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PROFESSIONAL
SERVICE PROVIDER

Virtual Private Servers Explained

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Fast Reliable Local



Housekeeping

- Mobile Phones on silent or off please
- Copy of these slides will be added to our revised, new, shiny www.VStrata.com.au web site being launched this week
- Technical Terms
- Questions on the go
- Finishing at 8:30 sharp

Today's Topics

- Servers Now
- Cloud Computing
- Virtualisation
- Virtual Private Servers
- Comparison of Server Hosting Options
- OntheNet Customer Examples
- VStrata Overview

Servers & Applications

- Why do businesses have “servers”?
 - Microsoft “Small Business Servers”, Terminal Servers , Citrix Servers... etc
 - To host custom built or industry specific *Software Applications*... examples?
 - Web servers with online content or communities or forums or tools
 - Often extensions of our web sites
 - eg Magic Millions, Bub Hub, GC Marathon
 - Offsite Storage, etc etc etc



What is a "Server"?

- So what is a "Server" as we know it today?
 - High end physical computer for sharing content and applications by multiple users (often remote)
 - With complex software applications installed
 - located in-house and more often in a Data Centre



Servers – Pros/Cons

- Pro's

- Increase workforce efficiency by huge factor
- Highly improved communications internally and with partners, suppliers, customers on the Internet
- Scalable

