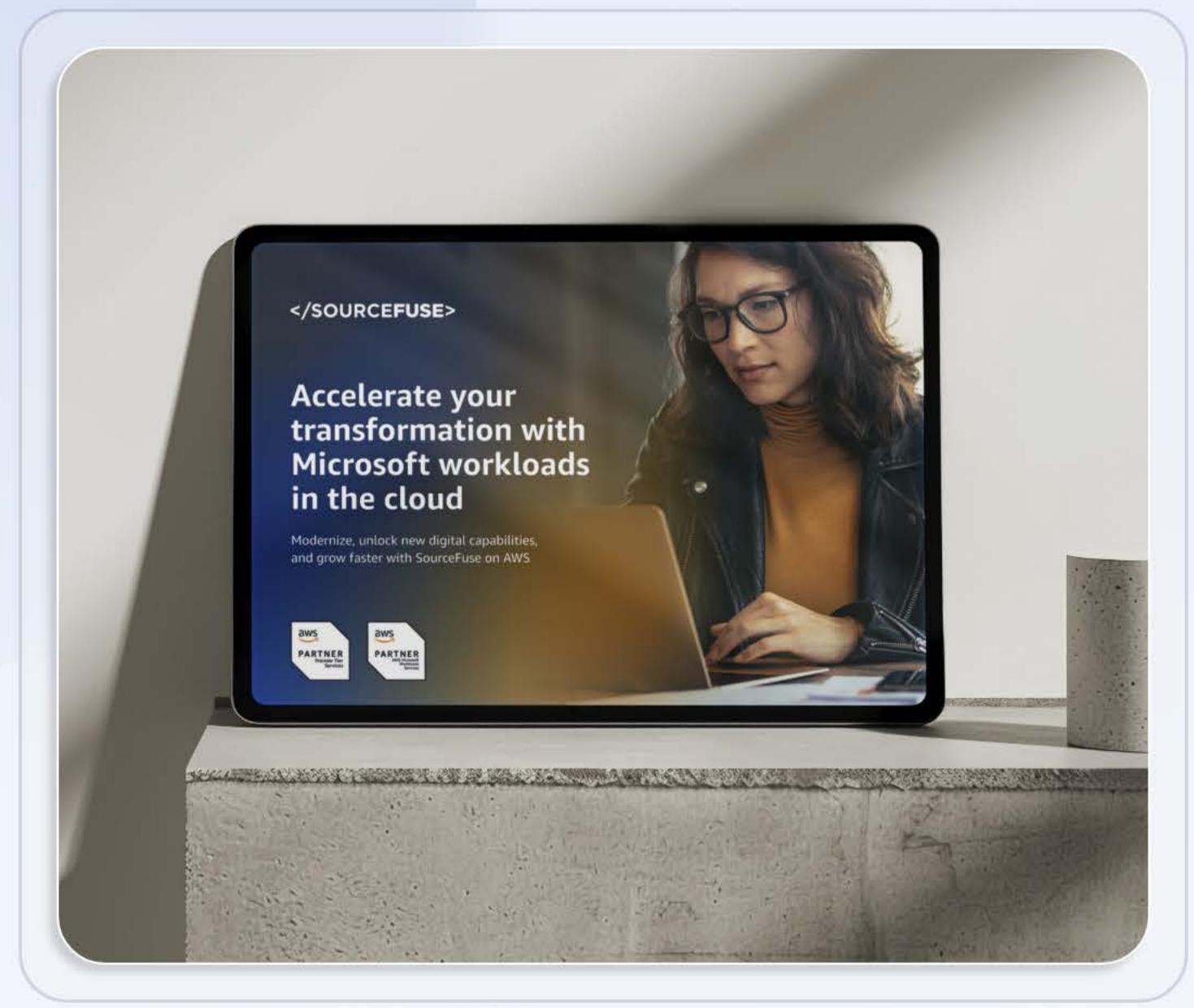


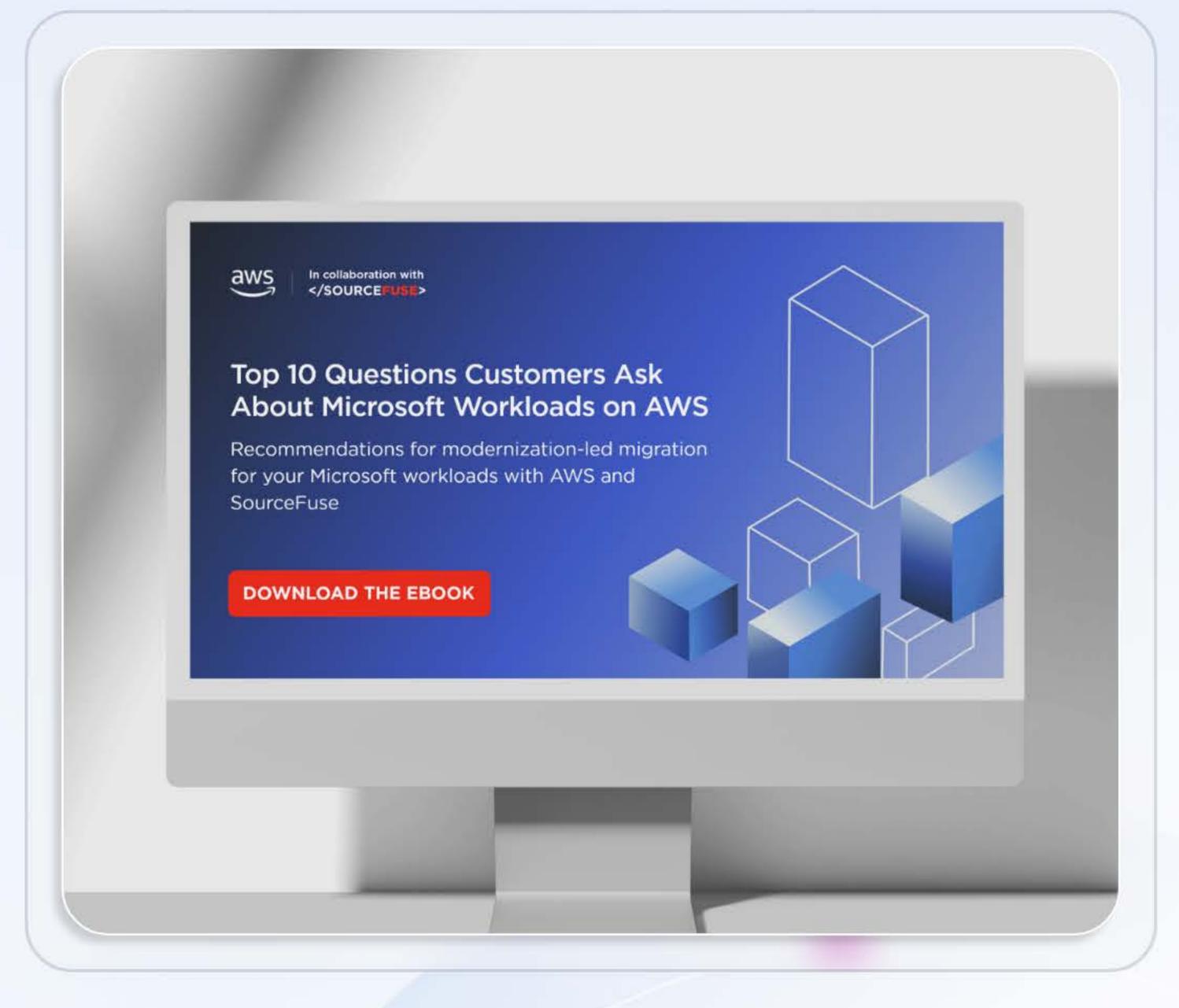
#### SourceFuse and AWS: Joint Campaigns Worldwide

Throughout the year, SourceFuse actively engaged in various marketing campaigns, raising awareness of the benefits when migrating and modernizing on AWS Cloud. Notable initiatives included co-hosted CXO Roundtables and collaborative content syndication throughout the US, UK, EMEA, Australia, and India. These campaigns effectively reached target audiences and positioned SourceFuse as a thought-leader in the industry.









Furthermore, SourceFuse's participation in the AWS Partner Network (APN) Program yielded impressive results. The company's dedication to customer success and technical proficiency was rewarded with multiple Partner Program Leader (PPL) wins, reinforcing its strong standing within the AWS partner community.



SourceFuse's technical prowess and commitment to best practices were also acknowledged by AWS. The company was honored for the second time as an AWS Windows Modernization Champion end-2023. This prestigious award recognizes AWS Partners who demonstrate exceptional skill in implementing AWS best practices and delivering successful modernization projects.

SourceFuse's achievements were further underscored by its outstanding performance in AWS Optimization and Licensing Assessments (OLA). The company consistently exceeded expectations with its high-quality OLA reports, demonstrating its ability to optimize customer environments and identify cost-saving opportunities. This expertise led to SourceFuse becoming one of only two partners in the ANZ region to achieve the AWS OLA certification - and the first ever to achieve a perfect score! - further solidifying its reputation as a trusted advisor in cloud optimization.

#### SourceFuse Bolsters AWS Partnership with Dedicated Partner Development Managers & Virtual Partner Marketing Manager

SourceFuse is proud to announce our strengthening AWS partnership in the United States and Australia. With the appointment of dedicated Partner Development Managers and Virtual Partner Marketing Managers, this strategic move aims to foster stronger collaborations, drive growth, and deliver exceptional value to our customers. With a team of experienced professionals, SourceFuse is well-equipped to assist customers in navigating the AWS ecosystem, optimizing their solutions, and helping them to achieve their business objectives.







