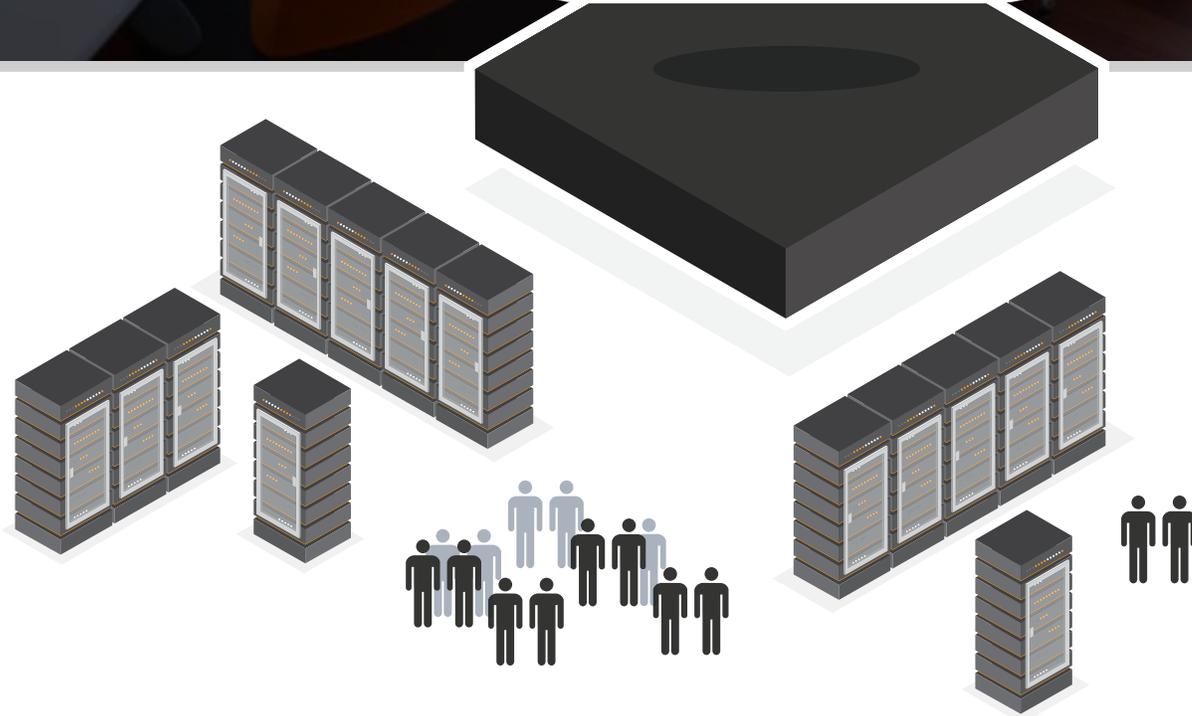


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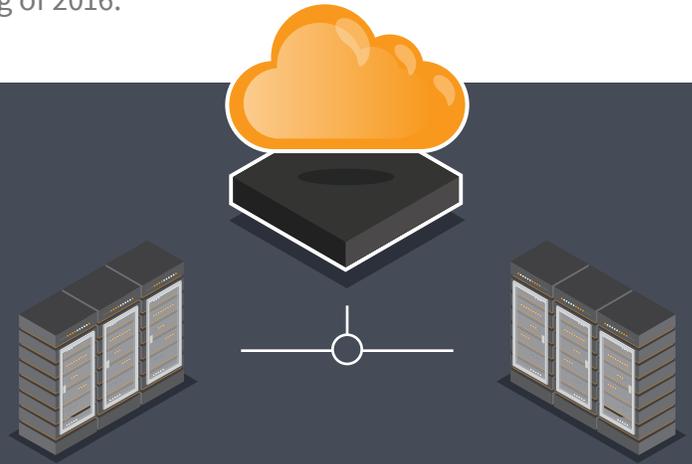
CLOUD HOSTING

BENEFITS OF MANAGED SUPPORT SERVICES



In today's fast-paced business environment, having flexible, reliable and secure IT infrastructure is critical for properly supporting internal and external customers alike. IT leaders from companies of all sizes are facing mounting pressure to do more with less, react more quickly to the needs of the business, support an always-on mobile workforce and provide the tools and intelligence required to propel the business forward. For most businesses, the cloud is a key ingredient of an effective IT strategy, with 95 percent of enterprises using some form of cloud computing as of the beginning of 2016.

