

Utility-Based Cloud Computing

Managed Cloud Computing Service

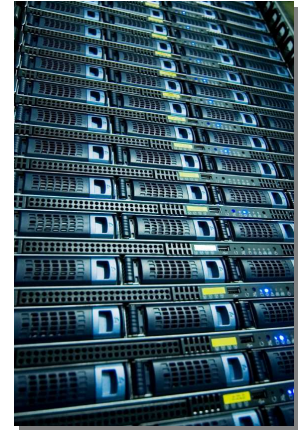


Target Customer

Growing small to medium-sized businesses (SMEs) and enterprise divisions providing information-based services such as SaaS, ecommerce or Web2.0 applications, interested in Cloud Computing.

Value Proposition

Allow businesses to outsource responsibility and resource requirements for IT operations in their value delivery chain, minimizing investment in staffing and capital resources while providing enterprise-grade services including high performance and reliability cloud-based computing, and application infrastructure support.



Product

On-demand, pay-as-you-go (“utility billed”) virtual private data centers (VPDCs) married with operations services. VPDCs offer 5 minute mean time to repair, rapid scalability, rapid software upgrades, secure and automatable multitenant provisioning. Operations service includes VPDC design, implementation, management and maintenance, incident response, and SLA management.

Benefits

- Fully managed Cloud Computing: no need understand the Cloud to use it!
- Application hosting offers 5 minute hardware mean time to repair, rapid scalability, rapid software upgrades, and utility (pay-as-you-go) billing.
- Secure and automatable multitenant capability allows rapid provisioning of per-client VPDCs or test/development environments. Painless conversion of single-tenant to multi-tenant use model.
- Powerful multiprocessor, multicore servers to handle peak computing loads, located in an enterprise-grade data center with redundant network links, power, cooling and full security including hardware firewalls.
- Best-in-class bandwidth through multiple carriers offers the lowest ping times for rapid transaction performance.
- No ongoing IT operations staff needed for you to deploy your web site or software service delivery projects.
- Project operational responsibility in the hands of experienced, capable, and well-connected organization without any start-up difficulties.
- PrimaCloud’s knowledge of best practices and strategic benefits of VPDC implementation as well as support and release processes allow optimal utilization of grid-based virtualization technology to support your business.
- PrimaCloud’s knowledge of application delivery environments (Apache, Tomcat, MySQL, Postgres, Oracle, etc.) allows you to concentrate on operating your application.
 - Experienced staff committed to the best and more cost-effective mix of standard and custom solutions to support your business.

PrimaCloud Operational Responsibilities

- Advising you and implementing the best application of VPDC benefits and features to meet your business need.
- Planning, design, provisioning, maintenance and management of your virtual private data center, including performance optimization.
- Providing computing services according to an agreed-upon Service Level Agreement.
- Selection, deployment, and maintenance of standard or custom appliances.
- Monitoring and response to service delivery interruptions and utilization problems.
- Coordinating multiple vendors required for application delivery to provide high uptime and reliability.
- Root-level administration responsibility for virtual servers, including deployment of application software updates (required for production systems, optional for development/test systems.)

Primary Mode of Interface to PrimaCloud

Work orders and incidents submitted to PrimaCloud via email, web ticketing system, or phone (with necessary documentation). PrimaCloud responds via email or phone with an initial response window determined by plan type. PrimaCloud notifies you of events requiring your attention via email or phone, or through your custom ticketing system.

Typical Limitations

PrimaCloud is not responsible for your application software including verifying correct operation beyond monitored key performance indicators (KPIs), down time due to software defects, incompatibility, or misconfiguration, or any application software development, testing, or version management. Appliance design and development is not included in proposed monthly rates.

Pricing

Computing Utility pricing is based on resource usage, application complexity, and use model. Resources (RAM or CPU allocation, disk allocation, and bandwidth usage) are measured on a monthly basis and charged according to PrimaCloud standard rates. Operations services labor charges are proportional to appliance type and count in application as well as whether the appliance is used in production, test, or development environments. Cost per appliance is based on a risk and complexity assessment model that categorizes supported appliances into Small, Standard, and Large types, with multiple instances of appliances treated as a single unit.

PrimaCloud Relationship Model

PrimaCloud considers itself to be a partner in the success of your business. Our commitment to win/win relationships, open communication, and to flexibly meeting your changing needs is based on our desire for a successful outsourcing relationship as well as our personal choice about how we want to do business.