



# CLOUD COMPUTING

Transforming your IT into a competitive advantage

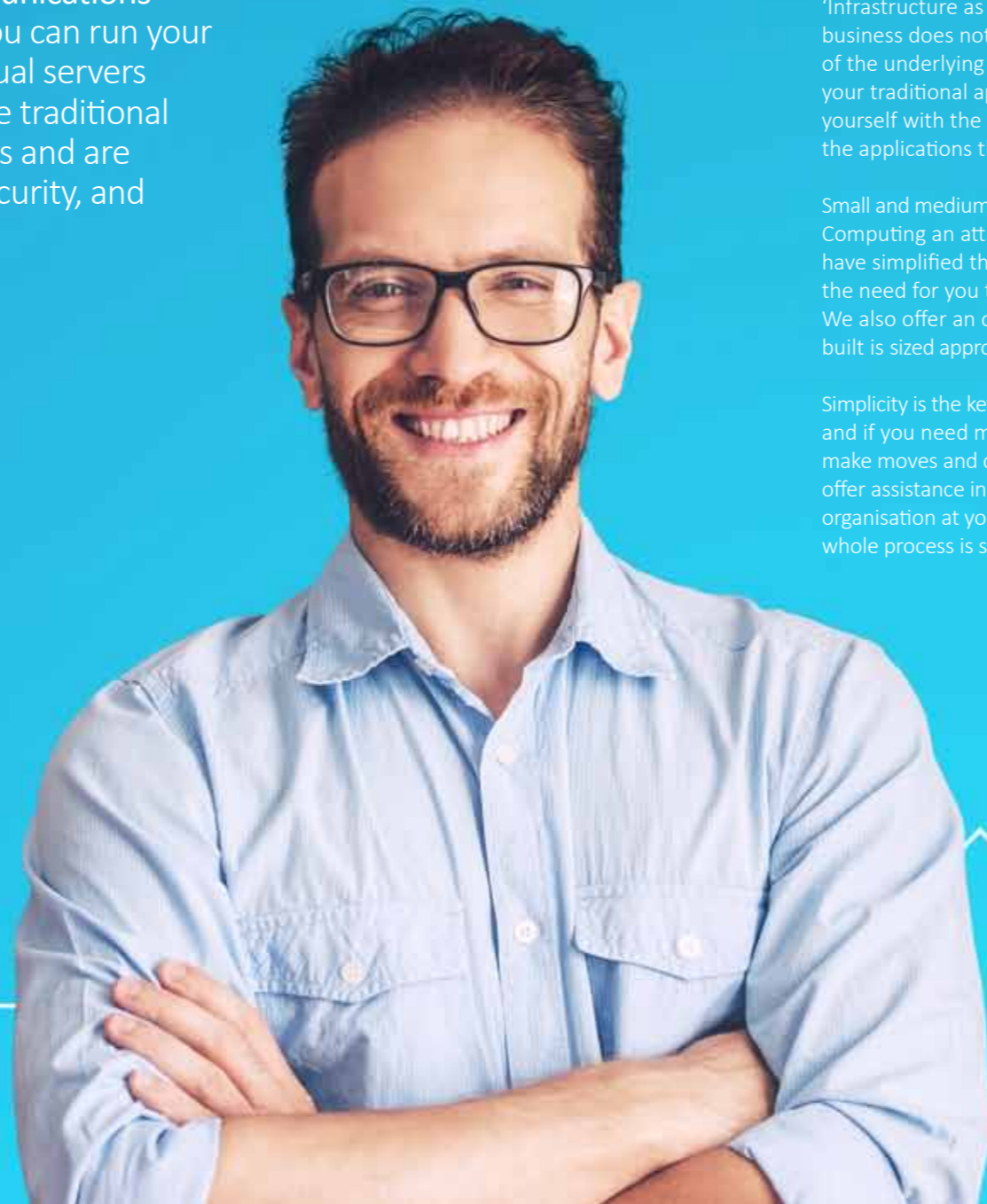


SOUTHERN  
COMMUNICATIONS  
Connectivity for the future



## Transforming your IT into a competitive advantage with security, reliability and elasticity

Cloud Computing from Southern Communications is based on virtual servers from which you can run your normal business applications. These virtual servers are provided as a direct alternative to the traditional on-premise or data centre hosted servers and are accompanied by appropriate storage, security, and networking facilities.



