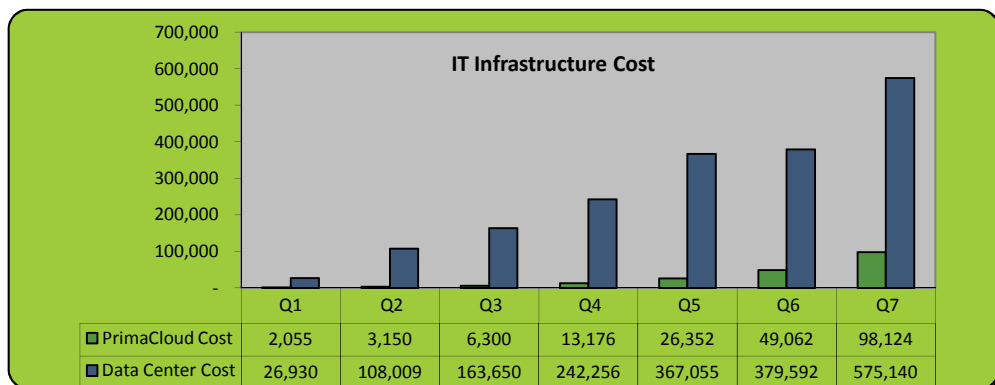


Cost Comparison

Internal Operations Solution vs. PrimaCloud Managed Cloud Solution



This document compares the IT infrastructure and maintenance costs between an internal operations approach and PrimaCloud Managed Cloud Services for a Typical Web Startup business over its first 22 months.



* NOTES: General web startup growth plan detailed below roughly corresponds to information from Digg (including staffing rate), given at 2006 Web2.0 Conference. This growth plan is for a successful text&graphics-based web service; significant media content would greatly increase server and bandwidth requirements.

Internal Operations Solution Expenditure Plan	Item Cost	Period Totals	PrimaCloud Period Totals*
January-March 2005: Beta Test			
2U 2 CPU Server (Dell PowerEdge 2970*)	6,200		
1/2 time admin (\$120k/yr loaded cost)	20,000		
Backup via extra drive	250		
Monitoring	180		
Colocation Fees (incl 250Gb bandwidth)	300	26,930	2,055
April-September 2005: Site Version 1 Initial Ramp-up, <200GB storage			
Adtl. 3 servers for Dual-redundant configuration, plus 2 (non-live) spares	31,000		
Dual Gig-E switches	5,000		
Dual firewall/routers (Cisco 3800 equivalent)	20,000		
Dual firewalls (Cisco pix 515 equivalent)	6,000		
(2X) 1/2-time admins + 1/2 time network/OS tech (\$120k/yr loaded cost)	90,000		
200GB backup	750		
Colocation Fees (1/2 rack space, 1Tb bandwidth)	3,000		
Network Monitoring Service	3,600		
Service Contracts	4,300	163,650	6,300
October 2005 - March 2006: Site Ver. 2, Successful Continued Ramp, <1TB storage			
Adtl. servers for configuration of 5 web servers, 10 DB servers, 3 hot spares	74,400		
RAID backup server	30,000		
Three full-time admins (\$120k/yr loaded cost)	240,000		
Colocation Fees (2 racks)	9,000		
Network Monitoring Service	8,280		
Service Contracts	5,375	367,055	26,352
April 2006 - September 2006: Site Ver. 3, Successful Continued Ramp, <4TB storage			
Adtl. servers for configuration of 10 web servers, 30 DB servers, 6 hot spares	173,600		
Redundant RAID backup server	30,000		
Four full-time admins (\$120k/yr loaded cost)	240,000		
IT Infrastructure Director/Manager (\$180k/yr loaded)	90,000		
Colocation Fees (3 racks)	13,500		
Additional Bandwidth (2Tb/mo)	900		
Network Monitoring Service	19,440		
Service Contracts	7,700	575,140	98,124
TOTAL: Jan 2005-September 2006		1,132,775	132,831

Notes: *1 MSP Services: Grid-Based Computing Utility Assumptions for Equivalent Server Resources, current PrimaCloud Pricing:

- 2G RAM, 73 GB RAID backup storage, 73 GB dual-redundant RAID storage, 125Gb bandwidth, network and application monitoring, 2 hours customer-focused admin labor/month

*2 Dell 2970 Server Assumptions:

- Dual-core Opteron 2220, 2G RAM, Dual 73GB disks (RAID1)