



## How do you go about choosing a cloud computing hosting partner?

Think of them as an investment.



It starts with fundamentals: looking at the product, analyzing the market, assessing the assets, including their management.

In most cases, IT hosting firms are privately held and you won't be privy to financials, but in every other regard the same information that you would gather when assessing whether a company is a smart investment, should all be available.

An IT outsourcing firm's people, processes and specific technology will all be factors in determining your own company's financial success. And like any investment, some hosting firms deliver better returns than others.

The results you enjoy will vary depending on 1) whether or not you choose an IT unifying cloud platform, and if so, 2) which platform, and finally 3) the caliber of the cloud hosting company you team with.

If your desire is to have the forefront in technology and realize all of the performance benefits that the cloud has to offer, External IT should be on your short list. We developed the world's most feature-rich cloud IT hosting platform for small to midsize businesses, OS33.

If you place a premium on working with a company that is established, that describes who we are as well. In fact, we were one of the pioneering cloud computing companies for



small to midsize business, and now serve hundreds of clients headquartered on four continents.

In calculating your return, you'll be pleased to learn that you only pay for the IT resources you use, your capital expenditures become nil, and your IT management costs suddenly stabilize.

You may also appreciate the fact that External IT has experience in working with Venture Capital firms, Wealth Management firms and Private Equity firms. Why is this an advantage for you? We already understand the most important needs of financial services companies, which enables us to better spec your needs, and ultimately deliver a smooth transition to the cloud.

What follows is a list of challenges that our financial clients typically face, and some basics on how we're able to cut these issues down to size. On the last page, you'll find some overview information to help you size us up.

Assess the risks. Assess the return. Not eye-opening advice, but as with most important decisions, there's none better.



## 01: SECURITY

There are two security issues you need to concern yourself with, the physical security of your IT, and a malicious breach.

Because every transaction between your company and your clients needs to be absolutely secure this requires the highest levels of Data Center security, as well as encryption, password-protection, and ongoing professional oversight.

### HOW WE ADDRESS THE ISSUE

External IT protects financial firms with data centers and IT infrastructure that are, without question, among the safest in the nation. Twenty-four hour guards are supported by state-of-the-art biometric scanners and card readers. Our facilities themselves are secure against floods, fires, even earthquakes.

The OS33 Portal Desktop platform also makes it very easy for administrators to manage permissions. It's the only platform with a self-service administration console built in, enabling you to remotely manage all IT resources for every user.

The console gives you policy-based application access control to manage users, groups, applications, permissions, profiles, security and folder access rights.

## 02: HIGH AVAILABILITY

If you're not up, you're not in business. It's no different for us.

### HOW WE ADDRESS THE ISSUE

External IT delivers ready access to the same set of applications, communication tools and data, regardless of where you or your staff are working, and regardless of which computer or computing device they're working with.



If a local failure occurs, you can log into the system from a different computer or different location. All you need is an Internet browser and you're back in business. You can go right back to the same point in your work process, without any loss of data.

We offer fault tolerant network infrastructure with synchronous mirroring, and continuous data protection for servers with 24 hour rollback. You have your choice of high availability SQL and Exchange deployments.

Anywhere, anytime access is our most fundamental benefit. Whether you're at headquarters, a remote office, at home or on the road, our clients will attest that we'll keep you connected. Our facilities boast an uptime of up to five nines (99.999). Less than perfect? Nobody is closer.

### 03: [DISASTER RECOVERY AND BUSINESS CONTINUITY](#)

“Fast” isn't fast enough. Extended downtime is not an option. To ensure against every imaginable disaster, large or small, effective failover systems must be in place.

#### [HOW WE ADDRESS THE ISSUE](#)

In the event of a Data Center failure, our system can redirect everyone to a pre-determined failover site. It's business as usual with little to zero downtime. And we incorporate a more flexible and reliable technology than you would have with Hosted Desktop.

Hosted Desktop relies on a network router. Unlike the name might imply, a router alone is not very good at redirecting users to specific resources based on the application they request, their permissions, location and other circumstances. A Portal Desktop, like OS33, occupies the perfect space—between your staff and your servers. This makes it far more adept at handling these challenges.

We take backups, at minimum, once a day, and can have them run at whatever intervals you request including continuous replication.



## 04: COMPLIANCE

Three letters that make brows furrow: SEC. Two names that prompt Tums bottle-tops to pop open: Sarbanes-Oxley. The SEC and Sarbanes-Oxley provide the guidelines and enforcement, but it's up to each firm, and their IT providers, to guarantee compliance. Your IT capabilities need to help make this happen, and provide documentation to prove it come audit time.

### HOW WE ADDRESS THIS ISSUE

The OS33 Portal Desktop includes a security tool that allows IT managers, or External IT support staff, to enable, disable, and manage a set of simple, tightly integrated services for email management and on and off-line storage. IT also gives you a access to a built-in audit trail, and includes multi-year archiving solutions.

## 05: PERFORMANCE

Slow doesn't cut it. High-speed connectivity, robust, reliable infrastructure and data/systems integrity are a must.

### HOW WE APPROACH THIS ISSUE

Better. Faster. Our performance standards are guided by these two criteria.

With single sign on, users have seamless access to personalized Web resources, and Windows apps like Microsoft Office™, Exchange™, SharePoint™ and Active Directory™.

As for even more exclusive capabilities, your IT managers will be able to view, edit and collaborate on business-critical information. And they can do it in real-time using co-authoring technology.

You can post announcements, leverage company-wide information assets and communicate seamlessly via email and integrated IM.



And of course, as your IT is organized and run through the OS33 Portal Desktop, you have anywhere, anytime access to all of your IT assets, on any computer.

You can add new users, groups and locations in little more time than it takes for us to say “you can add users, groups and locations,” and you can access training and support anywhere in the world, without restriction or performance degradation.

If you need to scale your virtual computing and storage upward, nothing could be easier.

Each issue above is discussed in greater detail on our website: [ExternalIT.com](http://ExternalIT.com). In our website Demo Center there are also videos on the End User Experience, Administrative Features, Security and Disaster Recovery, and an overview of the four ways in which you can approach Cloud Computing.

You’ll also be able to get in touch with us a number of ways through our website. Once there, just click Get Started. You’ll find it on our Home page, main menu, to the right.

Lower risk. Higher return. One of the rare occasions when both criteria honestly point in the same investment direction.

#### EXTERNAL IT, COMPANY PROFILE

Hundreds of clients, with thousands of OS33 Portal users, on four continents.

External IT owns 50% of OS33.

We have been providing fully hosted IT since 2002.

Presently, our clients use over 800 custom line-of-business applications.

We are profitable and stable. In 2010 External IT completed three acquisitions.



External IT

THE POWER OF THE PORTAL