



Pay as you go
On demand computing
High Availability

Our Infrastructure - Your Service

Cloud Hosting Overview

What is Cloud Hosting?

The term 'Cloud' is a metaphor for 'Internet'. It originated from the literal 'fluffy cloud' image so beloved of illustrators when physically depicting the internet on IT architecture diagrams. "Cloud Computing" therefore simply translates as 'Internet Computing' and has come to mean 'computing resources that are delivered over the internet as a service'.

Over recent years, 'Cloud' has suffered from a lack of definition, but for us the definition of Cloud Hosting is simple. We believe 'cloud hosting' gives organisations access to **a resilient, high availability 'infrastructure as a service' solution that offers IT outsourcing at lower cost than in-house.** We provide and manage and service the hosting infrastructure and you use it when you want and as often as you want – paying only for the services that you utilise/consume.

Cloud Hosting will deliver you:

- A zero capital outsourced expenditure model
- On Demand Extension/Expansion of existing infrastructure
- Unlimited scalability
- Capacity on demand
- Energy efficiency & reduced carbon footprint



How would you utilise Cloud Hosting?

With the cloud hosting model, high availability is simple and affordable, and disaster recovery and resiliency are dramatically cheaper. For example: Servers can be set up in minutes, new services and applications can be deployed, tested and fine tuned before being released to production environments, negating the usual install delays and internal procurement processes. Seasonal traffic spikes can be countered and simply managed, using on demand cloud capacity, and disaster recovery using high availability becomes a reality.

General benefits include:

- On demand capacity for traffic spikes and storage
- Rapid test & development environments
- Mirrored disaster recovery
- Backup and storage
- On hand 24 x 7 support
- Economies of scale
- Predictable pricing
- Seamless access across geographic borders



Whether the industry will ever agree on a simple and standard Cloud definition is debatable, but one thing is certain, the benefits of Cloud Computing, of a centralised pool of computing resources that can be easily accessed via the internet, paid for on consumption basis, are just too compelling to ignore.

Why use iomart Hosting for Cloud Services?

Our Cloud Hosting checklist:

✓ Experience

We have over a decade's experience in hosting and managing large networks. We currently host platforms and services for companies as diverse as Stagecoach, BT, Cimex, Newsquest and Doctors.Net.

✓ Our Data Centres

We own and manage a UK wide network of 5 data centres (that's 'owned and managed' – not leased or rented). Each data centre is newly commissioned, fully powered, resilient and equipped to handle the latest in computing technologies. We are not tied to legacy or restrictive operating practises, and can truly offer a flexible customised service to our clients. We are founder signatories of the EU Data Centre Code of Conduct.

✓ Our Network

Our fibre network offers scalability, reliability, reach and resilience, to ensure that our customers receive high speed, high availability and maximum performance.

✓ 100% Uptime Service Level Guarantee

We are proud to stand behind our pledge of delivering 100% business uptime. At iomart hosting 100% Uptime is more than a marketing slogan; it is at the heart of everything we do.

✓ 24 x 7 x 365 Support

Each iomart Hosting data centre is managed by a team of round the clock systems engineers and technicians and you can call them night and day.

✓ Total Control

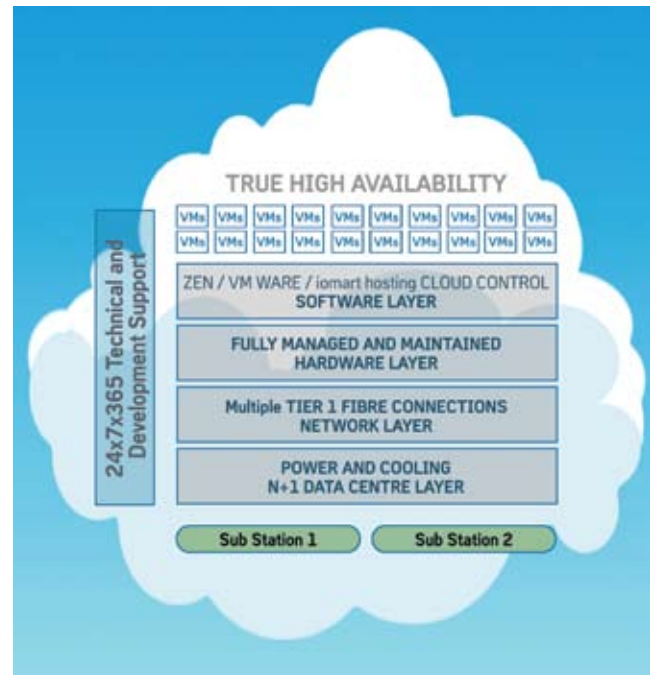
Every customer has access to our proprietary Hosting Control Panel, which combines traditional account management with full 'cloud' control. The control panel gives customers the ability to manage their cloud environments in real time, as well as providing a comprehensive suite of usage reports - current, historical and trend - from power and bandwidth through to carbon emissions.

✓ Choice

We offer two levels of Cloud Hosting Solutions – CloudXtra (Pay as You Go 'on demand' computing) and CloudSure (High Availability Platform).