Bring Deep Expertise to Support Growth and Collaboration in the Region



It has been a pleasure working with SourceFuse in 2024.
Together, we have had many successes this year in the AWS
Partner Network, including SourceFuse achieving the
prestigious Premier Tier Services Partner status, and
SourceFuse winning two quarterly Partner Prospecting
League competitions. The SourceFuse team is always
responsive, thorough, and engaged. SourceFuse's investment
and commitment to our partnership is greatly appreciated!

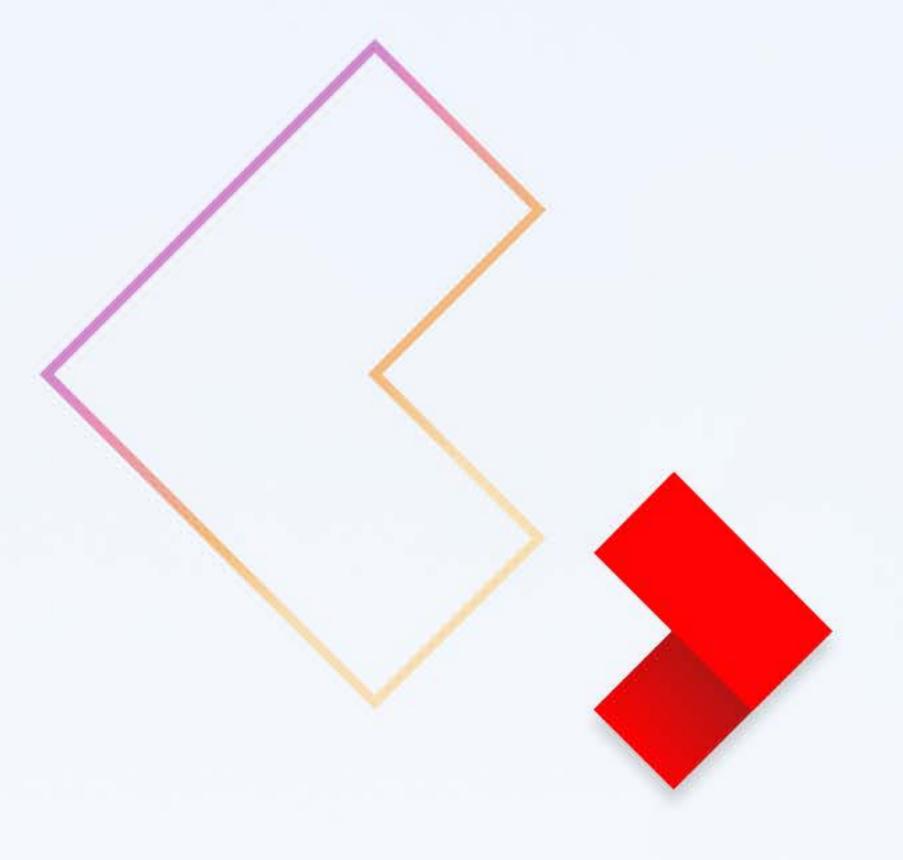
#### **Keely Maroney**

Partner Development Manager, AMER Consulting

Working with SourceFuse has been a high quality experience, as their builder mindset and commitment to open-source contributions demonstrate their innovative approach to technology. Their expertise in SaaS modernization has consistently delivered outstanding results for our clients. Beyond their technical expertise, their collaborative nature and ease of working together have made every project a pleasure, fostering a partnership that truly drives value for all stakeholders.



## Josh DeMuth Senior Solutions Architect at Amazon Web Services (AWS)







2024 was a year of remarkable innovation at SourceFuse and we're excited to carry this momentum into the future. Our unwavering commitment to pushing the boundaries of cloud-native technologies has propelled us to new heights. By leveraging cutting-edge solutions and a deep understanding of our clients' needs, we have delivered exceptional results and solidified our position as a leading provider in the industry.

As we look back on the year, we are particularly proud of what the team has achieved with ARC - SourceFuse's open sourced rapid application development framework. ARC components have been downloaded more than three million times on NPM and tens of thousands of times on the Terraform registry. ARC now powers 18 enterprise grade applications running in production for our Telco, FSI and Healthcare customers. ARC is our way to accelerate building secure and scalable modern platforms and pass on exceptional value to our customers and we look forward to adding more capabilities to the project.

#### SaaS

We've found new purpose in helping **ISVs (Independent Software vendors)** stay relevant and competitive in an ever changing and challenging environment. Traditional ISVs that can no longer compete with the managed service model of selling software must transform to a subscription based or pay as you go model and SourceFuse is committed to help them in this transformation.

