

brightsolid
online innovation



boxclever

save **space**.save **energy**.save **money**
with brightsolid smart consolidation and virtualisation

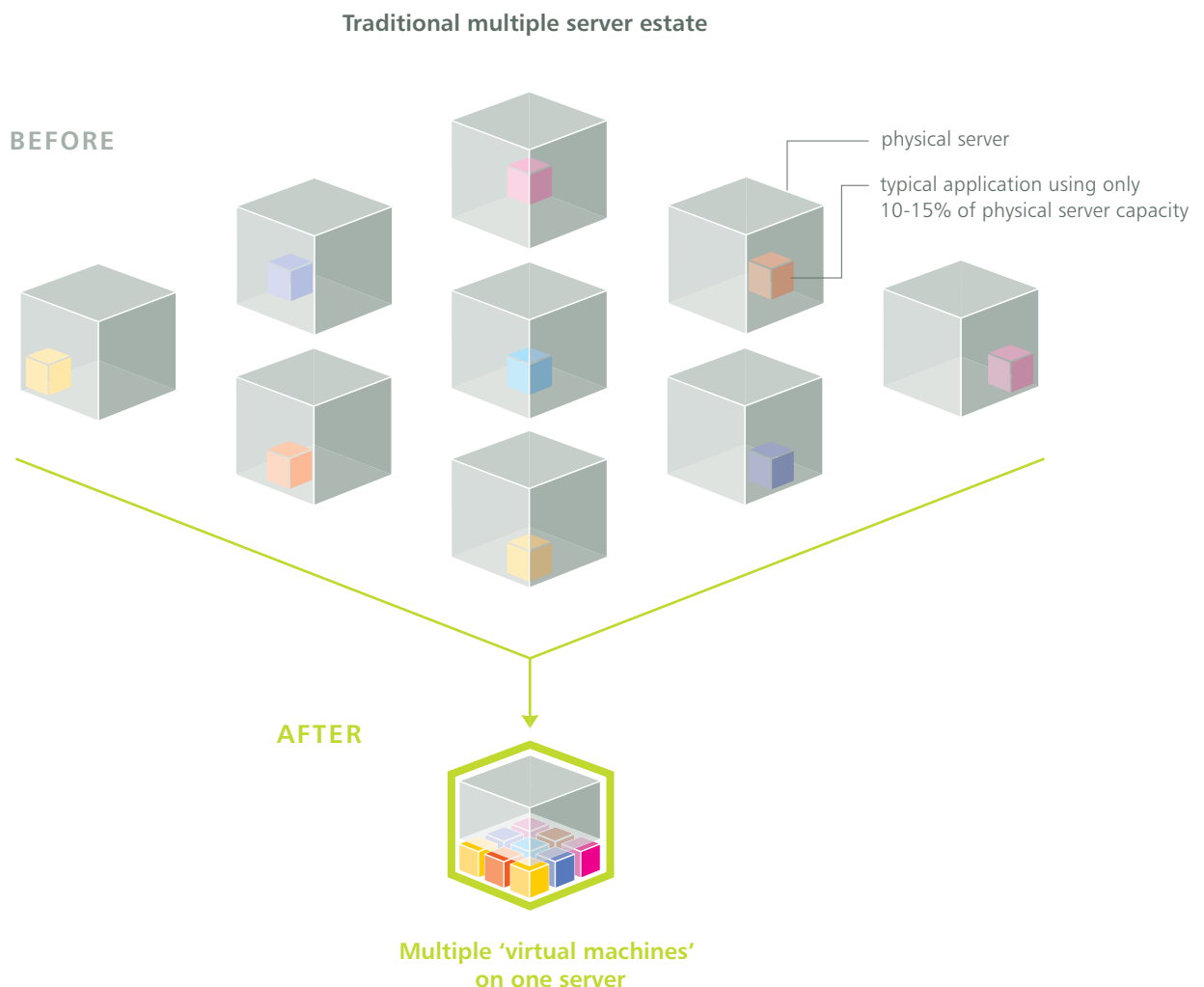
so what is virtualisation?

it's seriously clever

Virtualisation is best described as getting more from your IT for less. Think about how your dependence on IT has mushroomed in the past few years. As it grows you add more servers and more infrastructure. And your costs grow accordingly.

Now think what would happen if the number of servers you needed for expansion were reduced? By partitioning single servers to share memory, disk space and CPU power you could run multiple instances of operating systems and associated server applications on one server rather than several.

It would **save space, energy and money**. And that's what virtualisation is all about.



Are you ready for virtualisation? **Find out with our free Virtualisation Reality Check**
Call now 0800 027 2027 or email enquiries@brightsolid.com

it's good for **business**

consolidate, don't stagnate

Consolidation through virtualisation optimises your entire IT infrastructure, with less downtime. That means more moneymaking time through a highly efficient, controllable and more competitive IT business environment that's never at a standstill.

Physical Infrastructure Cost Reduction:

With virtualisation you can reduce the number of servers and related IT hardware in the data centre. This leads to reductions in real estate, power and cooling requirements resulting in significantly lower IT costs.

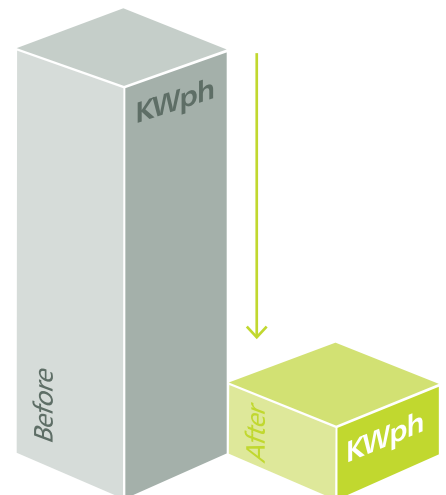
Adaptable to meet changing business demands:

The virtualised server estate can easily be scaled up to cope with additional infrastructure when it's needed. It delivers the control and flexibility to respond more easily to the demands of the business, from either long-term system expansion or short-term management of peak service demand.

