



BrightCloud
Application Hosting Platform

Application Hosting Platform

Your business applications, systems and networks must be scalable, responsive and reliable allowing your users to work effectively and giving the business the flexibility to deploy and change applications as needed.

BrightCloud enables your IT applications to be delivered to your users without the need to invest in your own servers, infrastructure or complex network. There are no costs for hardware, repair/replacement, cabling, cooling, space, or cost of skills.

Using the Application Hosting Platform gives your business a commercial advantage, reduces your capital and operational costs, increases reliability and allows your IT capacity to adjust with the growth or consolidation of your business.

- Reduce Costs
- Improve Reliability
- Improve Business Continuity
- Reclaim valuable office space
- Scalable Infrastructure on-demand
- Flexible IT capacity and resources
- Increase your commercial advantage

Many businesses accept that utility computing, or cloud-computing, represents the future of computing infrastructure for SME businesses and can't be ignored; *BrightCloud's* Application Hosting Platform offers you an easy way to move one or all applications into a "cloud computing" model.

Cloud Based Services

"Cloud computing comes into focus only when you think about what IT always needs: a way to increase capacity or add capabilities on the fly without investing in new infrastructure, training new personnel, or licensing new software. Cloud computing encompasses any subscription-based or pay-per-use service that, in real time over the Internet, extends IT's existing capabilities." Gartner

Gartner recently released a report estimating that worldwide cloud services revenue will not only surpass \$56.3 billion this year but, perhaps more telling, will surge to just more than \$150 billion in 2013. The analyst house said that traditional IT services moving to the cloud will constitute a large segment of the growth, as will substantial new businesses.

Facing uncertain economic times, enterprises may be more likely to turn to cloud computing services - such as SaaS (software as a service), utility computing, and managed service providers - for the lower up-front costs, the faster time to market, and the ability to add capabilities quickly without investing in new hardware.

How does Application Hosting work?

A fault tolerant cluster of power servers configured for high availability hosts a number of virtualised private application servers. As your demand changes the number of server's and their power increases or reduces. High-availability clusters (also known as failover clusters) provide a resilient platform for your business.

A powerful fault tolerant Storage Area Network provides safe data access and also allows movement of a customer's application from one physical server to another which adds resilience and scalability with no service disruption.

You have the benefit of a cost effective and resilient and powerful IT infrastructure without the costs or administration. This allows your business to focus on doing business without the burden of IT worries.

Resilience

In the event of a physical server failing, the virtual servers are restarted on another server within a few minutes; Saving you a tremendous amount of time and bringing a high level of resilience to your organisation with no additional costs.

Management Services

There are three management services to choose from:

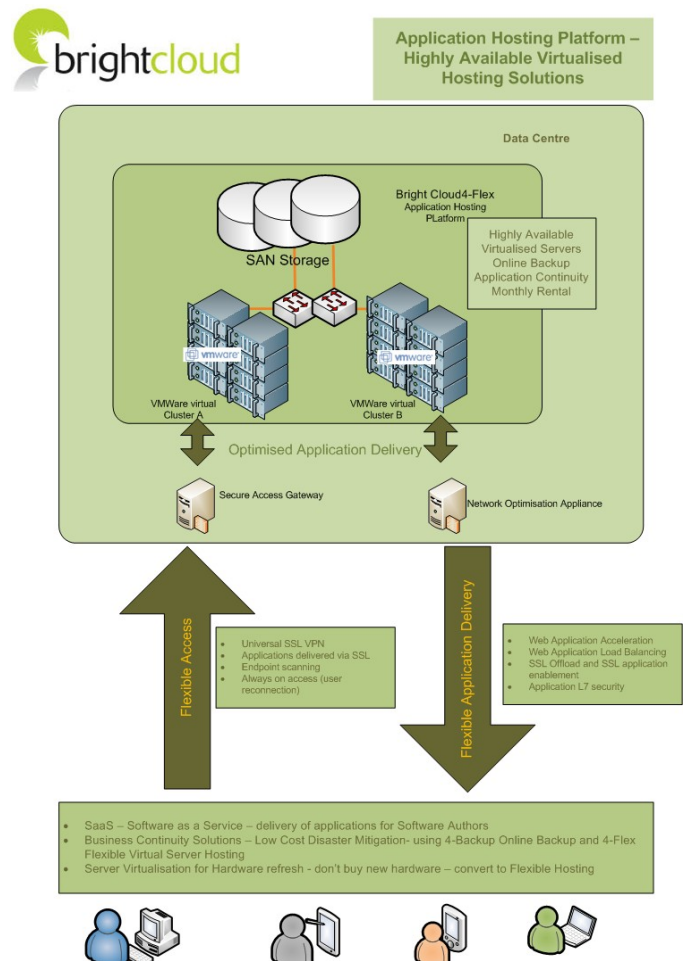
Essential Management of the physical server farm, storage and virtualisation layer and secure network access