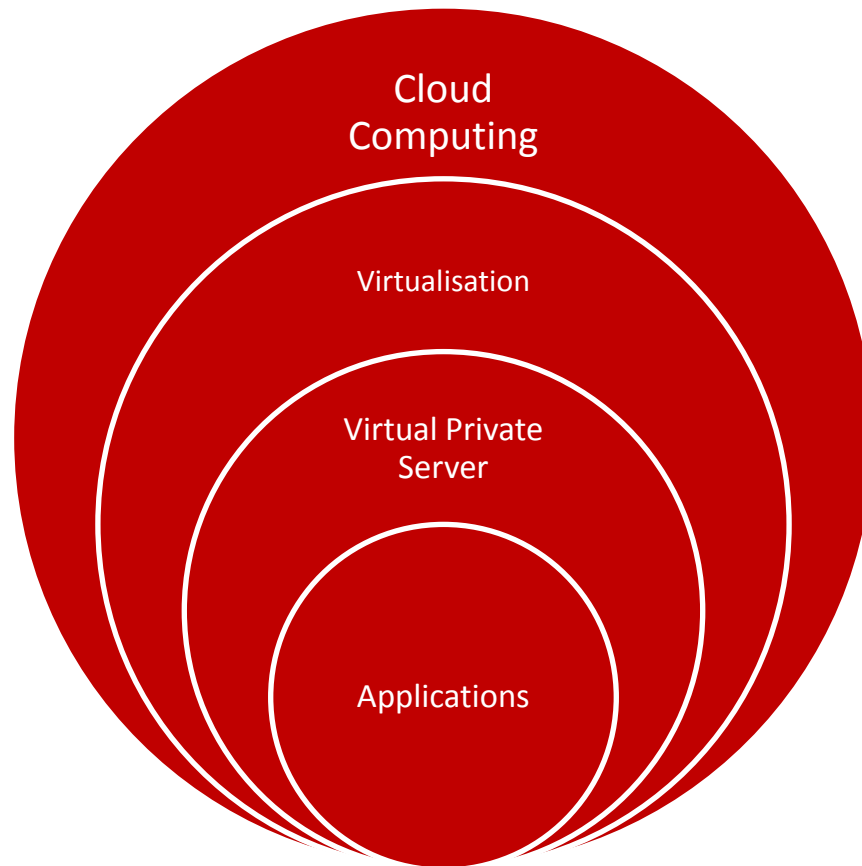


- Con's

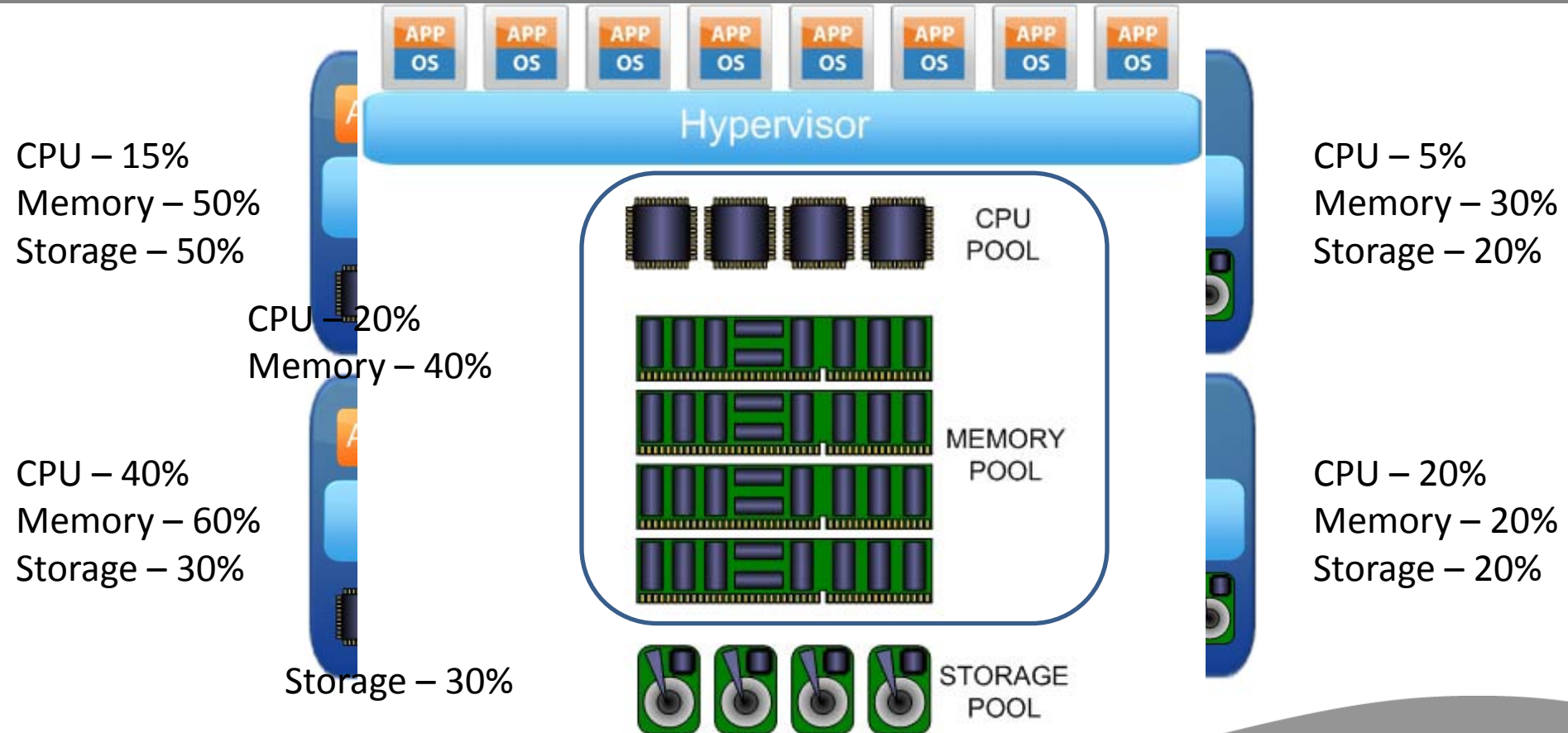
- Increasing importance and reliance
- Capital Cost
- Maintenance
- In-house resources required with growth
 - space, power, cooling, backup, etc etc



Key Concepts

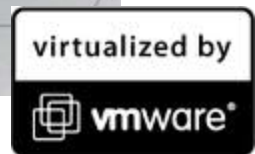


Virtualised Servers



OntheNet & Virtualisation

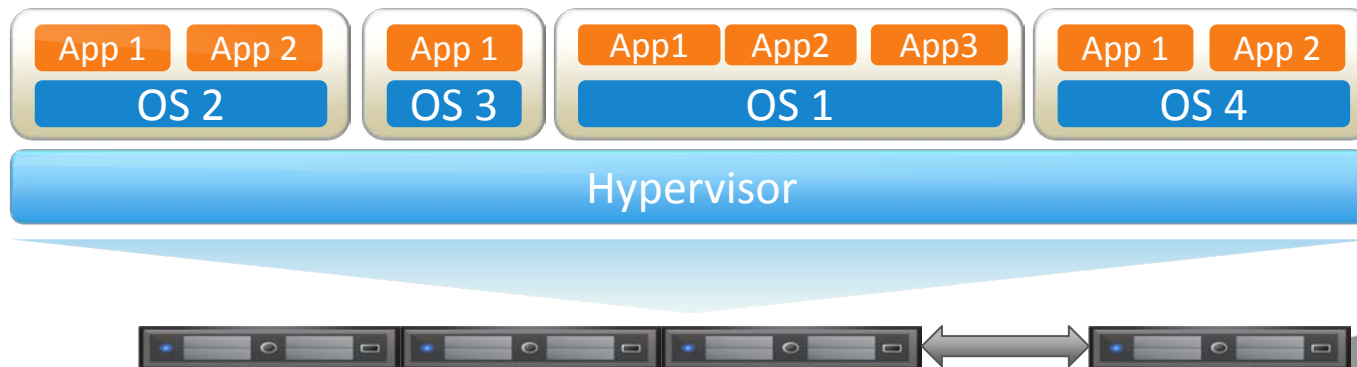
- Currently over 80 Virtual Private Servers, multiple Operating Systems, hundreds of software applications...
- Required half a rack space instead of 9 full racks.
- Better performance on “enterprise-grade” hardware.
- Estimated 85% reduction in power and cooling costs.
- Reduced dependence on individual hardware items, equates to even higher levels of uptime.
- Improved Management allows lower staff to server ratio.
- Allowed seamless growth and expansion of system capacity.



