

ioko: AHEAD IN THE CLOUD, FEET ON THE GROUND

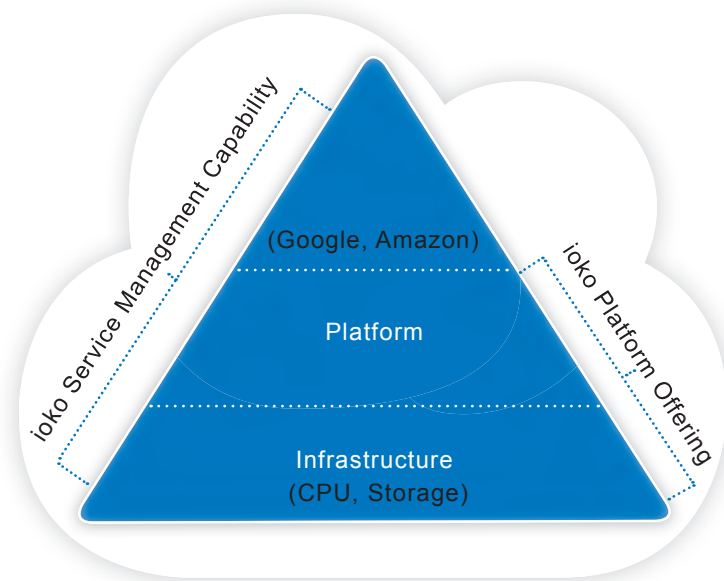
We are a technically-focused organisation with a superb services pedigree, a strong history of technical accreditation and a deep understanding of integrating complex architectures to deliver scale, value and efficiency. We are an international organisation with multiple data centres, excellent network peering, a slick overarching support and management organisation, and ITIL-certified teams who can assist you to explore your business needs and can adapt our services to meet your particular requirements. ioko also has UK NHS National Network (N3) connectivity, and is one of only a few UK Managed Services organisations able to provide Cloud services for hosted NHS applications.

ioko's SMART CLOUD SERVICES

We offer more than just Software-as-a-Service (SaaS), or Platform-as-a-Service (PaaS). ioko's smart services help our customers react swiftly, avoid costly up-front cap-ex, avoid over-specification of environments, obscure complexity and provide choice. Smart Cloud services provide a level of service abstraction which means our clients can focus on core business activities and apply internal resources in more valuable and efficient ways. Expenditure can be more predictable or reactive and usage-based; and savings on power consumption, space and cooling help organisations meet environmental objectives too.

- Right-size, rather than over-size
- No need to know exact scale requirements up front – perfect for new online service launches
- Offload your capacity and expansion planning to the service provider
- On/off premise Clouds and workload portability: mix and match virtual and physical machines on-demand

- Abstraction means our clients do not need to understand how the service works – just to rest assured that it does.



CLOUD SERVICES FOR RAPID CAPACITY PROVISIONING

Today's consumers increasingly rely on the Web to get information, to act and interact. For ioko's clients, ensuring that their users will have a consistent and rewarding experience on their high-profile websites is critical. This is particularly evident in the competitive new media and online entertainment sector, where our clients may opt to have web infrastructure permanently scaled to cope with brief periods of high load. However for the majority of the time these clients' web and online application environments operate at 40% of capacity or less.

ioko is able to offer an alternative and more rational approach. We can assist our clients to scale back their production systems, and consolidate physical domains to virtual. Clients then utilise DR, stage and development capacity to overflow, or use ioko's hosted Cloud services, to make up the difference between average and peak load.

This is perfect for scenarios where there are known spikes but where systems are also required to cope with unplanned activity. It also meets many desirable criteria for the current business climate including environmental IT, rationalisation of estate, TCO objectives, responsiveness and agility.

Architecting and delivering against this approach requires very strong technical expertise – and this is where ioko excels.

CLOUD SERVICES FOR DISASTER RECOVERY (DR)

Subscribing to a virtual shared platform can form part of any organisation's disaster recovery strategy: the DR Failover 'Cloud' can be in-house or external – but ioko can help achieve either for our clients' peace of mind. Capacity can be leased or bought, or charged for on a burst-based charging model if cap-ex is an issue.

