

we do everything
blue

finally... no more outages!

An easy way for you to achieve continuous
customer availability and business capability
24 hours a day, 365 days a year

So how do you get BluePowered?

Call Zanthi or Teresa on 02 9006 1188 or
email channelsales@bluepowered.com.au



bluepower

high availability services

Introducing BluePower High Availability Services

BluePower is a new breed of managed services company, one that delivers *beyond* best practice.

Sleep easy knowing that any future infrastructure glitches that could impact delivery of your business services to your customers will never affect them.

The benefits of getting BluePowered

- ✓ **Continuous customer access** to your business
- ✓ **Business continuity and better disaster recovery procedures** - zero downtime need no longer be just a luxury
- ✓ **Affordability** - get high availability hosting for your networks and applications without the infrastructure costs
- ✓ **Resiliency** - access to multiple paths via multi-diverse carrier connections, multiple tier-1 ISPs, dual controlled data centres, and unrivalled network connectivity
- ✓ **Accountability** - documented evidence of multiple path recommendation after we assess your needs for your review and feedback
- ✓ **Guaranteed speedier response times** with no single point or path of failure - in fact, we offer Single Point of Failure Audit where we invite clients to work through a proof and audit of BluePower's ability to truly avoid SPOF
- ✓ **Global reach** - BluePower can provide 'continuous client' experience across multiple data centres here in Sydney, and across the globe

How can BluePower deliver 'beyond best practice'? Doesn't my existing hosting provider supposedly deliver best practice to me already?

If you've received this brochure, chances are your current supplier is currently providing you with a single data centre, single tier-1 carrier (MCI/Verizon) configuration, with best practices in *one* location.

These best practices include:

- Duplicate firewalls
- Duplicate network switches
- Tier-1 data centre facilities (M&E infrastructure, air-conditioning, physical security)

Even though this arrangement can still be classed as best practice, with duplicate hot standby equipment, there is still only one path for all services. And if this one path fails, then... well, you know what happens!

BluePower is delivering 'better than best practice' and is duplicating systems to an alternate data centre, with separate internet suppliers and equipment. BluePower will assist those customers with higher availability requirements.

In addition, BluePower will help assess your needs at the first instance. The ability to accurately assess your needs, and deliver on them, is what sets apart BluePower from all our competitors.

Our custom methodology will determine red/amber/green light applications and linkages in your organisation:

Red means application failure that will cause you loss of revenue. Often these are services where 10 minutes of downtime will cost you revenue directly. This is how we know you'll definitely benefit from getting 'continuous customer' access.

Amber means those applications that will cause some loss through interrupted access. However the business can sustain some loss of access, say one hour, without direct loss of revenue. This is what 'continuous business' is all about.

Green means application failure that will eventually impede your business, but you can probably survive 1-2 business days without direct monetary loss, for example accounts payable. These applications are generally larger, internal, and affect more staff, and may require a new physical location for staff. This is what 'disaster recovery' is about.

All applications are equal, but some are more equal than others.

The advantage of identifying these categories is that BluePower can apply a different class of resources, with different expectations and different service delivery, to each category.

BluePower can also cluster your 'continuous customer' across the globe for a flat rate per month. In addition, we can also assist with clustering locally in either one data centre or across dual data centres.

In every clustering scenario, we also differentiate between passive and dynamic applications. With passive applications, like lodging insurance claims, it doesn't really matter if during a fail-over scenario that the claim is lodged again. This will be picked up elsewhere, and only one claim will be honoured. These types of applications don't need to know about data from a previous visit within a given time frame.

In contrast, dynamic applications do. Like withdrawing money from a bank account, you can't come back 5 minutes later and see the balance hasn't moved, and withdraw again. Dynamic applications are much more difficult to provide 'continuous customer' for, but BluePower can help you. Once you understand how important 'continuous customer' access is, BluePower's methodology can help by:

- ✓ **Providing better service** to your customers as well as your company
- ✓ **Saving you money** by better application of resources where they are needed the most
- ✓ **Giving you a process** to assess your ongoing needs
- ✓ **Providing you assistance** with budget management and resourcing levels over time

Want to find out how you too can get BluePowered?
Email channelsales@bluepowered.com.au today