Virtual Private Servers

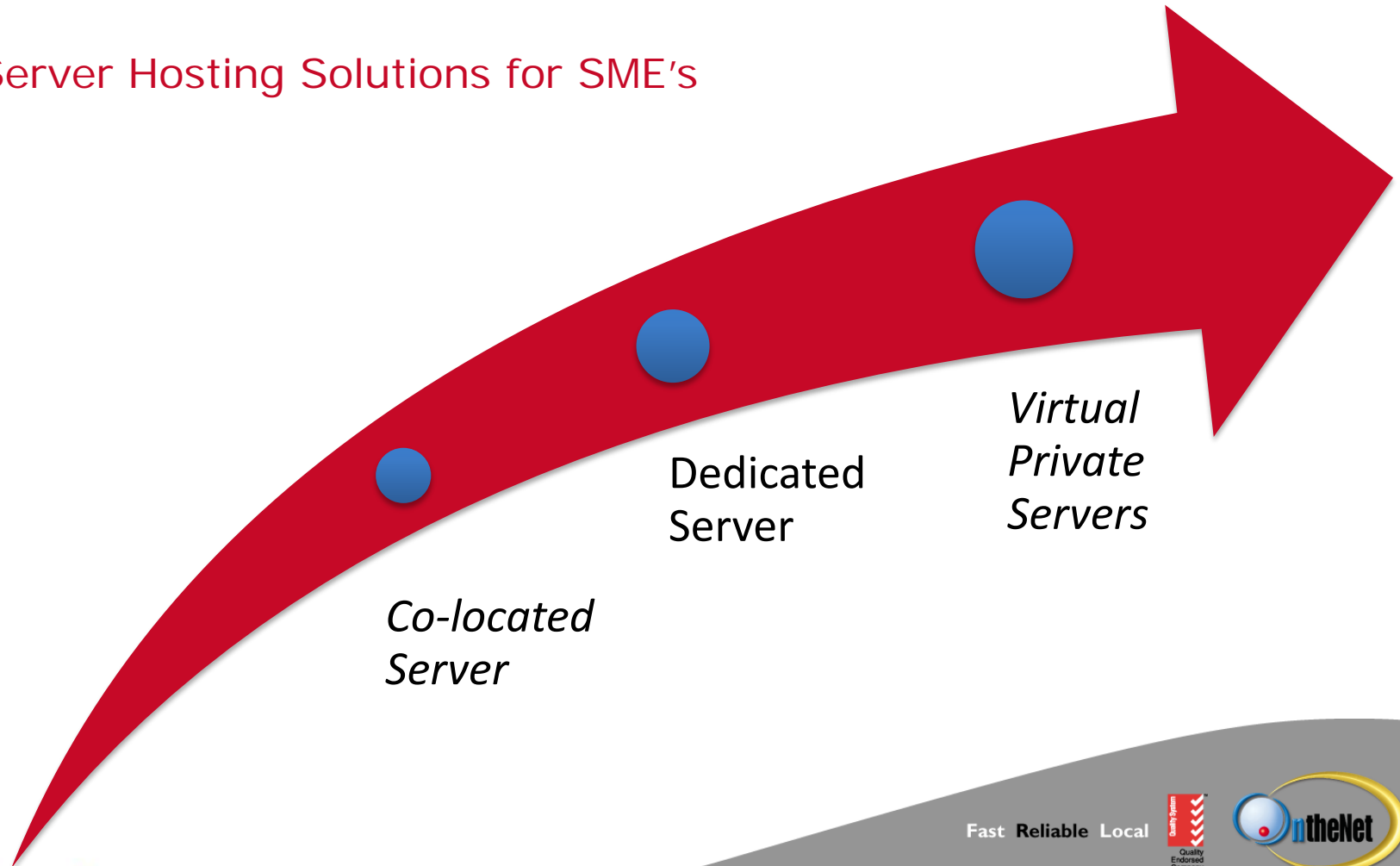
Characteristics of **Virtual Private Servers (VPS)**

- Like your own physical server, only Virtual
- You choose Operating System and Applications
- You manage your data and application
- You get access to server performance status
- Individual virtual servers operate **independently**



