

Rack Pack

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Welcome.....

2012 promises to be an absolute stonker of a year if you happen to be a UK resident.

We have the Olympics, The Paralympics, WorldPride London, World Shakespeare Festival, Diamond Jubilee, Da Vinci, David Hockney, Cutty Sark, Patsy & Edina, Harry Potter Studios, Bond, The Avengers and the odd Hobbit gets to air his ring again.

If that cornucopia of treats somehow fails to float your boat, we're sure the sight of the six reindeer horn wearing Deer-men performing The Horn Dance, accompanied by the melodeon and triangle, in Abbots Bromley will get you going (held traditionally on the first Monday after the first Sunday after September 4th - usual agencies for tickets). Yes 2012 promises much.



But before we wave a cheery teary goodbye to this year, let's not be too hasty in forgetting how wonderful 2011 has been. We've had a particularly buoyant year, and some of the highlights are contained within this edition of Rack Pack.



Up, Up and Away

Growth in cloud computing doubles iomart Group pre-tax profits

Our parent company, iomart Group plc, had the pleasure of unveiling a corking set of figures in its half yearly results.

The Group announced a 36% growth in revenue to £15.4m (H1 2011: £11.4m) and an increase of 106% in pre-tax profits to £2.4m (H1 2011: £1.2m), in its consolidated half yearly results for the period ended 30 September 2011.

Angus MacSween, CEO of iomart Group plc, said:

"The market opportunities available to us continue to grow as more and more organisations take advantage of the benefits of outsourcing their IT infrastructure needs to a strong and trusted supplier such as iomart. We continue to expand our skills, product sets and infrastructure to deliver an increasing range of cloud services and expect to continue the growth we have recently enjoyed."

The continuing growth in the uptake of cloud

services has contributed to the Group's continuing success. Among the companies that have moved into the cloud with iomart Hosting this year are Skyscanner and Nova International.

Angus MacSween continued: "We are continuing to deliver on our strategy of focusing on managed hosting and the growing demand for complex hosting in the cloud. Revenues are strong and we continue to make acquisitions as well as growing organically."

~~SPQR, NATO, ESPN~~, EQSN joins our Clan

All we wanted for Christmas was an excellent hosting company



We are delighted to welcome the rather excellent hosting company EQSN to our fold on the 24th of November.

Based in Glasgow EQSN provides managed hosting solutions to a varied range of clients across all major sectors of industry including: banking & finance, manufacturing,

social networking, local & central government, corporate, and the NHS. Its clients include a number of high profile names and quoted companies.

Angus MacSween, CEO of iomart Group plc, said: "We are delighted with this addition to the iomart Group as we continue to drive forward our reputation as a leading provider of secure web hosting and managed services for business. EQSN has an impressive customer base and is a strong strategic and cultural fit for us."

Alan Lorimer, CEO of EQSN, said: "EQSN is a very successful company in its own right. Becoming part of iomart is a natural next step for us. It means that we can offer our customers even more value through an extended service portfolio and facilities because of iomart's fully owned, managed and secure datacentre network and its commitment to providing customers with peace of mind."

EQSN was founded in 2000 and has established a reputation for delivering secure datacentre based hosting solutions through the provision of hosting, bandwidth supply and managed IT services.

Angus MacSween continued: "The purchase of EQSN fits perfectly with our stated intention of looking for acquisitions that add depth and value. We are ambitious to keep growing organically and by acquisitions and will continue to look for similar opportunities moving forward."

We acquired the entire issued share capital of EQSN for a total cash consideration of £2.475m.

We met him at the Candy Store.

He turned around and smiled at us. You get the picture? (yes, we see). That's when we fell for the IT Leader of the Pack.

'Good things come to those who wait' or so the makers of the black nectar would have us believe. Although we've tended to err on the side of 'impatience is a virtue' we might well be revising our views on this old adage given the news that one of our longest serving colleagues has just scooped a top gong.

Bill Strain, CTO of iomart for the past ten years, has just been crowned IT Leader of the Year at the inaugural IT Pro awards in London.

IT Pro is a leading website that provides business and technology decision-makers with global news, analysis and insight into IT. It launched its first awards this year to recognise 'the best of the best' in the IT industry in the UK.

"Our industry has a rich heritage of innovation, with hundreds of product launches each year. Those acknowledged, both winners and those shortlisted, in the IT Pro awards therefore represent the very

best of the best and we are delighted to honour such individuals and companies," said Maggie Holland, IT Pro's Editor

Bill Strain said: "I'm delighted to have won this prestigious award on behalf of all the technical team at iomart who have helped the company enjoy such a successful year."

And what a great year! During the past twelve Bill has overseen the launch of a new Channel cloud division Westcoastcloud, the development of the new customer control panel for iomart Hosting and the release of the company's e-safety software for the iPad and iPhone. And there was the little matter of collecting the UK's first Kitemark for Online Child Safety from Tim Loughton, Minister for Children and Families, back in January - so all in all a blinding 2011 for the man we call The Technomeister.

