

*The information delivery
platform for European business*

colt
smarter / faster / further

Colt Enterprise Cloud

VMware vCloud® Datacenter Service



Is your IT infrastructure always in tune with your business?

If a market opportunity suddenly arises, can your business respond in time? Or is the opportunity likely to slip away while you spend months getting IT systems in place before you can respond?

On the flip side, if an opportunity doesn't live up to expectations, how easily can you downsize or even completely close down the systems you set up when you had high hopes for it?

Investing capital in IT 'just in case' (or to meet irregular peaks in demand) is not only expensive but also ties you into supporting infrastructure you may not always need. Few businesses can afford this. But equally, you can't be responsive to changing business needs if you can't deliver capacity quickly when needed.

Colt Enterprise Cloud. There when you need it

With our cloud-based service you get on-demand access to IT infrastructure when you need it, without capital expenditure. It's ideal whether you need extra capacity from time to time or don't have the space or budget to permanently expand your own data centre infrastructure. Equally, it lets you downsize rapidly if you need to.

With the freedom to manage capacity and cost to match demand, you can also spend more of your time and money finding innovative ways to deliver better business value with IT. Cloud computing can be a powerful enabler of business transformation.

Is cloud definitely the answer?

Cloud computing isn't the answer to everything. As a European leader in cloud-based computing services, Colt can help you establish which of your applications and processes are suited to cloud delivery and which aren't. Talk to us – whether you're ready to start with a defined cloud-based project or just want to find out more about what cloud services can do for your business.

Colt Enterprise Cloud is a VMware vCloud® Datacenter service built and certified to VMware-prescribed architecture.

As Europe's leading information delivery platform, Colt is a cloud computing leader. That's why we were the first European partner to deliver VMware's vCloud® Datacenter service. We're also VMware Service Provider Program Partner of the Year 2010.

We combine our VMware and IT managed service expertise with our own pan-European network and data-centre infrastructure to bring you the enterprise-grade cloud service your business demands.



How Colt Enterprise Cloud works

Colt Enterprise Cloud delivers highly flexible infrastructure to support business agility and optimise IT. It's designed from the ground up for enterprise requirements: highly available and secure, giving you the control you need.

You'll have access to pools of computing resource – virtual data-centre capacity – that you can manage directly as your needs change. Add and remove capacity and services; with changes taking effect in a matter of minutes. Move workloads and virtual machines between your in-house VMware environment and ours. Manage both environments as one.

Security and compliance

Security is built into the Colt Enterprise Cloud architecture through virtualisation- and application-aware firewall appliances, network isolation, role-based access controls and Active Directory integration. Security is also built into the network, even to the availability of in-flight encryption in our managed metro networks, giving your Colt Enterprise Cloud service even more security without compromising performance. The entire solution complies with the ISO 27001 standard for information security and supports PCI DSS requirements.

And you need never wonder which country your data is stored in. With Colt Enterprise Cloud being deployed throughout Europe, Colt can help you meet local regulatory needs as well as your corporate preferences.

Next steps: our offer to you

Contact us to talk about your business challenges and we'll tell you how we can help.

You may also qualify for:

- a **free 60-day proof-of-concept trial** to see for yourself how we can support your objectives; or
- a **free two-hour consultancy session** with an expert who can help you develop an approach to cloud computing based on our extensive experience.

Our contact details are on the back page.

Flexibility without compromise for video game developer

The last thing you need if you're a household name in video game development is for secret details of your games to be made public before launch. You may trust your official game testers, but once a game is on an accessible test environment it may become vulnerable to breaches of access control.

When resource needs are unpredictable

Security isn't the only concern. Say you produce 10 new games each year. If each conveniently requires roughly the same user-testing capacity and their testing schedules never overlap, then you're fine. You can invest in testing servers sufficient for the predictable testing of one game at a time.

But in reality, schedules slip and the testing capacity you need varies unpredictably. So do you convince the budget holders that over-provisioning makes sense? Or accept that there'll be holdups when demand exceeds capacity?

Why compromise?

One multinational video game developer decided to avoid both problems by migrating its test environment to the Colt Enterprise Cloud service. It chose us because our track record of delivering enterprise networking and IT services set us apart from cloud competitors without our background in enterprise IT management.

The solution lets the company change the size of its available testing capacity within minutes and pay only for what it's using. It meets the company's stringent security and access control requirements. And it gives the company granular visibility of usage and costs that it didn't previously have, making it easier to assign testing costs to each game's development budget.

Case study 1

Situation

A games software developer wanted a more flexible user testing environment that would be ultra-secure.

Reasons for choosing Colt Enterprise Cloud

CEO: improvement in a key business process (user testing) with demonstrable visibility and security

CFO: pay-per-use resource; ability to separate out per-project costs

CIO: demonstrable 'Chinese Wall' security

Results

- Secure on-demand testing environment successfully deployed
- Resources turned on and off within minutes
- Cost of user testing matched to actual testing requirements.

Performance and business continuity in one neat package

Companies reassess their data-centre strategies for all sorts of reasons. In the case of this provider of business process services to financial institutions, it was the approaching end of its disaster recovery contract that led to a change.