Aspects of an ioko Cloud-based DR service:

- Physical machines (or VMs) backed up to an image in the DR cloud
- Observation of security, governance and compliance issues
- Whole machine backup & restore (bare-metal)
- Use the DR site as dev/stage/burst capacity for production for extra efficiency

VIRTUAL APPLICATION ENVIRONMENTS AND THE VIRTUAL DESKTOP

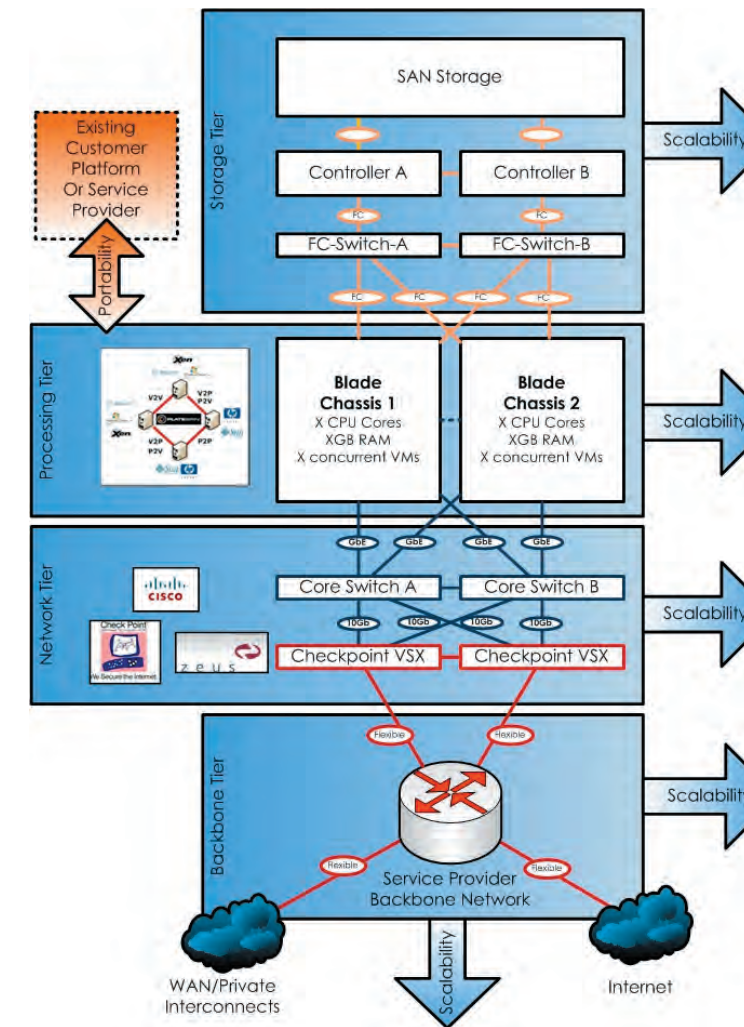
Centrally-managed application environments lend themselves very well to the administration of virtual desktops. Many organisations today are choosing to rid themselves of the headache of persistent desktop refresh cycles, security chaos and environmentally harmful power-hungry PCs by moving to thin and ultra-thin client technology, smart-card driven desktop sessions and portable workspaces for employees. ioko has experience of the leading enabling technologies in this space, including Sun Microsystems' Global Desktop suite and VMWare View (Virtual Desktop Infrastructure).

WHAT'S IN A CLOUD?

- Storage Tier : the best in SAN and DAS, with state-of-the-art overlying software tools for dynamic provisioning, clustering, replication and HSM
- Processing Tier: power-efficient blade and rack mounted servers for scalability and resilience, choice of hypervisors, network and fabric interconnects
- Network Tier: switching, traffic management, load-balancing and firewalls
- Backbone Tier: edge/core switching, peering, HA, traffic management

- Support Tier: process and control, hierarchical/nested support tiers, isolation, governance, security, role-based access.