And after collecting his award, Bill climbed aboard

his bike, revved his engine, and headed off into the sunset. It was an emotional night.

We can't hide the tears, but we don't care. We'll never forget him (he's the IT Leader of our Pack!)



Eyes on the Prize

Nom Nom Nom



Continuing with an awards theme, we're very happy to announce that we have been shortlisted for both the Managed Service Provider of the Year 2011 at the SVC Awards and Growth Strategy of the Year at the Scottish Business Awards.

The SVC Awards honour companies operating in the cloud, virtualisation and storage fields, whilst the Scottish Business Awards celebrate excellence, entrepreneurship and innovation across all industries in Scotland. Back in the summer (those three days of sunshine in June) iomart was named Scottish Digital IT Company of the Year.

In the SVC Awards, iomart Hosting has been

shortlisted for Systems Integrator/Managed Service Provider of the Year after successfully delivering cloud projects for cheap flights specialist Skyscanner and Great North Run organiser Nova International.

The SVC Awards are organised by Angel Business Communications Ltd and recognise the achievements of end-users, channel partners and vendors.

We were also a shortlisted finalist in the Santander SME of the Year category at the UK's National Business Awards which were held in London at the end of November. Whilst we didn't win, we felt honoured to be flying the flag for the hosting

industry in a category that included Pretty Green, ShortList Media Ltd, Cabfind and A Suit That Fits.

We were praised by the judges who stated: "Showing courage by taking the opportunity to grow, iomart is operating in a highly competitive market but proving to be capable of expansion through organic growth and acquisition."

The judging panel for the Scottish Business Awards will be chaired by Duncan Bannatyne OBE. The winners will be announced at a ceremony at the Edinburgh International Conference Centre on 23 February 2012.

vPleased with vCloud

Our Public Cloud Service attains VMware vCloud® Powered validation



We are delighted to announce that our cloud service has achieved VMware vCloud Powered status, illustrating to our customers that it is underpinned by VMware's leading virtualization and cloud computing technology, namely VMware vSphere® and VMware vCloud® Director™.

As a member of the VMware Service Provider Program (VSPP), we present our VMware vCloud Powered service as a set of cloud computing services across a common platform, supporting the largest set of existing applications and offering distinctive application mobility uniquely available from VMware.

Sarah Haran, managing director of iomart Hosting, said: "iomart Hosting specialises in high availability, fully managed cloud solutions and we quickly realised that to provide market leading solutions we needed industry-leading hypervisor and management technology."

Gavin Jackson, Director, vCloud & Service Providers, EMEA, VMware, said: "The VMware vCloud Powered program was developed to enable our service provider partners to differentiate themselves and help them bring their enterprise-class cloud services to market in this competitive

landscape. We look forward to supporting iomart Hosting further as it delivers on the agility and performance customers are looking for in the cloud computing landscape."

Customers of iomart Hosting have the ability to move workloads from their VMware vSphere-based virtualized or private cloud environment to the VMware vCloud Powered service and back again. This application portability is a key differentiator allowing customers to achieve the flexibility and security they need while enabling increased IT agility.

Plane Sailing

Europe's leading travel search website takes to the cloud



Founded in 2003 by IT professionals, Gareth Williams, Barry Smith and Bonamy Grimes, Skyscanner is based in Edinburgh with a second office in Singapore. The site is available in 27 languages and is offered as a mobile site as well as both an Android and iPhone app, the latter of which has had more than 2 million downloads. Skyscanner is recognised as one of the fastest growing technology companies in the UK.

Visits to the Skyscanner website have increased year on year to the point where over 14 million people use it every month. To cope with this huge and ever-growing demand for its service, Skyscanner needed cloud hosting backed by the most powerful servers. It turned to iomart Hosting.

Craig Parker, Director of IT at Skyscanner, explains: "It's vital that the Skyscanner flight search engine is always available because people are accessing it from many different countries at all times of the day and night.

"iomart Hosting's support has allowed us to scale up as fast as possible, while still allowing us to serve our millions of customers in a professional, responsive and personal manner."

iomart Hosting supports the entire global portfolio of Skyscanner domains, which range from Spanish (Skyscanner.es) to Japanese (Skyscanner.jp) and Korean (Skyscanner.kr). This is all housed in a private cloud, backed by an enterprise grade SAN solution.

Phil Dalbeck, Infrastructure Architect at Skyscanner, explains: "Migrating from a traditional physical infrastructure platform to a fully virtualised private cloud provides the business agility Skyscanner needs to support our exceptional growth. Capacity planning is no longer the headache it once was, and the business can now expect to see additional server resources deployed within minutes rather than weeks."

The iomart Hosting team helped Skyscanner's technical team deploy a cutting-edge VMware installation, with powerful custom built servers providing N+1

resilience and high performance. The database layer comprises a number of Fusion-IO equipped SQL Servers delivering previously unattainable I/O performance.