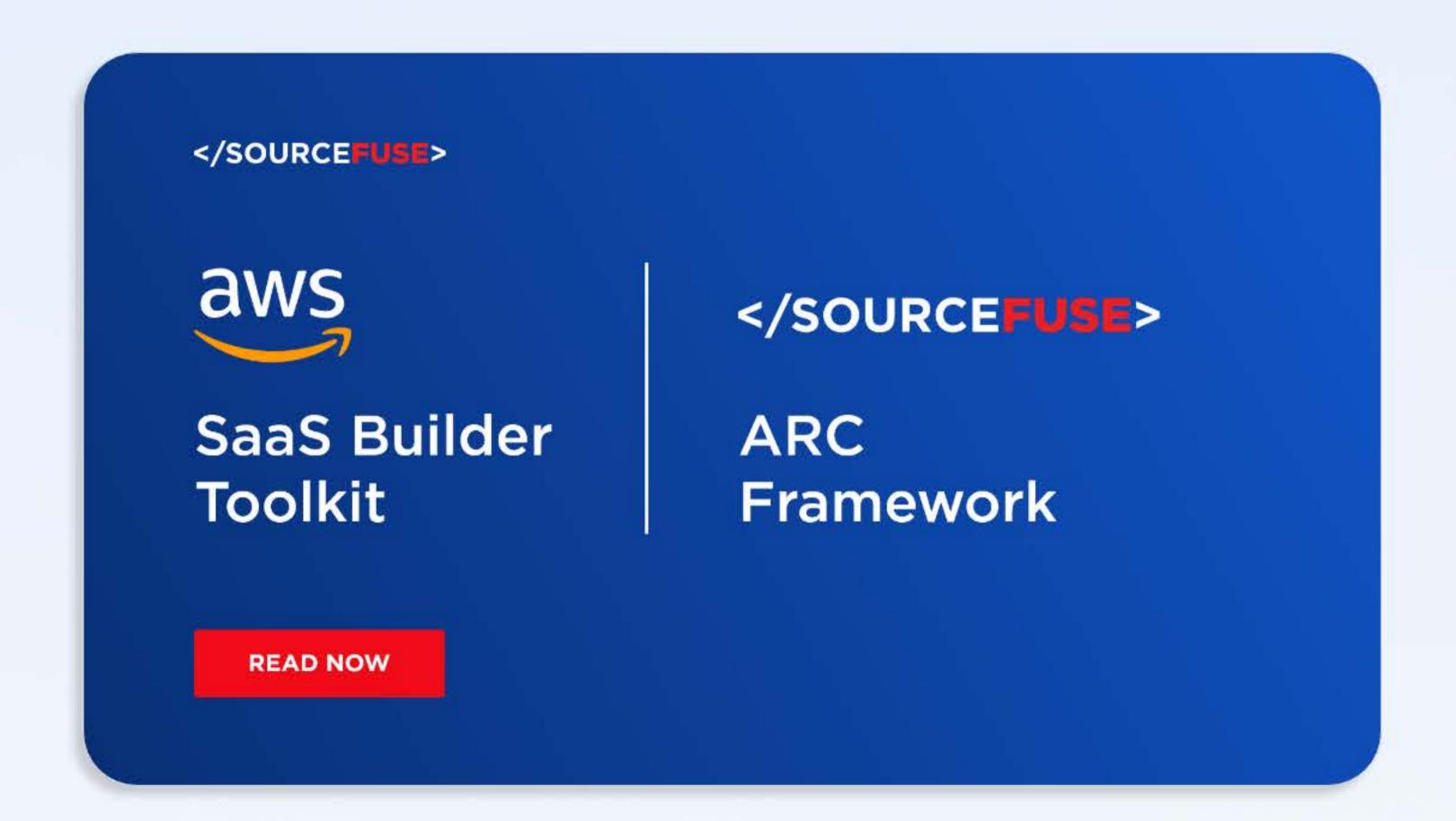
As an **AWS certified SaaS competency partner** SourceFuse has helped multiple organizations over the last year in not only transforming their technology stack but also transforming their delivery model to a subscription based on consulting with them on product roadmap, target market and even pricing strategy.

On the technology side, our modernization practice has helped ISVs break free from expensive license regimes like Microsoft and Oracle and embrace open source to truly take on their competitors with confidence.

Our SaaS practice worked along with the ARC team to release ARC-SaaS, a fully open-sourced enterprise grade control plane that accelerates SaaSification of single tenant applications to modern multi-tenant subscription based platforms.



We're confident that with our capabilities around modernization and SaaS, we are well positioned to help a large pool of global software vendors take advantage of the AWS Marketplace and accelerate their revenue and profitability.