IT is changing - servers and storage are now a utility like electricity and water and many more companies are deciding to move to the Cloud.

Cloud Computing can best be described as 'Infrastructure as a Service' (IaaS) whereby your business does not own, manage or maintain any of the underlying hardware. You simply manage your traditional applications without concerning yourself with the resources needed to support the applications themselves.

Small and medium-sized companies will find Cloud Computing an attractive proposition because we have simplified the buying options and removed the need for you to configure the service yourself. We also offer an optional audit to ensure what's built is sized appropriately and configured correctly.

Simplicity is the key - we look after everything for you and if you need more capacity at any time we can make moves and changes as required. We can also offer assistance in creating a migration plan for your organisation at your convenience to ensure the whole process is simple and hassle-free.



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### Key features

- Comprehensive selection of virtual servers
- Secure platform design with firewall and VPN connectivity
- Most advanced, resilient platform globally
- Intuitive dashboard monitoring portal
- Integrated data backup services
- Optional infrastructure audit and report
- 24 x 7 x 365 pro-active monitoring

# How does it work?

Prior to migration to the cloud, we will offer an optional audit and detailed report of your existing on-premise infrastructure to ensure that your new virtual environment is a perfect fit for your business. You may also take this opportunity to implement a healthy refresh and/or upgrade for some of the applications themselves. Either way, Cloud Computing is designed to make the transition to cloud as simple as possible for your business.

So, once the virtual servers have been chosen; in terms of the optimum number of CPUs, memory and storage capacity needed for the applications themselves; the servers can be provisioned rapidly and securely.

This includes all the required connectivity options such as public internet, firewall rules, private subnet and more, just like a traditional on-premise environment, with options for load balance, virtual private network access and backup.

Once this is all securely setup, the service can be commissioned and the applications installed and your data migrated - a process that is simply determined by the size of the applications and amount of data that your business needs to be uploaded.

## Optional services

### Backup as a Service (BaaS)

A simple to use application that can back-up Cloud SSD storage devices to another storage facility within the same region.

### Cloud View

Monitors CPU, RAM and storage usage, proactive alarm monitoring with email, and text with alarm escalation logic.

If your organisation is a large one, depending on circumstances, it's quite common practice if you decide to phase your migration to the cloud with some application servers remaining on premise or in a data centre for a period of time. In this 'hybrid' environment, you can integrate both environments to support your business and then migrate the remaining elements as and when required.

A public cloud service provides inherent physical and virtual security benefits and allows your IT team to focus more on core business issues.

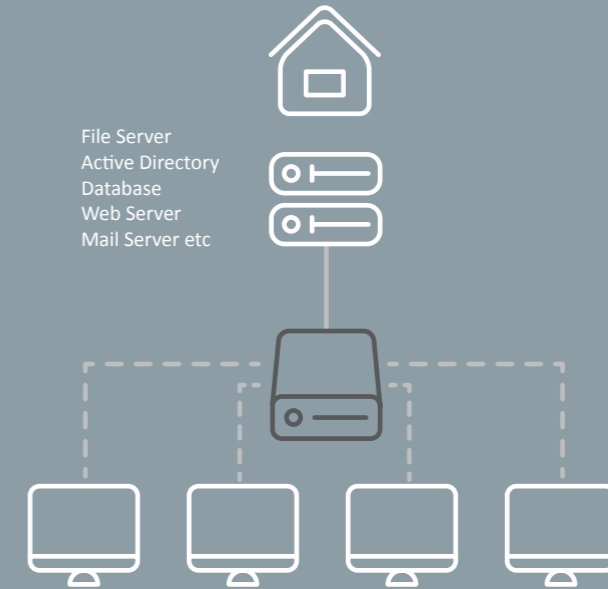
## The benefits of Cloud Computing

- Fully-managed service
- Server, storage, firewall and network changes all included in the service
- Simple, rapid and risk-free deployments
- Opex model- only pay for what is used
- Future-proof platform to allow growth
- Infrastructure resilience built in, so no need to build your own
- Frees IT team to concentrate on core business issues