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That said, infrastructure alone does not guarantee success in the cloud world. In order to effectively manage and maintain IT infrastructure in the cloud, companies are increasingly leveraging managed support services from cloud hosting providers. When it comes to delivering a world-class customer experience, infrastructure missteps can often result in suboptimal performance, security breaches and downtime – potentially damaging the brand. To that end, managed support services can add value by covering issues and activities that extend well beyond initial system setup – giving customers peace of mind from knowing there's a team of cloud experts actively monitoring the entire solution, proactively maintaining it and addressing any issues that arise.

Enterprises are starting to recognize the advantages of investing in managed services. More than two-thirds of the companies surveyed for a 2015 CompTIA study reported partnering with an MSP for at least one function within the previous 12 months. A significant portion of these engagements involves a partnership of ongoing IT management support. In addition, a report conducted by The International Association of Managed Service Providers found that the managed services industry generated \$154 billion in revenue in 2014. Compare that with another study that found that the managed services market as a whole will be worth \$193.34 billion by 2019, and this demonstrates a clear trend: Businesses are increasingly integrating managed services into their IT strategy.

Let's take a deeper look at some of the benefits associated with managed support services and see how companies can benefit from turning over the keys to their cloud hosting provider.

MANAGED SERVICES BENEFIT #1: ENSURE SUCCESS FROM THE START

Properly setting up infrastructure is the first step to enabling a flexible, scalable environment optimized for the needs of the business. It's critical to make sure networks, servers, virtual machines and hypervisors – and everything in between – are working in tandem in the most effective way possible. IT managers need to answer the following questions:

- ? What does the business need to be successful?
- ? Which applications should be deployed in the cloud?
- ? What's the right environment based on the application and business goals?
- ? What level of service and support is required on an on-going basis?

