

## KEY FEATURES

- Elimination of upfront costs
- Only pay for resources used
- Proven Carbon Footprint reduction
- Secure UK datacentre (N3, ISO27001, ISO9001, SAS70)
- Minimum 'contract' only 1 hour
- Immediate deployment of resources
- Scale resources as required – instantly
- Free 24/7 support

*"The Cloud is IT, presented as a service to the user, delivered by virtualised resources that are independent of location"*

William Fellows  
Principal Analyst,  
The 451 Group

# Cloud for Enterprises

## What Does SymetriQ Offer?

### Enterprise Infrastructure-as-a-Service (IaaS).

#### BENEFITS FOR ENTERPRISES

The current economic climate puts a huge amount of pressure on CEOs and CTOs to deliver solutions to their business units that are cost effective, yet fast and flexible. How can this be achieved on reduced budgets? **SymetriQ** provides a solution to the following challenges:



#### Swap CAPEX for OPEX

Swapping CAPEX for OPEX is a very attractive proposition in these difficult times. What makes it even more attractive is that **SymetriQ** will not tie you into a long-term contract – the minimum we ask is one hour. This flexible business model lets you align your IT spend directly to your organisation's business performance.



#### Track Departmental Spend

Most organisations struggle to track how much resource is used by each business unit in a virtualised environment. Without accurate and detailed usage collection, charges to business units can be difficult to measure, which can impact massively on budgets. **SymetriQ** provides you with that vital data automatically and instantly.



#### Scale Up, Down AND Stop

IT infrastructure sizing is a discipline that has been consistently fraught with error. Do you design for max load? Medium load? What if you get your predictions wrong and purchase too much or too little capacity? This problem is eliminated with the **SymetriQ** Cloud because you can increase and shrink resources on demand.



#### Complete Self-Service

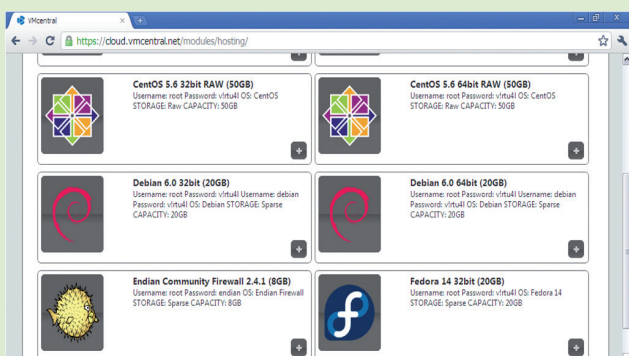
Delegating many of the core IT infrastructure tasks was simply impossible in the past because it would have created massive risks. **SymetriQ's** Cloud Management framework removes this problem and controls exactly what people can do and can't. IT resources can now be provisioned by individual departments easily.



#### Deploy in Minutes

Projects are often delayed by the provisioning of hardware. Things that should take a couple of days take weeks if not months. The IT department tends to get the blame even if it is a supply issue. This time can now be reduced to minutes using the **SymetriQ** Cloud.

Our simple to use, yet powerful interface enables you to configure your Virtual Machines with one click



VM Identity  
Symetriq Web

Appliance  
CentOS 5.5 64bit

Storage: 20GB

Hardware Template  
8GB-4Core-64bit

CPU: 4  
Memory: 8192

Additional Hard Disk  
50GB

Network  
SymetriQ Public VLAN

Cancel Create

If you need to adjust the parameters of an individual server – memory, storage or virtual cores – it can be done with a few mouse clicks.

## BUSINESS SCENARIOS

**1** Imagine you have the task of predicting the size of infrastructure for a new online service for your customers.

You are pretty sure that it will be popular, but what will be the uptake and how quickly will it happen? What about extreme monthly peaks when usage is expected to be about 3x higher than average?

With **SymetriQ**, you don't need to worry about these things as long as your general application architecture is scalable.

You could start with as little as a single Virtual Machine (VM) for less than £100 per month and then scale as you need it. Would that help you sleep better?

**2** Your test environment CAPEX is going through the roof and most of the time the equipment is sitting idle while it steadily depreciates.

Why not put the infrastructure into **SymetriQ**'s Enterprise platform and switch it on only when testing is required. It is not uncommon that you will be able to reduce your test infrastructure costs by more than 90%.



### What they say...

*"Due to the global nature of the Celtic brand, it is massively important to us that our online presence is available to our supporters at all times. This means that the infrastructure needs to be up 24 hours a day, 365 days a year. Additionally it needs to cope with the huge spikes in demand when news stories break, such as fixture announcements or player signings. Since moving to the **SymetriQ** Public Cloud, the infrastructure has been rock solid, even at times of peak demand."*

**Tony Hamilton**

Director – Digital and Memberships, Celtic FC

## TECHNICAL SPECIFICATION

- Infrastructure**
- State-of-the-art Tier 3+ datacentre in the London area
  - Datacentre is N3, ISO27001, ISO9001, SAS70 and SOX compliant
  - Fully redundant IP transits
  - All Tier 1 Hardware
- VM Spec**
- 512 Mb – 16GB of RAM
  - Up to 8 cores per Virtual Machine (VM)
  - Multiple private and public IPs per VM
- Supported OS**
- Windows Server 2003 32/64-bit
  - Windows Server 2008 32/64-bit
  - All Linux distributions 32/64-bit
- Storage**
- SAS based storage subsystem
    - ◆ Boot Disk with static size
    - ◆ Data Disk with variable size
- Data Protection**
- Full RAID protection to guard against Hard Disk failure
  - Complete replication of data to protect against storage subsystem failure
  - Full backup service available (optional)
- VM Control**
- Create, start, stop, modify, destroy, clone

- Management Access**
- Easy to use Graphical User Interface (GUI)
  - API: REST
- Other**
- Create your own ISO images
  - 'One Click' Cloning
  - Built-in KVM access
- Resellers**
- Full white labelling
- Billing Engine**
- End-user billing
  - Partner Billing Models:
    - ◆ Bill end-users on behalf of a reseller and provide monthly commission
    - ◆ Bill reseller for end-users combined usage and provide with detailed usage records so they can do the billing themselves
    - ◆ Meter ISVs deployed images, charge end-users for their use of it and provide a monthly commission
- Cost Structure**
- Pay-as-you-go model, or invoicing if required.
  - You are charged for:
    - ◆ CPU hours per hour
    - ◆ Storage in GB per month
    - ◆ Bandwidth in GB per month
    - ◆ Licensable software per hour or month

## Let's talk...

Speak to us if you want to know more.  
We are happy to answer any questions you might have.

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