As an AWS SaaS Competency Partner, we're committed to accelerating our customers' time to market. By combining the **AWS SaaS Builder Toolkit's** powerful control plane with SourceFuse's innovative ARC

Application plane services, we empower customers to save significant time and effort in building highly scalable and secure SaaS platforms.

#### Preparing for a Gen Al-Powered Future

**GenAl** is a hot topic right now, and everyone's trying to figure out its potential. At SourceFuse, we're extremely curious about its capabilities and how we can use it to simplify our customers' experiences. We're investing heavily in GenAl and building a large team around it.

#### Driving Innovation with GenAl

In 2024, we integrated Generative AI capabilities into our platforms to empower both our development teams and our clients. These advancements have resulted in:

- Accelerated Development Cycles: By leveraging AI tools such as Amazon Q Developer, we've streamlined processes like code conversion (e.g., .NET to Java), achieving a 20% productivity boost for one of our key clients.
- Enhanced Accuracy: GenAI helps reduce errors during migration and development, improving outcomes for modernization and SaaS projects.
- Streamlined Workflows: Automation of routine tasks has allowed our teams to focus on high-impact activities, driving value for our customers.

#### Real-World Impact

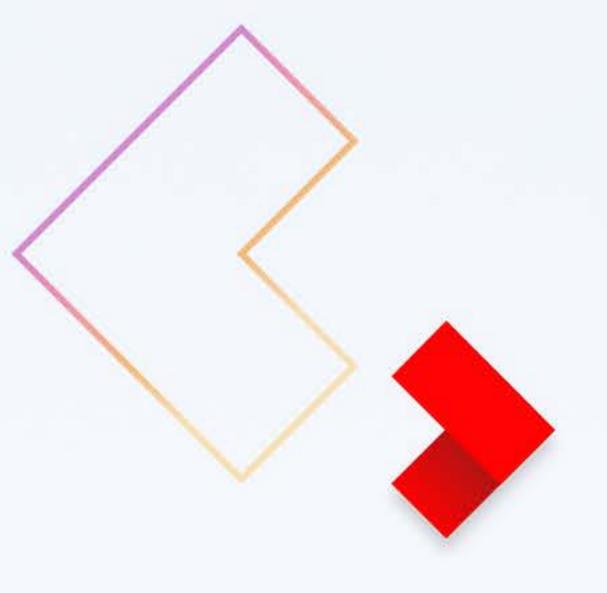
Our Generative Al initiatives have already delivered tangible results:

- Faster SaaS Transformations: We've embedded GenAI capabilities into our ARC-SaaS framework, enabling quicker and more efficient SaaSification of single-tenant applications into multi-tenant platforms.
- Improved Customer Experience: By integrating AI-driven chatbots and virtual assistants into our SaaS solutions, we've enhanced user engagement and support, delivering better client satisfaction.

#### Looking Ahead

We see Generative AI as a cornerstone of our future strategy, and we are expanding our investment in this transformative technology. In 2025, we aim to:

- Develop New AI-Powered Products: Build advanced tools and services that leverage GenAI for industries like healthcare, finance, and ISVs.
- Revolutionize Modernization Services: Use AI-assisted code conversion and migration tools to further reduce costs and improve timelines for our clients.
- Optimize Operations: Deploy AI-powered analytics to refine business processes and identify growth opportunities.



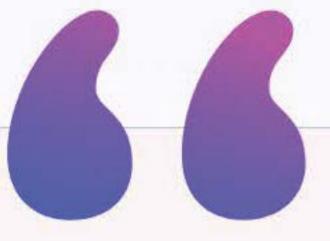




#### Reflecting on Growth and Innovation at SourceFuse

2024 has been a remarkable year for SourceFuse, as our marketing strategy have played a pivotal role in driving growth and achieving key milestones. By aligning our efforts with overarching business objectives, we've strengthened our brand presence, expanded into new markets, and deepened relationships with our customers.

Our focus this year has been on expanding market share and entering new territories, supported by highly targeted campaigns. Initiatives such as ARC Saas, modernization-led migrations, VMware-to-AWS migrations, and GenAI have helped us not only attract new customers but also establish SourceFuse as a trusted leader in these areas.



Marketing is no longer just about building awareness; it's about creating meaningful connections and driving measurable outcomes. At SourceFuse, we're not just telling our story—we're shaping the future of cloud innovation alongside our customers.

Additionally, our focus on **customer retention** has led to **increased customer loyalty** and **repeat business**. Building a strong brand identity has been a cornerstone of our marketing efforts.

Brand awareness campaigns and public relations activities have helped us establish a positive reputation in the industry and become a **trusted partner** for our clients.

