

Why Choose Cloud Server from CIO Dynamics?

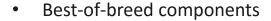
Cloud Server vs. On-premise Servers

Why Choose Cloud Server?



vs. On-Premise Servers:

Predictability, affordability and responsiveness



- Enterprise-class datacenter
- Top-tier providers
- 99.999% uptime service level agreement
- Reduce your total cost of ownership
- White-glove onboarding , migration
- Reduce CAPEX



vs. Other Clouds:

Fixed costs, full control and pre-configured integration

- Dashboard offers full visibility and control over your cloud environment
- Flat monthly pricing , predictable cost
- No configuration, integration headaches
- No need to learn unfamiliar technologies
- Backed by expert technical and onboarding support
- Designed specifically for the business needs of SMBs

Cloud Server = Lower TCO

| | Cloud Server | On-Premise Server |
|----------------------|---|--|
| Ease of provisioning | Virtual Machines can be provisioned in minutes. Initial configurations can be customized with storage, memory and processing resources. | Takes weeks to procure and configure physical servers. New equipment must be racked. Memory, hard drives and network cards need to be installed. |
| Speed of scaling | Server capacity added at any time at minimal cost. No long-term contract for capacity required. VMs can easily be resized to meet requirements. | Server capacity and configuration is fixed for extended time periods. Tasks must be tailored to align with resource limitations. |
| High availability | Highly available VMware-powered cloud with redundant servers in each cluster. You can set up new servers, restore data in minutes. | On-premise servers are typically run as a single instance. Downtime requires a long recovery process (hours/days). |
| CAPEX | \$0 | \$10K* |
| OPEX over 3 years | \$5K-\$13K | \$10K* |
| TCO over 3 years | \$5-\$13K | \$20K* |

^{*} Normalized costs. Sources: McKinsey & Company, Rackspace, Uptime System, Parallels Research

Cloud Server Competitive Analysis

| | Cloud Server | Amazon | Rackspace |
|---|--------------|-----------------------|-----------|
| Fixed monthly pricing | | | |
| Free 24/7 phone support | | By default only email | |
| Free white-glove migration | | | |
| 99.999% uptime service level agreement | | 99.95% | |
| Ease of use | | | |
| Private label | | | |
| One-stop shop (email, voice, security,) | | | |