

An Expert Guide to Dedicated Hosting

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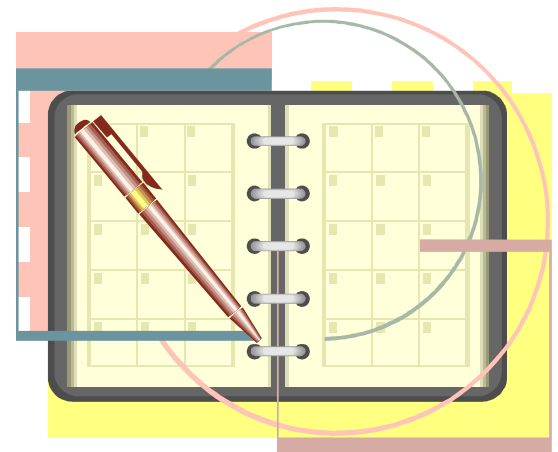
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Build on us.
VERIO
An NTT Communications Company

Agenda

- **Definition of Dedicated Solution**
- **Trends for the Dedicated Solutions Market**
- **Constraints**
- **Questions You Need to Ask When Selecting a Provider**
- **Risks and Advantages**
- **Alternative Solutions**
- **Summary**
- **Questions**



Definition of Dedicated Solution



- Located in secure Data Centers with better connectivity, redundant power, regulated environment and fire suppression.
- You manage everything except the hardware; the hardware is managed and monitored by the vendor.
- Terminal services access
- Customizable server, security, storage and network

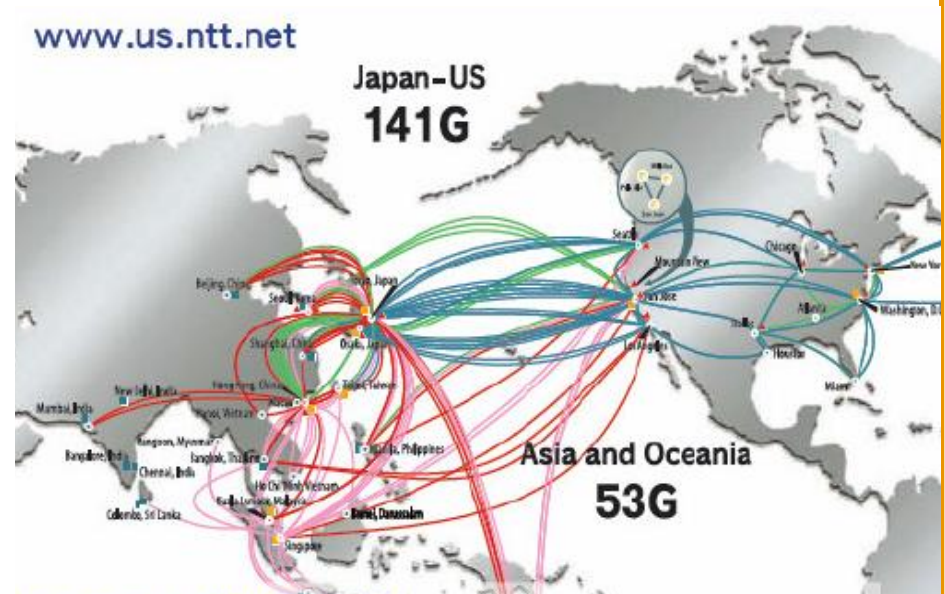
Trends for the Dedicated Solutions Market

- **SMB IT budget reductions**
- **Technology is growing exponentially**
- **IT spending increases to accommodate new business processes**
- **Reduction in workforce**