Our Marketing team maintains a close watch on the market landscape, competitive dynamics, and emerging trends. By staying informed, we are able to identify new opportunities and adapt our strategies accordingly. We have executed numerous successful marketing campaigns that have directly contributed to our business growth. For example, our technology launch campaign for SourceFuse's multiple GenAl use cases resulted in increased sales.

Leveraging cutting-edge marketing technology has been instrumental in enhancing our efficiency and effectiveness. Moreover, our commitment to data-driven marketing has enabled us to make informed decisions and optimize our campaigns. As the marketing sphere continues to evolve, SourceFuse remains committed to staying ahead of the curve. We are actively monitoring emerging trends and identifying new opportunities. Expanding our digital marketing presence and exploring new market segments are key priorities for the upcoming year.

#### Global Media Presence

In 2024, SourceFuse continued to make significant strides in capturing global attention. Our innovative solutions and expertise in cloud-native technologies caught the eye of **leading media houses worldwide**. From the bustling streets of New York to the historic avenues of London, our name resonated with industry experts and potential clients alike. As a result, SourceFuse's credibility and brand awareness soared, solidifying our position as a trusted partner for businesses seeking cutting-edge cloud-native solutions. This increased visibility opened doors to new opportunities in key markets such as the United States, the United Kingdom, Australia, and India.

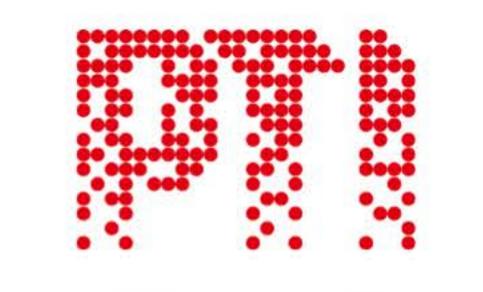
















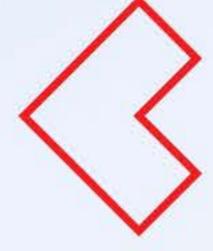












## Life at SourceFuse:

Celebrating Our Team Spirit Section







## **Cultivating a High-Performing Workforce: Our Human Capital Strategy**

At SourceFuse, our people are the foundation of everything we achieve. Our People Strategy is centered on empowering, engaging, and equipping our workforce to embrace the challenges and opportunities of tomorrow. Aligned closely with the company's strategic goals, our HR initiatives are designed to drive innovation, foster collaboration, and ensure long-term success for both our employees and the business.

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We prioritize strategic talent acquisition and retention to build a diverse, skilled, and engaged workforce. With a global presence spanning the USA, Latin America, Japan, Australia, the UK, and India, we foster a collaborative and innovative environment where people from diverse cultures come together to achieve great things.

88%

Employee Trust Index (from GPTW<sup>®</sup>)

Employee Retention in 2024

Our unwavering commitment to fostering a high-performing workforce is rooted in the belief that our people are our greatest asset. By investing in their development, embracing HR innovation, and nurturing a positive organizational culture, we are laying the foundation for sustainable business success and a bright future. Together, we will achieve remarkable things.

We are committed to creating an inclusive and welcoming workplace where everyone feels valued and respected.

This year, we launched several initiatives to promote diversity and inclusion, broadening our talent pipeline and ensuring that all employees have equal opportunities for growth and development.

We believe that investing in our employees is an investment in our future. We offer comprehensive training programs to foster a culture of continuous learning and career growth.

Additionally, we prioritize employee well-being by providing a range of support programs, including wellness initiatives focused on physical, mental, and financial health.

Our organizational culture is grounded in our six core values: Agility, High Standards, Customer Success, Solid Work Ethics and Accountability, Team Player, and Humility. We strive to create a workplace where diversity and inclusion thrive, and where everyone feels empowered to contribute their best.

We embrace advanced HR technologies to streamline processes and enhance decisionmaking. Our HR analytics provide valuable insights into key trends and help us inform our talent strategies and future planning.

#### Our Core Values





High Standards



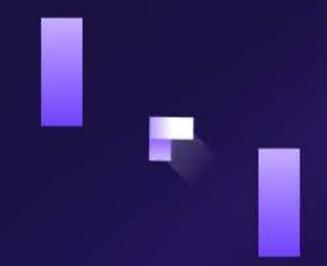
Solid Work Ethic & Accountability



Humility



Agility



Team Player



**Customer Success** 



#### CSR & Charitable Initiatives

## Driving Positive Change for Our Communities

SourceFuse is committed to making a positive impact on communities worldwide. Our global CSR and charitable initiatives focus on empowering young professionals, promoting sustainable practices, and supporting charitable causes. Through partnerships and dedicated programs, we strive to create a better future for all.