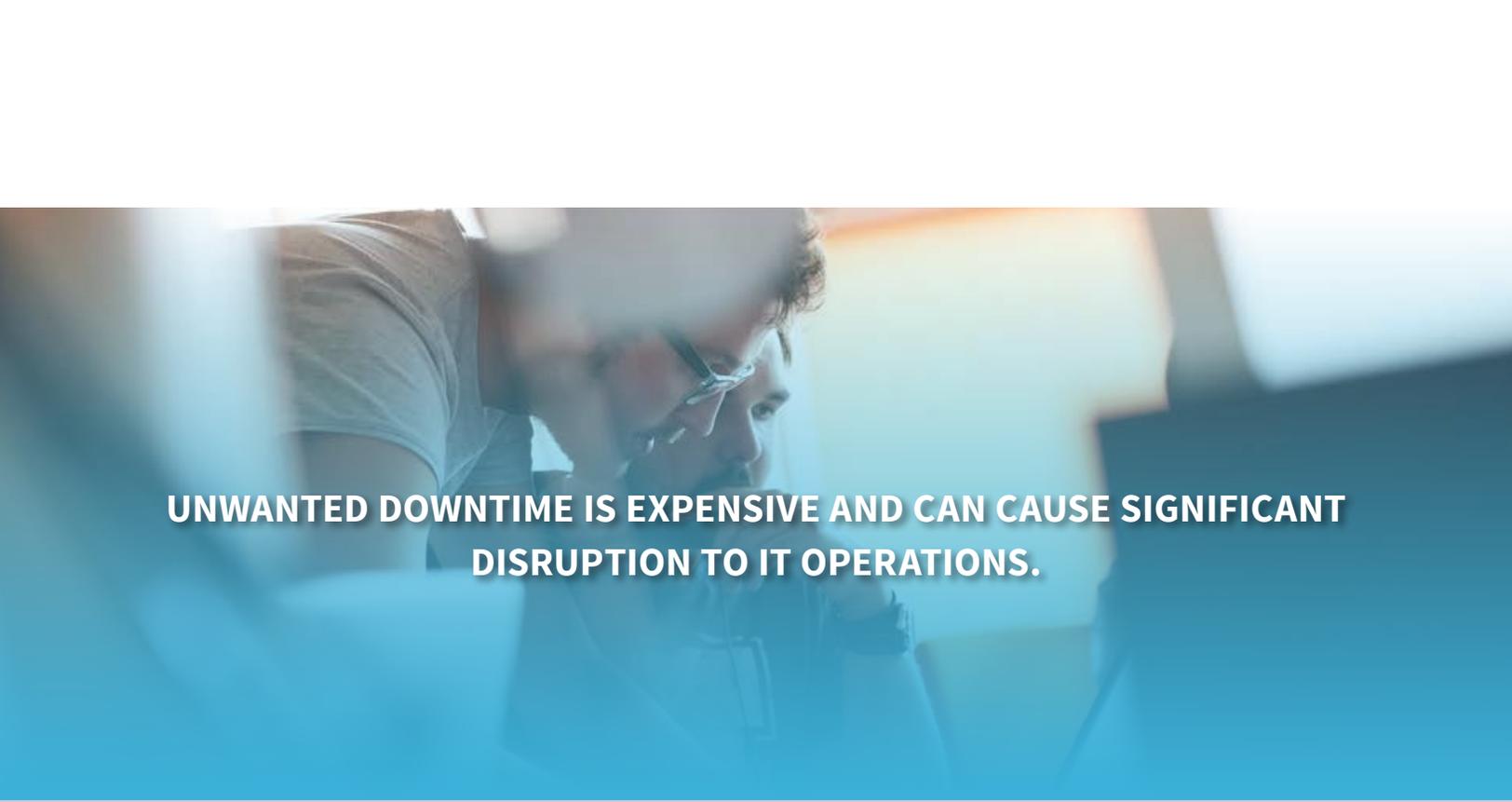
Partnering with a reputable cloud hosting provider that offers managed support services is one way to ensure success and help address these critical questions. Thoughtfully leveraging the cloud is the best path to a properly managed, fully functioning computing environment that offers the greatest advantage.



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HOW CAN MANAGED SUPPORT HELP?

By developing a thorough understanding of the organization's goals, applications and dependencies, the provider can optimize the infrastructure design and managed support portfolio around the specific needs of the business. From an operational perspective, it's like having a technology expert on retainer. Instead of having to invest in payroll for a dedicated employee for each function of the IT department, companies can benefit from the always-available expertise of their managed support teams. So if managers have questions during the initial setup of the computing environment or simply want to make changes to their strategy, it's easy to just pick up the phone and have an entire team at their disposal.



UNWANTED DOWNTIME IS EXPENSIVE AND CAN CAUSE SIGNIFICANT DISRUPTION TO IT OPERATIONS.

MANAGED SERVICES BENEFIT #2: DOWNTIME PREVENTION AND SUPPORT

Unwanted downtime is expensive and can cause significant disruption to IT operations. How do you design your platform for maximum uptime? What happens if a problem does occur? Are there dedicated support personnel immediately available to determine the cause of the disruption and reestablish service?

By some estimates, the annual cost of downtime for Fortune 1000 companies falls within the range of \$1.25 billion to \$2.5 billion, at an incredible hourly rate of \$100,000. This means that downtime simply isn't an option for most businesses.

So the question remains: *How do you prevent unexpected downtime and quickly address it when it does occur?* There are a few options available to organizations.

One option is to have dedicated resources on staff to anticipate potential issues and react to situations when things go: which means another person(s) on the payroll, doing a job that likely does not maximize ROI of an organization's limited resources. The other option, arguably the better one, is to partner with a managed service provider to facilitate day-to-day management of the company's IT infrastructure.