Reduced Environmental Impact of IT:

Virtualisation can reduce energy costs and consumption by 80%. Most servers and desktops are in use only a fraction of the time they are powered on, yet most hardware consumes 60-90% of the normal workload power even when idle.

80% energy savings



it's good for **IT**

the savings stack up, not the servers

Here's a frightening statistic. The traditional implementation of one application per server means that server resources are typically running at only 10-15% utilisation.

Server Consolidation and Infrastructure Optimisation:

Virtualisation makes it possible to achieve significantly higher resource utilisation by pooling common infrastructure resources and breaking the legacy 'one application to one server' model – delivering up to 60% cost savings.

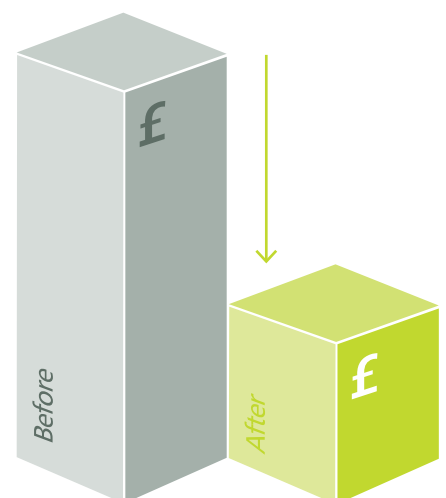
Improved Operational Flexibility & Responsiveness:

Virtualisation offers a new way of managing IT infrastructure and can help IT administrators spend less time on repetitive tasks such as provisioning, configuration, monitoring and maintenance.

Increased Application Availability & Improved Business Continuity:

Eliminate planned downtime and recover quickly from unplanned outages with the ability to securely backup and migrate entire virtual environments with no interruption in service.

60% infrastructure cost savings



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why brightsolid?

the know-how to know how to

The simple fact is that virtualisation demands a different set of skills from standard server deployment. When you choose brightsolid you're picking some of the best brains in the business; experts at simplifying the complexity and expense of IT to give your business a greater competitive edge.

brightsolid host virtual machines on our own VMware infrastructure for a range of companies from large scale publishers to social networking sites. Each business is different, requiring a different architecture. Flexible would be our middle name if brightflexiblesolid weren't such a mouthful.

brightsolid expertise

two choices, one great saving

We have years of experience, both in hosting in virtualised environments, and in maintaining applications and operating systems for a wide range of companies from all different sectors.

hosting at our place

A business-ready infrastructure

How do we do this? brightsolid has invested in a future-proof data centre. Here we assign your own processing power, memory and storage. A fully scalable on-demand service.

It's a secure, efficient and responsive IT solution for your complete business needs.

We host your virtual machines – maintain them, expand or contract them as required and work with you every step of the way to ensure you have the most efficient, most cost-effective and most advanced IT infrastructure available to business today. And tomorrow.

We're a VMware hosting partner. This means our servers and your virtual machines are guaranteed to be at the leading edge of cost-saving IT technology. It also means you don't have to purchase costly ESX licences.

What else do you get?

- 24/7 live support
- Guaranteed service level targets
- Active monitoring
- ITIL service management
- Full back-up
- Storage

hosting at your place

A new lease of life for your IT investment

We follow a proven collaborative approach to help you consolidate and virtualise your server infrastructure.

Our brightsolid minds consulting team will audit your existing infrastructure, make recommendations and, should you desire, we will implement the new infrastructure for you.

The key to all this is the quality of our team. brightsolid has invested in a group of certified professionals that act as your technical experts to deliver the project from start to finish.

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brightsolid 4-step

a well choreographed process

Over the years brightsolid has become well practiced in helping companies to consolidate server estates into virtual environments. In that time we've developed a clear and collaborative step-by-step programme, to find out where a business is, where it wants to go, and how we are going to get them there.

1 discovery

Establish where you are now

- Face-to-face consultations with our team of experts to discover where you are now, using the best tools available.
- Undertake our Virtualisation Reality Check, resulting in a report on the suitability of virtualisation for your business.

2 ambition

A meeting of minds

- A meeting of minds to 'whiteboard' the objectives and determine your ultimate goal.
- Begin planning how you will reach your very own desired 'Utopia' in a phased approach that is both bright and solid.

3 direction

Comprehensive and bespoke

- Informed by steps one and two, design and deliver a comprehensive and bespoke path to follow.
- Set delivery expectations using our best practice methodology. "On time, on budget" is our constant mantra.

4 delivery

Handled with care

- Put the project into motion by a specially picked team of experienced minds and skilled engineers.
- Overseen by our ITIL certified Helpdesk and Service Management team, your voice within brightsolid.

Innovative online thinking that delivers
high volume, high availability, high performance
internet products and services.



handled with care

brightsolid support

At brightsolid support is more than an add on, it's a service in its own right. You get straight through to a fellow human being on our 24x7x365 service desk via a dedicated 0845 telephone number.



eco-friendly technologies

brightsolid green

Virtualisation reduces the impact on the world we live in. brightsolid are ISO14001 certified, the standard designed to help organisations implement an effective environmental management system. Our ongoing investments in the latest environment friendly technologies help reduce our carbon footprint.



delivering resilience

brightsolid data centre

Peace of mind for a non-stop presence. brightsolid's Tier3+ data centre is a secure off-site environment for every aspect of our clients' business critical applications, from hosting and connectivity to workplace recovery suites and back up.

for further information

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