✓ Data Security

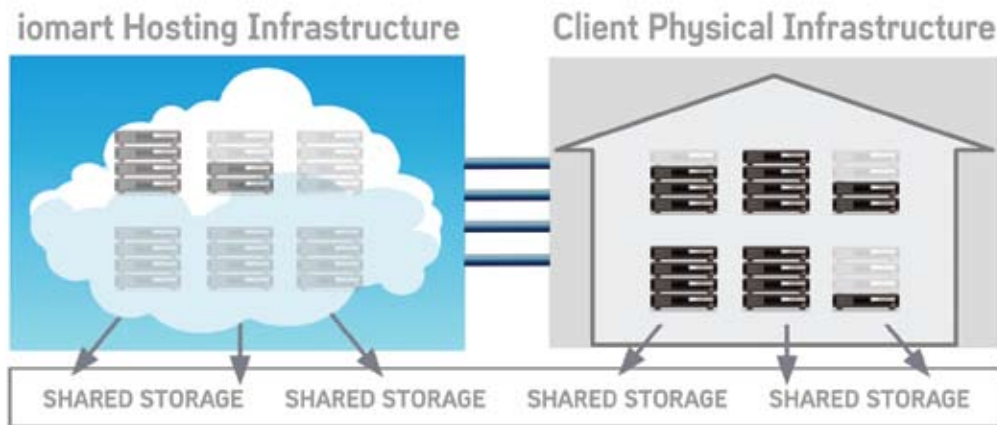
Our UK data centres are fully certified to ISO27001, the recognised international standard developed specifically for Information Security Management Systems. We are required to demonstrate that we undertake a systematic approach to managing sensitive corporate information and ensuring data security.



The iomart Hosting Cloud.

CloudXtra™

On-demand, pay-as-you-go Infrastructure as a Service



CloudXtra enables you to extend your own computing infrastructure, via VLAN, as and when you require additional resources.

CloudXtra Info

- Pay As You Go
- Metered costs
- Variable Virtual CPUs (Cores)
- Shared storage
- Dedicated VLAN access
- Fast setup via control panel
- Full root access

General Features

- No minimum contract
- Linux and Windows OS
- Guaranteed 100% Uptime SLA
- Automatic Scalability
- Full Control
- 24x7 Support
- ISO 27001 Info Security Certified
- UK Data Centres
- Tier one network

On demand. When you demand it.

A common problem for many organisations is that their demand for computing power is elastic whilst the supply of their computing power is inelastic. CloudXtra enables companies to utilise our fully resilient platform and data centre network on an "on demand" basis.

This option is ideal for test, development and short-term or seasonal high-capacity requirements.

Uptime is Key.

Bottom line. Any cloud hosting service that is running your business critical applications needs to be up, and available 24x7. iomart Hosting owns and manages its own data centre network and has engineered every process and practise to ensure no single point of failure. Our 100% uptime guarantee is our motto and our mantra. We live and breathe it.

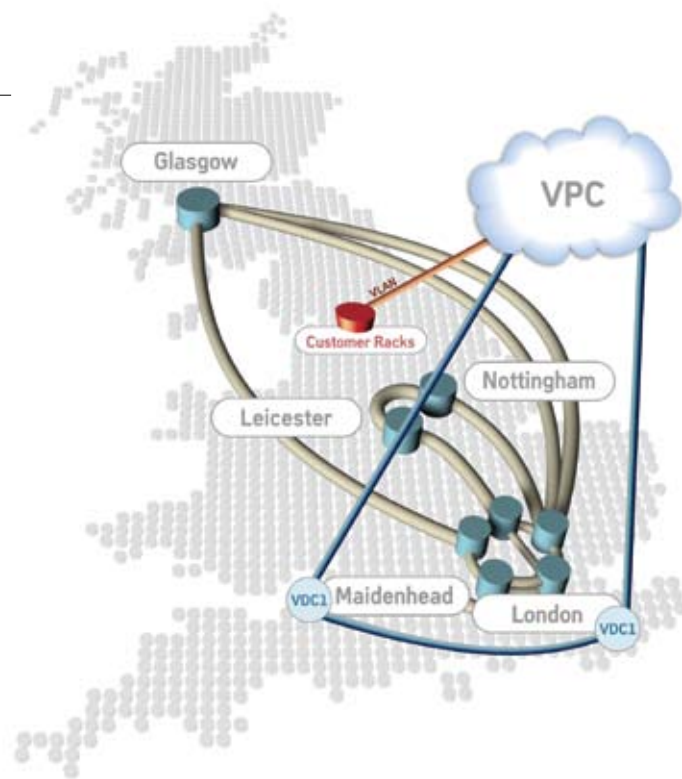


For further details visit www.iomarthosting.com
or email us at: info@iomarthosting.com or call: 0800 040 7228

CloudSure™

True High Availability

CloudSure is designed for customers who require High Availability, by utilising iomart Hosting's infrastructure as a seamless and secure extension of their own.



CloudSure Info

- High availability
- Diverse data centres
- Closed fibre network
- Customised service
- Back up and storage options
- XEN platform

General Features

- Guaranteed 100% Uptime SLA
- Full Control
- 24x7 Support
- ISO 27001 Info Security Certified
- UK Data Centres

True High Availability

By utilising iomart Hosting's own data centre network, we can offer failover and restore across different diverse sites. Most cloud offerings offer back up in the same data centre leaving you exposed should the DC suffer a total outage. No other Hosting company offers this service.

CloudSure enables integration of networking, server, storage and application infrastructure into a single, virtual cloud-based architecture

The Virtual Private Cloud (VPC)

You should consider CloudSure if you demand: security & privacy (private not public cloud), customisation and flexibility, tight operational control, governance and audit and maximisation of the costs already sunk in your existing IT infrastructure. This service truly is an extension of your own IT capability.

For further details visit www.iomarthosting.com
or email us at: info@iomarthosting.com or call: 0800 040 7228



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For further details or to arrange a private visit of any of our centres visit www.iomarthosting.com
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