HOW CAN MANAGED SUPPORT HELP?

Managed support teams can assist companies by actively optimizing their IT infrastructure and preventing unwanted server downtime. In fact, according to the CompTIA study, improving efficiency and reliability of IT operations was a main driving factor for investing in managed services for 56 percent of the organizations surveyed.

When an environment does experience unplanned downtime, dedicated managed support teams are able to quickly locate, assess and alleviate issues that arise. In fact, most managed support teams are equipped with monitoring capabilities that allow them to pinpoint potential issues and address them quickly without waiting for the worst to happen.



78 PERCENT OF SMALL BUSINESSES ARE EXPECTED TO BE ALL IN THE CLOUD, 93 PERCENT OF ENTERPRISES ARE USING THE CLOUD FOR AT LEAST ONE FUNCTION.

MANAGED SERVICES BENEFIT #3: MIGRATE DATA AND APPLICATIONS

Companies that weren't "born in the web" – i.e., the ones that have been around longer than the cloud has been popular – are likely to be running applications and storing data on legacy servers, even while they've deployed other functions in virtual environments. This can create inefficiency within the business's IT infrastructure.

No matter how big or small a business is, the cloud has something to offer. An Intuit survey conducted in 2015 found that by 2020, 78 percent of small businesses are expected to be all in the cloud, and concluded in a recent survey published by Spiceworks, 93 percent of enterprises are using the cloud for at least one function.

All of this is to say that the flexibility, agility and scalability afforded by the cloud is proving to be quite attractive to small businesses, enterprises and everyone in between.

HOW CAN MANAGED SUPPORT HELP?

Managed migration services from a managed cloud hosting provider like Hostway allow IT leaders to build the optimal cloud solution for their companies' specific needs. Whether migrating mission critical workloads to the cloud or dipping their toe in the water with a Dev and Test site in the cloud, managed support is key to ensuring migrations go smoothly. In a managed IT assessment and cloud migration engagement, the provider typically conducts a thorough audit of the existing IT environment, determines which applications should be migrated, what dependencies/risks exist and how to address them. Only then, the provider will work with the organization to migrate applications to best fit cloud environment.



