

## adapt to a service-orientated approach to application hosting



Is your business running out of space for new servers, yet has further requirements to introduce new applications? Or is your legacy infrastructure becoming too complex to manage efficiently?

**adapt's** virtual data centre solutions can help you realise the benefits of consolidation through virtualisation: increase hardware utilisation, lower power consumption, and reduce your capital and operating costs.

**adapt** provides a range of managed infrastructure solutions to facilitate maximum return on investment. This provides an organisation with the flexibility to purchase for their immediate requirement and grow seamlessly as the business drivers dictate.

### Basic infrastructure hosting

**adapt** provides full data centre facilities that includes procurement of infrastructure on behalf of the customer to relieve the burden of capital expenditure. The customer retains control of the entire platform, including software installation, the operating system, applications, licensing, monitoring and management. **adapt** will provide the racking of equipment and the hardware break-fix along with space and power management. This can eliminate the need for capital expenditure and delivers a full OpEx solution.

### Standard hosting

**adapt** provides a fully managed hosting solution on a dedicated platform either supplied by us or purchased by the customer. **adapt** will provide full management of the entire infrastructure, including storage, servers, networks, the operating system and associated appliances such as load balancers and firewalls.

### Virtual hosting

**adapt** provides a highly scalable and flexible dedicated virtual infrastructure utilising VMware VSphere 4. This service suits customers that understand the value of virtualisation and are keen to exploit it but do not have the resources or capital expenditure available. **adapt** can provide a safe and economic way to consolidate legacy infrastructure without the necessity for development budgets and retraining costs. The platform allows a single physical server to be partitioned into multiple self-contained virtual machines, each with its own operating system and set of applications to meet business requirements.

### Benefits

- Fully OpEx model
- Management of technology complexity
- Cost-effective multi-vendor sourcing
- Optimised service support with third-party escalation and management
- Reductions in operating costs and predictable operating expenditure
- Avoid costs of building your own management and reporting systems
- Defined service levels
- Full monitoring and management visibility
- Rapid deployment
- Scalability and resilience built-in

### Features

- ITIL-compliant service management
- Dedicated service delivery managers
- 24/7 SOC
- Customer-dedicated service portal and online monitoring
- Technical specialists who understand the infrastructure
- Choice of SLAs to match the business
- Best-of-breed technology – solutions based on hypervisors, including VNWare, Zen, Hyper V and KVM
- Tier 3+ data centres

## Virtual data centre

**adapt** provides a shared applications platform that delivers high availability, scalability and flexibility, and a lower total cost of ownership than is found with traditional managed hosting solutions. **adapt's** virtual data centre provides a service-oriented approach to application hosting, using the latest service delivery methods and virtualisation technologies across your computing, storage and network domains. What's more, as the infrastructure is delivered as-a-service, you eliminate capital expenditure and significantly reduce operational expenditure.

With **adapt's** virtual data centre services, you benefit from the most advanced, flexible and efficient IT infrastructure without having to build it yourself. **adapt** provides the server hardware, network infrastructure and storage as well as software licensing for Solaris, Windows and Linux-based operating systems. Options are available for business continuity/disaster recovery and high availability.

## Green benefits of virtualisation

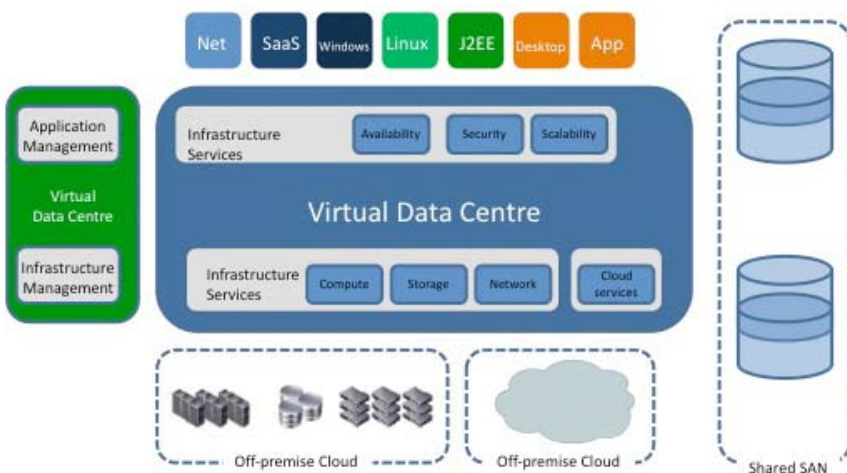
**adapt** provides advanced virtualisation and consolidation services which significantly increase server utilisation, and therefore reduce wasted resources. In using less space, we use less power. Our data centres use the latest and most environmentally efficient hardware and cooling systems. We even offer a choice of data centres powered by renewable energy. With **adapt** you can be confident that we step up to the environmental challenge, whilst focusing squarely on cutting costs and increasing efficiency. An **adapt** virtual data centre infrastructure consumes less energy and produces fewer emissions than its traditional physical equivalent, meaning organisations can cut their carbon footprint while expanding their business capabilities.

## Associated services

- Storage on Demand
- Back-up Solutions
- Infrastructure audits
- Requirements Analysis
- Design Services
- Vulnerability Assessment
- Remote Monitoring
- Security Monitoring and Management
- Out-of-hours Help Desk

## And in addition

- Database Management >
- Data Centre Co-location Services >
- Managed Networks >
- Security Management >
- Server Management >
- Service Management >
- Storage Management >



"We explained our problem to **adapt** and with their help we now have a storage area network that is flexible to meet our needs. **adapt** had the technical know how to help us select the best technology for our needs as well as provide a managed service for the on-going running of the SAN."

*Andrew Sprules  
Aegis Group IT Infrastructure Director*

A E G I S  
M E D I A

Partner suppliers



**adapt** is the independent managed services provider that is reducing cost and complexity from IT.

At **adapt** we focus on maximising the assets you already have rather than just selling you more services. What's more, being vendor-independent we don't have a stake in which technology you choose. Instead, our job is to recommend the best solution for your business, helping you design and integrate your technology for maximum efficiency. This often involves

consolidation and virtualisation of your assets, which can significantly improve your utilisation rates as well as immediately reducing your energy bills.

**adapt** is a client-led rather than a technology-led company, and works with its customers to develop modular propositions that support immediate business needs and can scale for future growth.

At **adapt** we believe that complexity is the enemy, and

this ethos is promoted from the initial architecture planning through to intelligent system design, performance and capacity management.

**adapt** provides services to over 850 customers in the areas of:  
— Colocation and Hosting  
— Connectivity and Internet  
— Managed services  
— Cloud services

Reduce cost and complexity within your IT talk to **adapt**.

For more information about **adapt** please visit [www.adaptplc.com](http://www.adaptplc.com) or call 0845 304 3047

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