Trends for the Dedicated Solutions Market

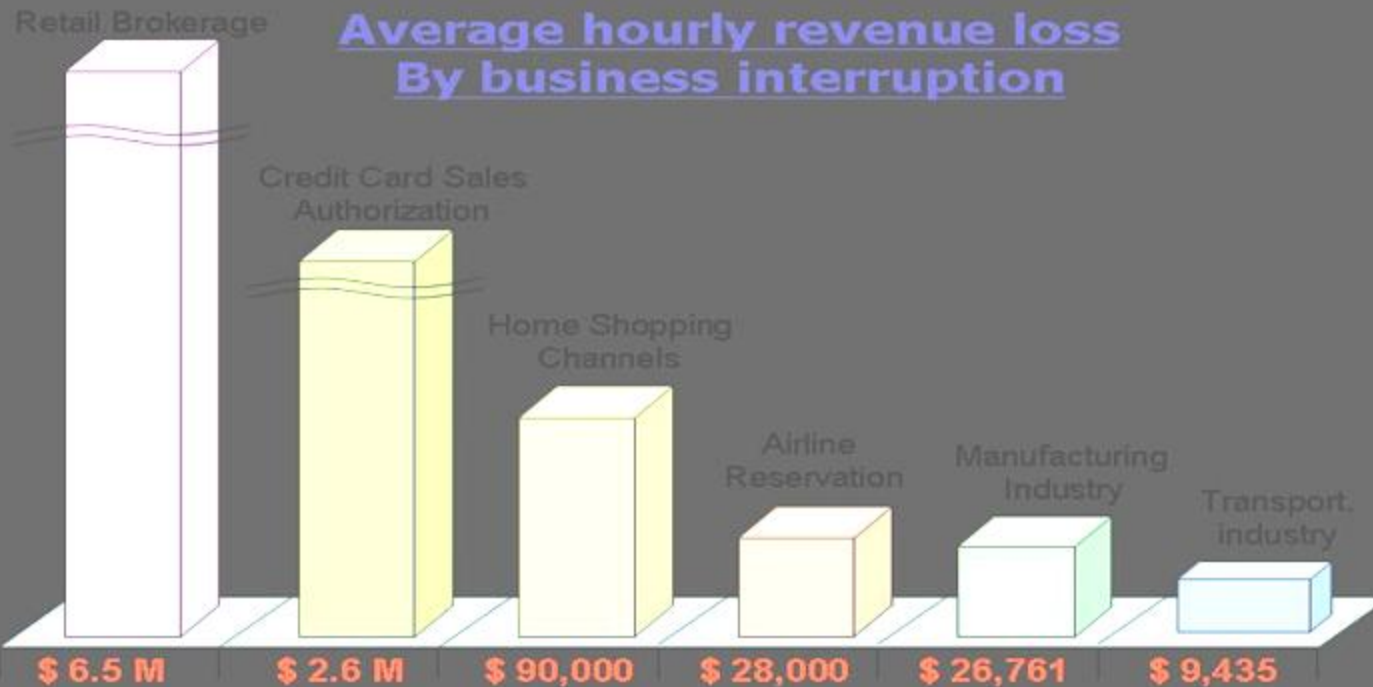
- Web Presence is becoming more important
- Regulations and Compliance
- Business Continuity
- Tax Depreciation models for hardware don't work anymore



Trends for Dedicated Solutions Market

Financial Impact

Service interruption harms business continuity and revenue of enterprises. Especially huge financial affects on Financial and Online business Sectors



Constraints

- **Capital Investments**
 - *Gartner reports SMB IT budgets have increased 6% in 2007 with 25% going outside of the internal IT infrastructure*
- **Technical Knowledge base of current staff**
- **Reduction of IT staff**
- **Regulation and Compliance**



Questions You Need to Ask When Selecting a Provider

What business objective are you looking to meet with your dedicated solution?

What are the primary reasons for you to outsource?