Sarah Haran, managing director of iomart Hosting, says: "Skyscanner demanded high performance and high availability plus the ability to react quickly to market demands by the provision of additional resources.

iomart Hosting provided consultation and benchmarking services, procured cutting edge hardware which we installed in our fully-owned high-spec data centres, ensuring that Skyscanner and its millions of customers get the best service possible.

Skyscanner is focused on rapid expansion in existing and new markets with the objective of becoming the number one flight search engine in the world. iomart Hosting will be supporting it all the way.



A Hornbill's for life, not just Christmas

Easyspace donates Jungle City sculpture to its creators

Regular readers will know that we have been following the progress of our sister company Easyspace's Jungle City conservation campaign throughout 2011. Well like all good things, but not preserving the world's threatened species you understand, it must come to an end.

And what an end it was.

After four fantastic months, Easyspace has ended its participation by donating 'Webby' the Hornbill created by the talented youngsters of the Stirlingshire community art group FAB to the children's school, Balfroon Primary School.

Carolyn Randall, depute head teacher at Balfroon Primary School, said: "We are delighted to be given this fantastic sculpture. The Jungle City project was the talk of the school and we are so impressed by what the pupils created. It will have pride of place in our reception area so parents and visitors can admire it and we also plan to use it as part of the curriculum to help the children learn about the challenges faced by animals around the world."

Easyspace had already donated its baby elephant sculpture to the Yorkhill Children's Foundation which raises money to support Scotland's main children's hospital. The foundation auctioned it and raised £1200 towards a campaign to buy a world class microscope that will enable surgeons at Yorkhill to give children with neurological conditions the best chance of survival.

Jungle City raised over £800,000 for the Elephant Family and these funds are already being spent on setting aside natural reserves for elephants, tigers and other threatened species in India.

Jumbo sized pats on the back all round!



Event Horizon Hello London!

Contrary to perceptions, London 2012 is not the only gig happening next year in the Capital. Oh no sir!

We're busy planning an amazing calendar of events for the next twelve months kicking off with three wonderful Earls Court exhibitions.

- **Travel Technology Show**
7th/8th February Earls Court 1
- **Technology for Marketing & Advertising**
28th/29th February Earls Court 2
- **Retail Business Technology**
13th/14th March Earls Court 1

But the really exciting news is that we are 'crossing

the t's and dotting the i's' on booking a series of exclusive venues where we will be hosting our own seminars. Featuring a powerful line up of leading industry experts, mouth watering food and some pretty cool extras, these events will prove that we really are the "natural choice for hosting."

Full details of the seminars will be released in the next edition of Rack Pack.



Time flies like an Arrow. Fruit flies like a Banana

Our year of headlines - this was 2011 as we experienced it.



January
iomart Group is awarded UK's first child safety online Kitemark certification.

February
Conseal security selects us to provide secure platform for delivering cloud-based security solutions.
We're set to upgrade 300K E-mail Accounts with Open-Xchange.
Travel Technology Expo.
TFM&A Show.

March
Announce headline sponsorship of the 2011 UK Green IT Awards.
Maidenhead Data Centre expansion complete.
Achieve Top 10 Managed Service Provider status in the MSPmentor 100 Global List.
We announce major new cloud hosting contracts.



April
Switch Media purchased by iomart Group.



May
Giggs front page provokes record traffic to a client's website.
Green IT Awards.
Internet World.

June
Crowned Scottish Digital IT Company of the Year.
We're named in Top 25 World Cloud Providers list.
Our annual results are boosted by rise of the cloud.
On Line Marketing Show.

July
Jungle City.



August
We team up with Ecebs to power Smart travel in North East England.
HBS internet goes virtual on our platform.
Named as National Business Awards finalist for SME of the Year.



September
Ad:Tech.
Retail Technology Summit.
Our boutique style suits Isotoma's Growth.
The Great North Run heads into our cloud.
Former Exec VP & Chairman of Sun



Microsystems joins iomart board.
We release new Customer Cloud Control Panel.

October
Skyscanner flies into the cloud .
The Internet Watch Foundation celebrates 15 years.
VMware vCloud® Powered Validation for our cloud.

November
Growth in cloud doubles iomart Group pre-tax profits.
We buy managed hosting company EQSN.
CTO Bill Strain named IT Leader of the Year.
Shortlisted for Managed Service Provider of the Year at SVC Awards.
Shortlisted for second major Scottish business award.

December
We are sure it will be fabulous.

Keep in Touch

If you would like to receive regular copies of the Rack Pack, please visit:
www.iomarthosting.com

For all enquiries: +44 (0) 800 040 7228
info@iomarthosting.com

Rack Pack Blog: rackpack.iomarthosting.com
Twitter: twitter.com/iomarthosting
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MySpace: myspace.com/iomarthosting

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