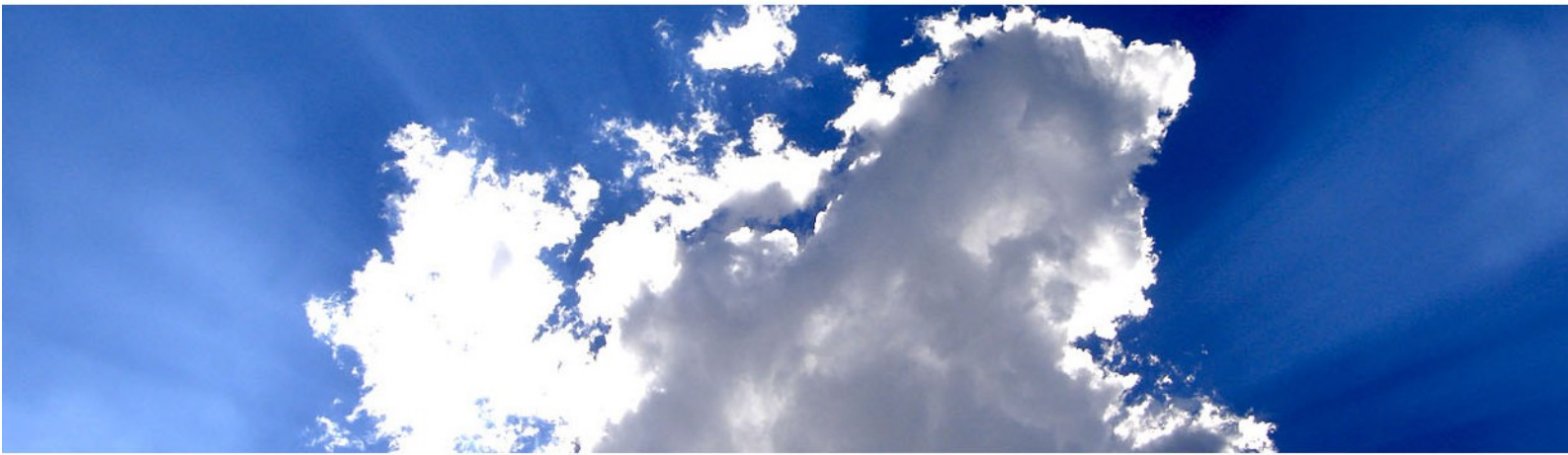
Optional Operating System management and administration

Optional Managed Services for applications, databases, users and other technology.

More Reasons to choose BrightCloud

Application delivery is optimised for your network, data is secure, encrypted and backed up; Additional advantages such as business continuity offer you the peace of mind to focus on the business and aligning the IT strategy with what your business really needs. For example - you need more users, a new application, less users, to test a new upgrade, temporarily create additional space. Today IT is different and it's all very easy with *BrightCloud*.





BrightCloud is the new brand identity for Services for Business.

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