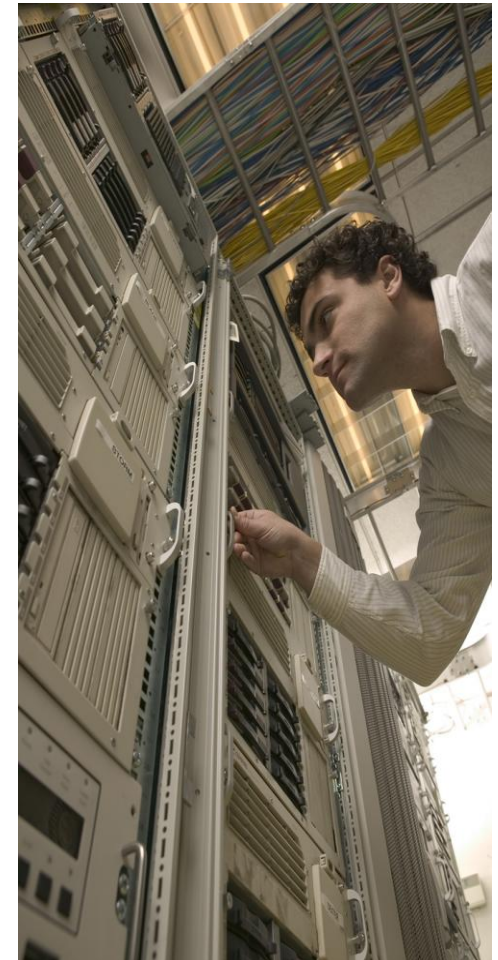
Questions You Need to Ask When Selecting a Provider

What are your Privacy
And Data Protection concerns?



Questions You Need to Ask When Selecting a Provider

Are you looking for Infrastructure consolidation?



Questions You Need to Ask When Selecting a Provider

Are you having to reduce your IT Budget?

What compliance issues is your business facing?

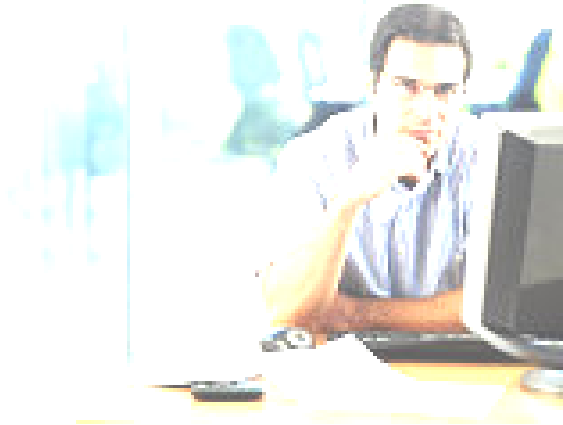
What business process improvements are you facing?



Questions You Need to Ask When Selecting a Provider

Are you reviewing your Web Strategy?

- *IT leaders cannot expect to succeed simply by being a low-cost provider of core IT services. Rather, they must do that and continue to deliver competitive differentiation to the business...*
- *Gartner, “What Are Your Mid-Market Peers Doing In IT?”*