BEHIND THE SILVER LINING...



ioko's Reference Cloud Architecture

CONSUMING OUR OWN VIRTUAL ENVIRONMENTS

ioko runs on its own smart Cloud and our Virtual Shared Platform also supports a number of internal functions including: Microsoft Active Directory Services, Microsoft System Centre Configuration Manager, Microsoft System Centre Operations Manager, Microsoft ForeFront, Microsoft Exchange Server, AlarmPoint, Blackberry Enterprise Server, Microsoft Active Directory Certificate Services, Microsoft Windows Terminal Services, Microsoft SharePoint Services, Microsoft Office SharePoint Server, Microsoft Dynamics, Sage TimeSheet, Cacti, DNS services, Asigra, HP SIM, www.ioko.com and all development, testing and staging platforms to support our in house development teams.

ioko VIRTUAL SHARED PLATFORM

Management of the ioko VSP is split between the platform/infrastructure and systems management. The overall cloud stability, management and capacity planning are provided by the platform team. This allows the managed service teams supporting the clients to concentrate on the container services and the client to focus on the business functions they require. This aids flexibility; less frequent need to contact a central helpdesk/team, and responsible team are able to make autonomous decisions about the platform they own but ensuring a good holistic management view of the cloud.

Alongside our own ioko systems we have clients such as BAA, IMS, Diageo, Pret and Carelink (ioko's healthcare division) benefiting from these systems and running a variety of applications.

OUR CLIENT LIST FOR VIRTUALISED ENVIRONMENTS

Carelink (www.carelink.co.uk)

Carelink is one of a few select Managed Services providers nationally to have N3 connection for NHS application service delivery. Today, over 200 NHS organisations host applications on our cloud platform which offers Microsoft SharePoint Services, Microsoft Office SharePoint Server, Microsoft IIS, Apache, Asp, PHP, .net, Microsoft SQL, MySQL, EpiServer and many more services.

Pret A Manger

Working with Pret A Manger, ioko achieved a high level of consolidation (20:1) and adopted a 'virtualisation 1st' policy - making huge savings on Pret's hardware, maintenance and support costs.

Barbox

Barbox has been working with ioko from its conception and is one of the most integrated end-to-end Enterprise Application Integration systems. They looked to ioko to help improve the offerings available to their customers and reduce operating costs. This has been recognised by virtualising their DR systems and moving production components onto a virtual platform.

Circle Health

To ensure they could continue to support NHS patient services Circle Health needed to integrate with the N3 Spine. The application was still in development but the services were required immediately. A virtual platform was created to support the stage and production environment for these systems which conformed to NHS guidelines and provided the flexibility to support the rapid development programme in place.

Spire Healthcare

Spire Healthcare is the new name for BUPA hospitals. When they were sold ioko was chosen as the end-to-end service provider during this transition and to support the systems moving forward. The unique combination of systems and services in their aging estate presented a challenge where non-virtualised systems would have been costly. The end result was to virtualise 50% of the data centre estate running as a stretch cluster between two locations for high availability and resilience.

MWM Consulting

MWM is an Executive Search and Board advisory consulting firm that requires complete flexibility for all of its staff. Moving their systems from the aging physical servers to a virtual platform and providing a separate warm standby DR system at another location provided them with peace of mind along with the performance increase they were looking for.



THE PARTNERSHIPS BEHIND ioko'S CLOUD

ioko has numerous best-of-breed vendor partnerships, reflecting our commitment to gain advanced knowledge in the technologies that will give our clients the most effective solutions, reduce risk and help us deliver service excellence. For example, ioko are:

- VMWare VIP Enterprise Partner, member of the vCloud Initiative and VSPP
- Microsoft Gold Partner across 9 competencies
- Award-winning Sun SPA Principal partner
- HP Gold Preferred partner
- EMC² Velocity partner
- Zeus Partner of the Year 2008
- Platespin accredited partner
- Checkpoint Silver Partner

ioko

No. 1 Technical Agency, NMA Top 100 Interactive Agencies, 2008

Sunday Times Tech Track 100, 2008

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“Pret A Manger's recently deployed virtualisation platform is based on ioko's internal cloud reference architecture where Pret is able to allocate resources to services from a shared pool of CPU/storage/networking allowing us to quickly provision and decommission services to accommodate our internal business unit's demands dynamically whilst operating in the most cost and energy efficient manner possible.” Simon Kerry, IT Director, Pret A Manger

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