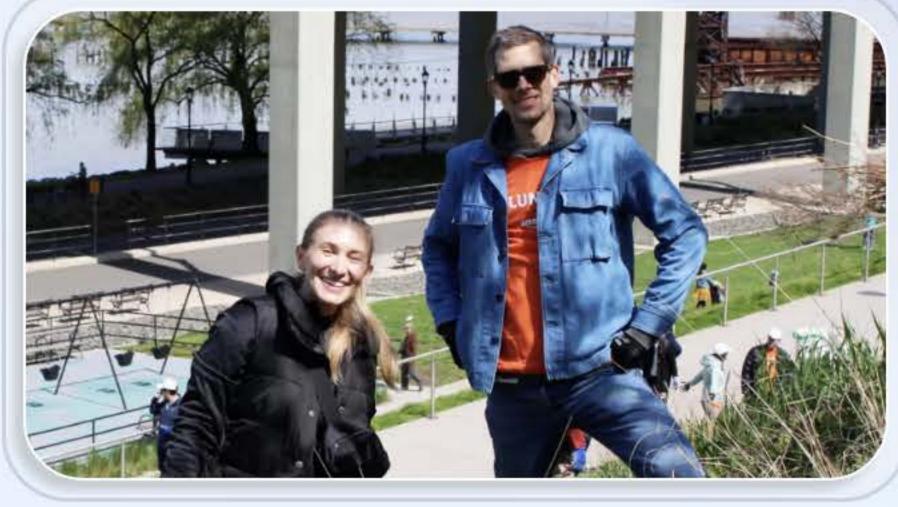














#### SourceFuse's Recognized for

# Exceptional Customer Satisfaction and AWS Partnerships

SourceFuse has received overwhelming praise from its valued customers for delivering outstanding solutions and services. Our commitment to customer success has been instrumental in fostering long-lasting relationships and driving positive outcomes.

We've also received testimonials from AWS, further validating our expertise and dedication to delivering exceptional results. Our testimonials showcase the positive impact of our services on our clients' businesses. From increased revenue and improved efficiency to enhanced customer satisfaction, hear firsthand how we've helped our partners achieve their goals.

Want to learn more about how we can help your business succeed? Contact us today.

LEARN MORE →

Hear from Our Clients: How SourceFuse Transformed Their Businesses



SourceFuse's professionalism and attention to detail has been really great. Their level of skill has been incredible - we see talent from SourceFuse that rivals talent from anywhere in the globe. SourceFuse has been a great part of our journey, and we don't see that stopping.

Justin Scott
CEO and Co-Founder, Dopple

SourceFuse recently helped us upgrade a large, global footprint of servers approaching end-of-service-life. They quickly and efficiently mobilised their resources, who collaborated brilliantly with the Travelex Team. Their expert engineers hit the ground running and overcame any challenges with energy and enthusiasm. The end result was highly impressive, with multiple plaudits from everyone involved.

We look forward to more success stories from our SourceFuse partnership in the future.

Hans van der Waal Global IT Director, Travelex





SourceFuse provides exceptional work quality, clear communication, and unwavering commitment to our projects. Their dedication and professionalism at all levels is impressive and is evident in the outstanding product they have created for us.

Kelly Smith
Technical Product Development
Manager, Telescope Health

As I evaluated potential partners, SourceFuse stood out, making me feel instantly part of the team – a truly positive experience. While some companies offer a cookie-cutter approach with pre-packaged tools, SourceFuse provides support and guidance to support your long-term goals.



Mike Ginsburg CTO, ERIN



The SourceFuse Managed Service Team has consistently demonstrated an unparalleled commitment to service excellence and profound technical expertise. Their proactive approach and dedication to our IT needs have been instrumental in our operational success.

Mohammad Monis Zahid
Solutions Architect, Unity Small Finance Bank

The team at SourceFuse has been exceptional. I look forward to growing together and doing some great things to produce healthier and happier outcomes for people. If anybody is looking to get into this space, I would highly encourage having a conversation with them.



Greg Hayward
Founder, Trackable Health

#### AWS Recognition of SourceFuse

So great to see the SourceFuse team at Re:Invent! Partners Rock!



Abdul Rasheed

Product Management Al
Powered App Modernization
tools and services , AWS

A big issue for customers is where do I start and should I modernise? This is where SourceFuse comes into its own by supporting customers in modernisation viability assessments. Customers can lean on SourceFuse to make sure they get the best return from their modernisation decision.



Stuart Moulton
Senior Partner Development
Specialist, Windows on AWS

What impressed me the most was the SourceFuse ARC Accelerator. It helps businesses significantly reduce time-to-market, offering a catalog of pre-built microservices, reducing cloud spend, and enhancing customer experience by modernizing legacy apps with minimal disruption.



Amit Kumar
Senior Solutions Architect,
AWS

I love what you're doing in terms of specializations, especially around transformation and seeing it as a complete journey. You work in difficult industries with big challenges such as Windows, which is driving a lot of curiosity with our customers. It's been a pleasure working with you.