Questions You Need to Ask When Selecting a Provider

Redundant, Reliable and Secure Facilities

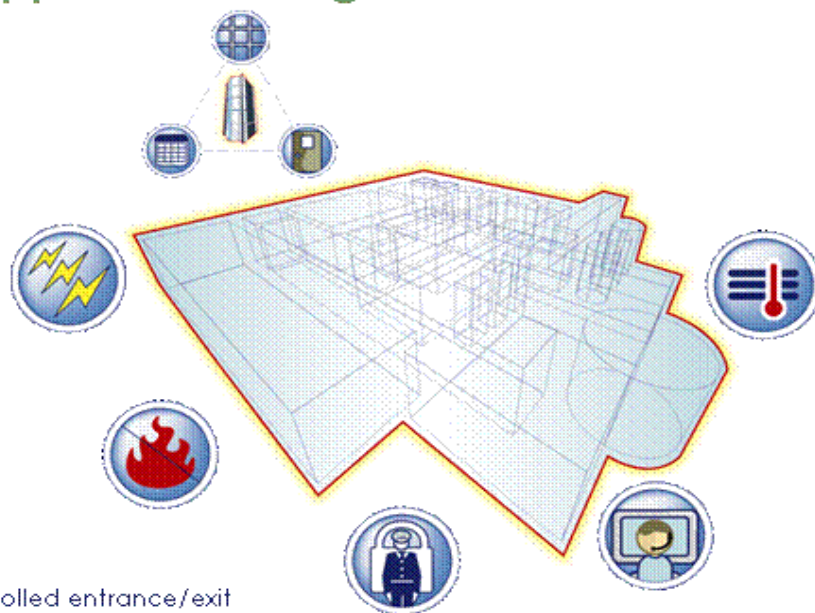
- ❑ **SAS 70 Type I Certified**

Industry-Leading Ticketing and Monitoring Systems

- ❑ **Siebel**
- ❑ **Micromuse and HP**

Protective Systems and a Dedicated Support Staff Safeguard Your Solution

- ❑ **Secure Cages**
 - Regulated power and dedicated Internet connections
- ❑ **Server Suites**
 - Regulated power and dedicated Internet connections
- ❑ **Operations Center**
 - Certified staff, state-of-the-art tools, real-time monitoring
- ❑ **Secure Cabinets**
 - Regulated power and dedicated Internet connections
- ❑ **Redundant Power**
 - Fully redundant system, continuous power supply, multiple generators, fuel purchase agreements
- ❑ **Fire Suppression**
 - Early warning detection system, fire detectors, gas system, double pre-action dry pipe sprinkler system
- ❑ **Environmental Monitoring**
 - Air conditioning, water detection, humidity control
- ❑ **Security**
 - Security guards on premise, video cameras throughout, bullet-resistant glass, Biometric hand-scan into man-trap controlled entrance/exit



Risks and Advantages



Should you build yourself...

OR

Look for a trusted partner???



Alternate Solutions: Managed Private Servers (MPS)

Not all Dedicated Servers are the same...

MPS offers more on the application level for updates, patches and support

Dedicated Servers offer more in versatility and access to the application level



Alternate Solutions: Managed Private Servers (MPS)

Managed Private Server	Purely Dedicated
Managed OS including OS troubleshooting and automated patches.	Managed Hardware, OS installed as default. Updates and patching by request. In the case of OS problems newest available version of OS can be reinstalled
Pre-configured Hardware for rapid provisioning, very little customization available for server or network.	Highly Customizable. Managed Network and network devices available.
Virtual root	Root

Alternate Solutions: SaaS

Software-as-a-service (SaaS) is one of the fastest growing segments of the information technology (IT) industry because it provides a more cost-effective alternative for enterprises to achieve their business objectives than traditional packaged applications.



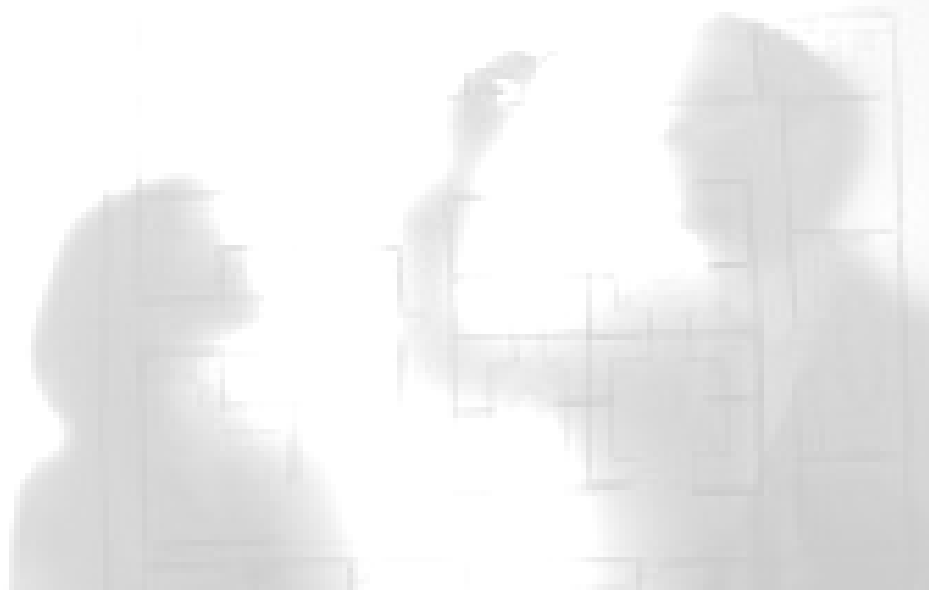
Summary

Definition of Dedicated Solution



Summary

Trends for the Dedicated Solutions Market



Summary

Questions You Need to Ask When Selecting a Provider



Summary

Constraints



Summary

Risks and Advantages



Summary

Alternative Solutions



Questions?