Server Hosting Options

- Server Hosting Solutions for SME's



Colocation vs VPS

	Colocation	VPS
<i>Inclusions</i>	DC environment (own hardware and self managed)	DC + VPS + options for OS management, HA, offsite backup & managed firewall.
<i>Up front Capital Cost</i>	High	Low
<i>Operational Cost</i>	High	Low
<i>Operational Flexibility</i>	Update/Upgrade hardware as required at cost and possible service downtime	Change config with nil capital cost and easy reconfiguration or upgrade
<i>Continuity of Service</i>	Requires hardware sparing and vendor backup	High Availability optional
<i>Server Backup</i>	Self managed – hardware, software, management required	Offsite Backup optional

Real Customer Examples

- **Reduced Capital Cost**
 - Customer A migrated to VPS from 6 End-Of-Life physical servers to 4 (higher performance) Virtual servers, saving up front capital of at least \$20,000
- **Improved Business Continuity**
 - Restoration from Backup. Customer B had a backup restored from offsite storage within same business day solely utilising OntheNet VPS staff & resources.

Real Customer Examples

- **Operational Flexibility**
 - **Gold Coast Airport Marathon**
 - OntheNet Sponsored Server
 - Annual Event
 - 23,000 Entrants
 - Live Content
 - Over 30,000 unique viewers in 3 days



"We are delighted to say that the VStrata Virtual Private Server from OntheNet performed flawlessly with over 30,000 entrants, supporters and global spectators viewing the results of the race. A great performance and a great result!"

Cameron Hart
General Manager – Queensland Events Gold Coast



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Real Customer Examples

- **Operational Flexibility**

- Customer C started with the highest spec servers and then changed configuration 3 weeks later to be two lesser spec servers for far superior performance.
- Customer C also valued...
 - LOCAL hosting vs Overseas. Data not stored overseas.
 - Easy Remote Management & Monitoring via VStrata VPanel...

 **A20975 - CentOS** [Detail View](#)

IP Address		Host Name	
Power	 Powered On	Up Time	0d 0h 19m 57s
CPU	0.0%	Memory	0.0%
		Storage	11.8%

 **A21428 - Windows 2008 Standard** [Detail View](#)

IP Address		Host Name	
Power	 Powered Off	Up Time	unavailable
CPU	0.0%	Memory	0.0%
		Storage	12.8%

VPS List

To the left is a list of your Virtual Private Servers.

For more detailed information on each server and/or to view the actions you can perform, please click the Detail View link on the top of the server listed.

A20975 - CentOS

Screen Shot
Screen shot of current state.

▼ VPS Summary

IP Address		Plan	VS-A
Host Name		Memory	2GB
ACL		Storage	40GB
VStrata Firewall		Offsite Backup	Schedule 1: 1 day
Private Link		High Availability	

Actions:

Power On
Powers on the stopped VPS or resumes the suspended VPS

Power Off
Powers off the VPS

Suspend
Suspends the running VPS

Reset
Resets power on the VPS

▼ VPS State and Resources

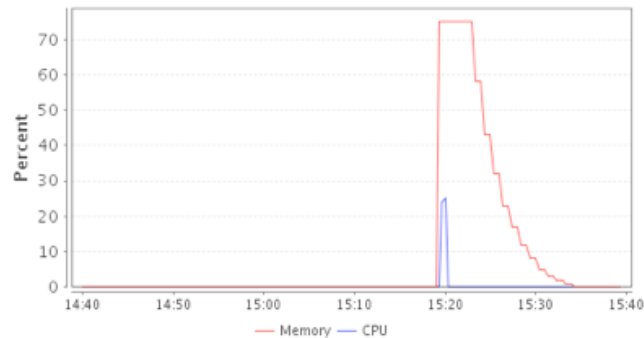
Power	Powered On	Up Time	0d 0h 20m 17s		
CPU	0.0%	Memory	0.0%	Storage	11.8%

▼ VPS Performance Stats

past hour CPU & Memory Usage %

A20975 CentOS

Average of each 20 second sample for the past hour



VStrata Overview

- OntheNet VStrata Product Structure
 - 2 tiers of server pricing
 - Servers with & servers without Internet access
 - Multiple server configurations – OS/RAM/Storage /Internet data/ Backup Schedule
 - From \$154/mth INCL GST
 - Options now include
 - Operating System type and Management level
 - Windows SQL Database Hosting
 - Managed Firewall
 - Private Network connections
 - Bandwidth Upgrades
 - More options coming...



Summary

- Servers are increasingly critical to businesses.
- Virtualisation technologies are a proven tool.
- Virtual Private Servers are now available to business without major capital investment.
- Many businesses are leveraging the solutions now available with the benefits being:
 - Reduced Capital Costs
 - Improved Business Continuity
 - Operational Flexibility
 - Easy & Secure Remote Management
- OntheNet now offer enterprise grade VPS services locally.

Question Time

OntheNet staff present today:

Kai Maurer
Peter Lepherd
Tak Woo
Matt Naismith
Janita Stocks

www.VStrata.com.au



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