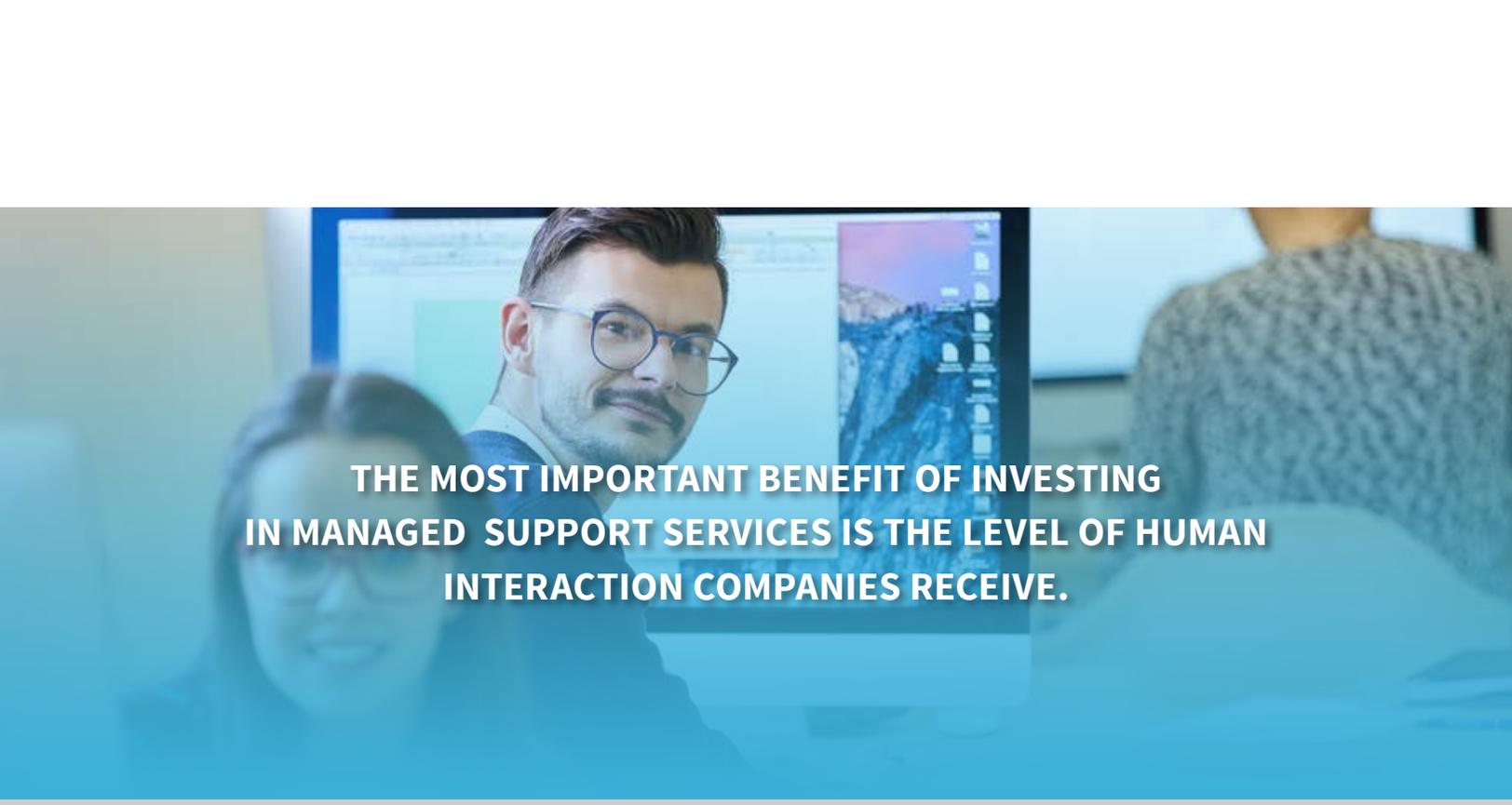
MANAGED CLOUD HOSTING PROVIDERS THAT SUPPORT THROUGH THE APPLICATION LAYER CAN HELP SAVE TIME AND MONEY.

MANAGED SERVICES BENEFIT #4: MANAGED APPLICATION SUPPORT

Leading web applications such as Magento, WordPress and SharePoint – to name a few – are providing organizations of all sizes with critical tools and capabilities they need to run their business. While these applications are getting easier to use by the day, in order to get the most out of the application, having a managed support provider looking after configuration management, patching, upgrades, troubleshooting, routine maintenance and other operational tasks is critical to getting the most out of the application.

HOW CAN MANAGED SUPPORT HELP?

Managed cloud hosting providers that deliver support through the application layer can help save time and money. For instance, Hostway can help companies manage applications like Magento and WordPress with round-the-clock support. The Hostway Magento-optimized environment is supported by a team of specialists, available at any hour of the day or night. At all times, a Magento support specialist is only a call away.



**THE MOST IMPORTANT BENEFIT OF INVESTING
IN MANAGED SUPPORT SERVICES IS THE LEVEL OF HUMAN
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BRINGING IT ALL TOGETHER: THE BENEFITS ARE WORTH THE INVESTMENT

In summary, the most important benefit of investing in managed support services is the level of human interaction companies receive. Anyone can deploy a cloud instance, for example, but how do you make the most out of the environment? When you partner with a cloud hosting provider like Hostway and take advantage of managed support services, your IT infrastructure is in the right hands from the start. You will receive assistance setting up your environment, managing your applications and migrations, and keeping your infrastructure humming so that you focus on managing your business.

Contact Hostway for more information about how to utilize managed support services to create an optimized, flexible and functional environment today.

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