



## 1. What is Cloud Computing?

Cloud Computing is a new way of delivering Information Technology to businesses and consumers. In essence, it removes the need for a customer to purchase, install, support and maintain on-site, their own Back End I.T. infrastructure. A Cloud Services Partner provides a customer's back-end servers, storage, networking, support and software. This allows the customer to pay for their I.T. services on-demand, in the form of a low cost, monthly service charge.

## 2. Why Would A Business Want To Use Cloud Computing?

There are a number of business reasons for using Cloud Computing, but the most popular are:-

- To remove the ongoing high capital investment costs and risks associated with the purchase of I.T. infrastructure - thus allowing the business to free up working capital.
- I.T. can be budgeted for on a fixed and predictable basis, similar to that of a utility bill.
- Cloud Computing provides the business with advanced I.T. infrastructure and services that would be too costly to provide in-house.
- Massively reduces the operational and financial risks associated with implementing new technologies.
- Provides the business with a flexible, on-demand I.T. service delivery model, which can be implemented in hours, rather than months.
- Delivers improved service levels by providing a business with robust Service Level Guarantees, which would be too costly to match in-house.
- Allows an organisation to focus on business growth without the distraction of managing complex technology issues.

## 3. Where Would A Business Use Cloud Computing?

There are many business scenarios that Cloud Computing matches, but common uses include:-

- Extending I.T. services to new business locations or remote offices.
- Centralising I.T. resources to reduce operational costs.
- Provide I.T. services for new business start-ups.
- Deliver I.T. business continuity and disaster recovery services.
- Implement remote and tele-worker business initiatives.
- Provide I.T. services for short term business projects.
- Deliver I.T. services for test and development and proof of concept projects.
- To deliver Internet facing business services including web, database, content management, security & remote access services.

#### 4. Why Is Cloud Computing Becoming Popular?

The business and technology landscape has undergone significant change because of:

1. The ability to rent software on a monthly basis.
2. The dominance of the Internet in business activities.
3. Increasing bandwidth and quality of communications services.
4. The need to access business applications and services, 24x7, regardless of location or device.
5. The convergence of voice, data and the Internet into a single service.
6. The introduction of scalable virtualisation and storage technologies.
7. The growing migration of I.T. services to the Data Centre.
8. The commoditisation and standardisation of technologies.
9. Business pressure to deliver I.T. capacity and resources – faster, at lower costs and with reduced risk to the business.

#### 5. Why Would A Business Want To Change The Way It Procures I.T.?

Traditional technology procurement requires an organisation to invest in technologies rather than what the technology enables them to do. They pay for the hardware and software through capital and take on the risks, support and management overheads directly as a cost to the business. With traditional I.T. procurement the business has to accept the burden of:-

- Capital investment cost implications.
- Unpredictable and fluctuating on-going I.T. investment costs.
- Security and resilience concerns.
- The inflexibility of your I.T. to react to business change and demand.
- Long ROI technology payback periods.
- Extended solution deployment time scales.
- The risk and cost of buying into the wrong technology.
- The direct costs for ongoing management, maintenance & support.
- Retaining and maintaining in-house expertise, personnel and training.

#### 6. What Are The Business Benefits of Using Cloud Computing?

- Removes the need to fund I.T. using working capital.
- Improves I.T. budgeting and controls I.T. overheads.
- Reduces business risk & exposure in technology deployments.
- Enhances I.T. service levels and improves technology reliability.
- Reduces ongoing operational and support overheads.
- Consolidates I.T. suppliers and bills.
- Simplifies I.T. administration.
- Enhances network resilience and security.

#### 7. Where Would My I.T. Services Be Located?

When you use Knowledge Cloud Services, your I.T. resources are located and delivered from our own, fully managed, state of the art, tier three data centre facilities. These dedicated, purposefully designed centres provide you with a highly available, secure and fault tolerant technology platform that you can confidently trust to deliver your business operations.

Knowledge Data Centre facilities provide your systems with power protection including on-site generators and UPS systems, together with advanced security, fire and environmental protection systems. All of which have been designed to protect and ensure your I.T. services run uninterrupted and problem free. Visit [www.knowledgedatacentres.co.uk](http://www.knowledgedatacentres.co.uk) to find out more about our continuous Data Centre operations.

## 8. What Equipment Would My I.T. Services Be Run On?

One of the major benefits of Cloud Computing is its ability to provide customers with the best, enterprise class, scalable and fault tolerant technology assets. Customers get the scalability and reliability they desire without the big budget capital investment costs that come with the use of enterprise technology.

Knowledge Cloud Services use best-in-class enterprise technology assets, utilising HP blade server hardware, EMC SAN storage assets, Cisco enterprise network infrastructure, VMware virtualisation technology and Microsoft business software.

## 9. What Technical Expertise Do You Have in Delivering Cloud Computing?

Knowledge has over 25 years experience in the I.T. industry and many of the UK's leading companies rely on our technology expertise to support their I.T. investments. Our services span Data Centres, LAN & WAN networking together with Internet, Server & Storage infrastructures.

Knowledge carries over 200 multi-vendor industry accreditations including HP, Cisco, EMC, Microsoft and VMware. Knowledge is also one of the very few Cloud infrastructure providers to fully own, manage, operate and support their entire Cloud infrastructure.

Knowledge infrastructure assets include a fibre optic, wide area network infrastructure you connect into, together with the attached Data Centre facilities that house your equipment, through to the individual hardware assets that run your applications. It's a truly holistic service delivery package that inspires service confidence, by controlling and supporting directly every layer of your I.T. service with us.

## 10. How Can You Ensure My Business Will Get The Support It Needs?

Knowledge operates to a Total Quality Management system that encompasses our entire organisation. Accredited to ISO 9001 for Quality Management standards in addition to ISO 27001 for Information Security, your Cloud Services are assessed independently by BSI to ensure the quality and security of our Cloud service provision is delivered to the best standards in the industry.

Our Network Operations Centre (NOC) delivers 24/7 round the clock service and support. The NOC is manned by experienced, industry accredited professionals who are supported by ITIL accredited service managers who understand how to deliver first class I.T. support services, that delivers total service confidence to our customers.

## 11. Do You Provide A Service Level Guarantee With Your Service?

Yes, Knowledge Cloud services come with a comprehensive Service Level Agreement and Service Level Guarantee that ensures we will always perform to your expectations. We offer a 99.9% service availability guarantee as standard and we can offer bespoke service level guarantees for customers who require even higher levels of uptime, service and support.

## 12. How Are Cloud Services Paid For?

Cloud services are typically billed monthly or quarterly in advance, by direct debit for the I.T. services provided. Customers can pay on a "per user" or "per technology service" delivered. It is a simple, cost efficient, accountable and a capital cost free way for your business to access world class technology assets and services.

See how Cloud Services can benefit your organisation by calling  
Knowledge today on: 0845 142 0020

## **KNOWLEDGE I.T**

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