Nic O'Brien
Global Partners Lead, MAP
Migrations, AWS

SourceFuse understands the value of modernizing with a depth of knowledge around AWS Cloud. In the context of Microsoft workloads, it's about breaking free from commercial licensing and moving towards cloud-native serverless technologies, modern apps, and microservices.



Dries Endert

Migration Workload

Specialist, AWS



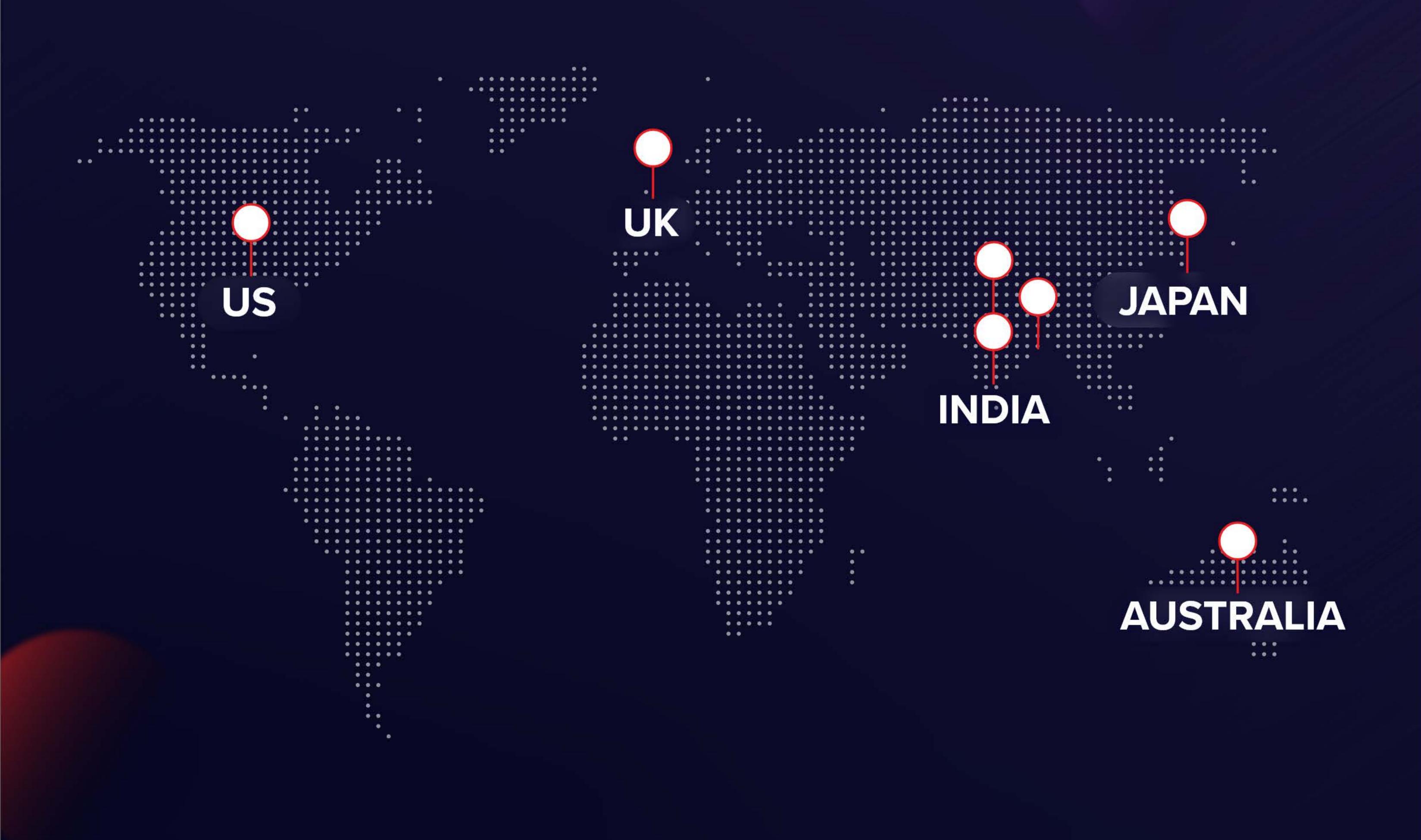
#### About

### SourceFuse

SourceFuse is a strategic digital transformation company helping businesses evolve through cloud-native technologies.

A leading AWS Premier Tier Partner, with 18 years of deep expertise, commitment to digital innovation, service excellence and customer success, we are transforming enterprises through bespoke, secure and scalable cloud solutions leveraging our open-source catalog of microservices and with a niche focus on digital transformation and modernization of legacy applications and databases.





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## THANK YOU

www.sourcefuse.com | hello@sourcefuse.com