## Audit

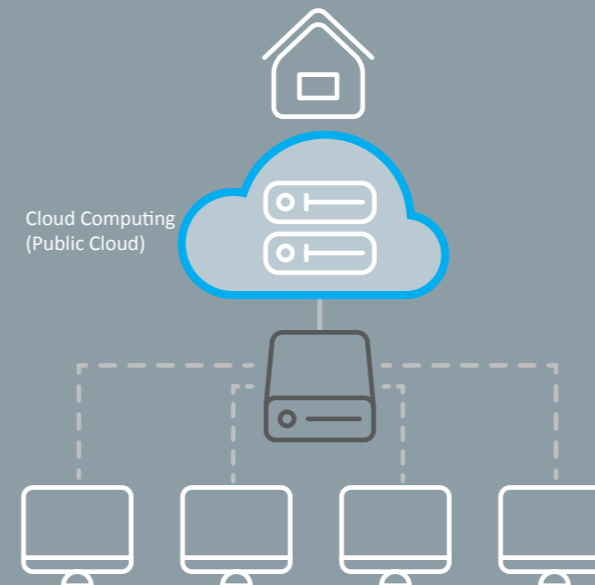
Which applications can/should be migrated to the Cloud?

What size of virtual servers are required?



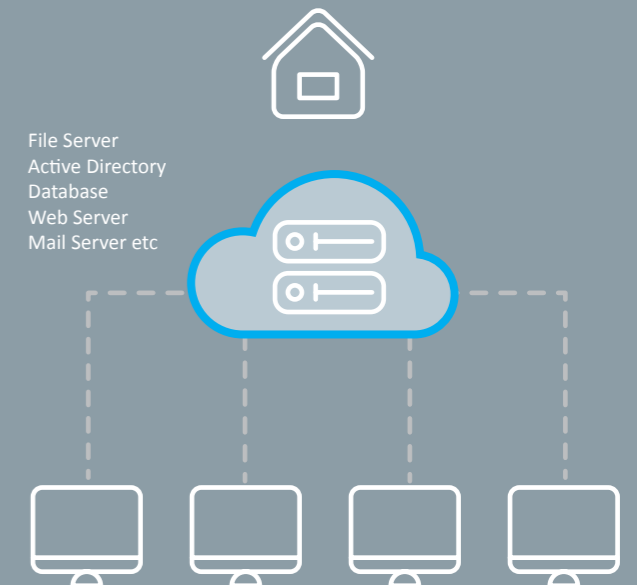
## Deploy / Commission Virtual Servers

Size by application need  
Deploy network, security and access policy



## Install Applications and Migrate Data

Full deployment



# Who is Cloud Computing aimed at?



## Cloud Leapers

Small and medium-sized businesses that currently are not using an in-house IT solution (no servers, no web server, or no PBX system) and are likely to move straight to the Cloud, 'leaping over' intermediate in-house IT solutions.



## Cloud Expanders

Small and medium-sized businesses that are already using some form of cloud services and may need new and expanded cloud offerings. For example, if your business is using web hosting you may want to purchase mobile optimisation to complement your website.



## Cloud Converters

Small and medium-sized businesses that currently have in-house solutions but are either moving or planning to move to hosted services. For example, you may be a business that currently has in-house servers but may choose to switch to hosted servers when it becomes time to upgrade your infrastructure.



## Organisations that strive for ease and efficiency

We make it simple; traditional public cloud services can be complicated to setup and unless you have specific knowledge and experience, the cost of misconfiguration can be expensive and time consuming to fix.



## Organisations that need to cut IT costs

Cloud Computing removes the serverbased operational and support burden from within your organisation's IT spend; resulting in either a reduced overall spend on IT and/or a better use of their time by focusing on business-centric activities rather than server hardware.



## Small businesses that need to test applications

Some businesses need the flexibility to buy services as needs dictate, particularly true of small organisations where the option to test new applications that need dedicated compute and storage requirements can be difficult to justify.

Cloud Computing from Southern Communications makes the transition to the cloud as simple as possible for your business.



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For more information about Cloud Computing and how it could benefit your business, please contact us today on:

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