To ensure business continuity if a disaster struck its primary site, the company was paying for its servers to be mirrored at an alternative site. The ending of this contract focused attention on finding better data-centre services, including disaster recovery.

Three-fold improvement in performance

The company turned to Colt for a hosted VMware vSphere environment for its production servers; and our Colt Enterprise Cloud service for disaster recovery.

During a pilot we proved that we could improve the company's data-centre performance three-fold.

We met the company's three-month deadline for migration of 20 virtual servers and an additional 30 will follow.

Significant cut in disaster recovery costs

The Colt Enterprise Cloud disaster recovery solution is significantly more cost-effective than paying for duplicate data-centre infrastructure that may never be used. The company pays only for a mirror of its data storage. Its servers are 'replicated' through 'soft images' of the primary virtual machines. These logical descriptions are kept in sync with the primary machines, but only instantiated in hardware if actually needed.

The customer has a commitment that hardware will be available at the disaster recovery site, unlike some alternative (non-cloud) services that have high contention ratios and correspondingly poor guarantees of capacity.

Case study 2

Situation

A provider of business process services seized an opportunity to reassess data-centre performance and disaster recovery.

Reasons for choosing Colt Enterprise Cloud

- CEO:** ability to meet stringent finance industry requirements for data processing, storage and transmission; assurance of business continuity
- CFO:** cost-effective primary data-centre services; assured business continuity with very low running cost if unused
- CIO:** improved data-centre performance; single provider for primary data centre and disaster recovery; guaranteed SLAs

Results

- Three-month migration timescale met
- Three-fold improvement in performance
- Significant business continuity cost savings.

Optimising IT to focus on what matters

In financial trading, milliseconds count. The companies that provide market-data and trading infrastructure services to financial trading organisations need to focus all their resources on delivering ever faster, more consistent, more reliable services. One such company is freeing up resources for core business development by optimising non-core IT to deliver efficiencies and cost savings.

Virtualise. Consolidate. Save.

The company wants to virtualise and consolidate its IT infrastructure, reduce IT operational costs for non-core IT, and avoid capital investment in non-core IT. Colt Enterprise Cloud, with a managed service option, is helping the company achieve all three objectives.

Seeing is believing: proving the service

The company first tested the service on its email, for which Colt is providing a fully managed cloud service. We consolidated seven email servers to three and we're also providing a disaster recovery

solution. The company has been able to redeploy five IT staff to more valuable duties, confident that Colt is looking after all aspects of the service, including storage and backup. Indeed, we were quick to notice when the mail server was operating slowly one Sunday and responded with the required increase in RAM within a minute. In similar situations, companies often experience outages of an hour or more.

With the service proven, the company now plans to migrate all of its physical servers to the Colt Enterprise Cloud service.

Case study 3

Situation

A provider of financial market data and trading infrastructure services wants to optimise IT delivery.

Reasons for choosing Colt Enterprise Cloud

CEO: ability to reduce costs while improving business performance

CFO: tangible savings in OPEX and CAPEX

CIO: ability to deliver better business value while maintaining control; freeing of resource to focus on core business

Results

- Email service successfully migrated and consolidated
- Benefits of managed service proven with quick response to slow server
- Five staff freed for more valuable duties
- Plans in place to extend the model beyond email.



Getting a new service to market with speed and little risk

A practice team at a global professional services firm wanted to offer a new service to European clients. It would be a high-profile service requiring the team to analyse large amounts of sensitive client data.

When IT can't act quickly enough

The company's internal IT team was busy with an existing data-centre project and couldn't move quickly enough to deliver the computing requirements of the new service.

Unwilling to delay, the company looked at using a cloud environment that would let it set up the service quickly and expand it – or scale it down – equally quickly.

Security taken care of

Security was paramount because of the sensitive nature of the work. Colt's Enterprise Cloud service passed a penetration test with flying colours. The service design also includes a bespoke 'portal

lockdown' solution developed by Colt's architects to ensure that only an authorised set of IP addresses has access to the service.

Flexibility with control

Another key requirement for the customer was the ability to assign costs to each client project for onward billing. Again the Colt Enterprise Cloud service came through, offering the required levels of visibility and reporting.

Although speed to market was the primary driver, avoidance of capital expenditure is welcome because it reduces the risk of the service launch. Initial expectations are that the company will quickly want to expand its cloud infrastructure by 12; but if it doesn't, it hasn't risked a big investment in servers. And if the company ever wants to take the new service in-house, it's straightforward to migrate from the Colt cloud environment to one the customer builds.

Case study 4

Situation

A professional services firm wanted to launch a new service quickly; but the in-house IT team couldn't respond.

Reasons for choosing Colt Enterprise Cloud

CEO: speed of setup; ability to expand (or shut down) quickly; low financial risk

CFO: ability to separate out per-client costs and align OPEX with revenue

CIO: demonstrable 'Chinese Wall' security; no need to divert significant resource from existing projects

Results

- Stringent security requirements met
- Required reporting requirements met
- Service ready to be scaled by 12
- No need for capital expenditure.

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