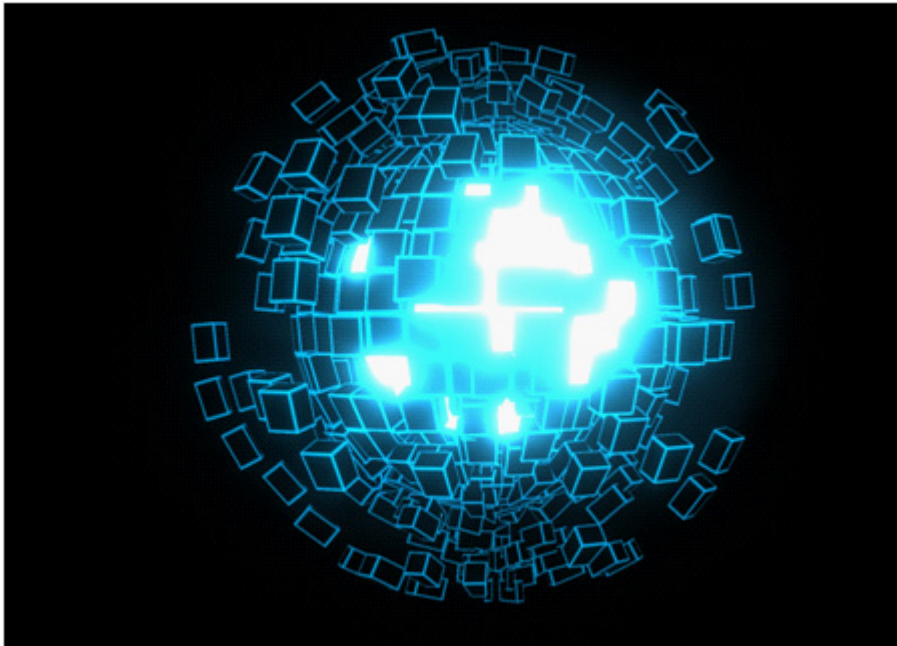


> How to reign over your competitors



About CloudHosts

Businesses today face the challenge of getting the most out of their hardware investments while increasing their flexibility to respond to changing business demands, sometimes in the face of disaster.

CloudHosts offer a unique cloud hosting platform which allows your company to have all the hosting power and storage you'll ever need on tap, but only pay for what you actually use.

It allows you to provision and launch multiple hosting accounts with a few simple clicks. Once provisioned, our secure virtual machines are fully-scalable up or down to meet the fluctuating demands of your business.

These flexible, resilient and scalable characteristics offer cost effective hosting that can be pick n' mixed to your exact needs whether you use Linux or Windows.

The software at the heart of the CloudHosts platform is built upon Microsoft's latest virtualisation software. Infrastructure hardware is from Cisco, Dell and Intel and is located on the UK's fastest hosting network of award winning hosting provider UKFast. This world class combination means your business is guaranteed full scale resilience and security with the best performance.

CloudHosts helps to reduce costs and risk, increase flexibility, and provide business continuity to critical applications. This is the most cost effective way to create the optimum online environment for your business, placing you at the top of your field, looking down at your competitors.

For more information about how your business can benefit with CloudHosts call our experts today **0800 542 2703** or visit **www.cloudhosts.co.uk**.

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1.0 Customers need reassurance

Throughout 2009 web users consistently found themselves wary of the web's darker side, from cyber crime to malware attacks and data loss. Security is prevalent in their minds at all times.

Whilst downtime is not immediately a factor associated with security it is intrinsically linked to a website's reliability and from a user perspective this reflects on a business's competency and trust. In a recent report from Forrester¹ it revealed "17 per cent of shoppers reported dissatisfaction due to site crashes or error messages" and "79 per cent of dissatisfied shoppers indicate they are less likely to return to a site" (up 17 per cent on 2006). In such a competitive time online businesses must deliver a great customer experience.

Downtime doesn't just affect ecommerce, any business utilising the web for applications, data transfer or even internal communications and systems are all impacted by downtime. Recent research² estimates that "the cost of email downtime is difficult to quantify for most organisations, but 40 per cent of users surveyed estimated that outages would cost up to £30 million, 27 per cent said up to £61 million and 20 per cent said up to £306 million annually."

In addition Internet users are very demanding, instant gratification is expected, not desired. Web users will not tolerate delays. Google³ recently revealed that a "half second delay

in page load speed results in a 20 per cent reduction in traffic." Just imagine the impact an outage would have on your business. With your competitors ready to steal your traffic at any opportunity, gaining and maintaining a visitor's trust is vital to secure their custom and consequently their loyalty.

The cost of website downtime to your business is immense. Can you afford it?

2.0 Market demands change, so must you to survive

Conditions in business can change very quickly; successful companies are those which have the flexibility to adapt quickly to these changes.

IMRG⁴ states that "online spending is expected to reach £60 billion by April 2010" opening massive opportunities to all online retailers and for many there will be periods where websites experience peaks in traffic. Those unable to react to this increase will experience their website or application crashing and as a result "46 per cent of web users are more likely to develop a negative perception of the company."⁵ Ensuring your site has the flexibility to cope with demands is the difference between attracting visitors and gaining their custom and loyalty.

With 1.5 million UK businesses (with 5 or more employees) having at least one website,⁶ competition is rife, online retailers have one chance to make a great impression.

- 1 Forrester Consulting Report – Ecommerce Website Performance Today – An updated look at consumer reaction to a poor online shopping experience August 2009
- 2 Reuters - <http://www.reuters.com/article/idUS143034+11-Dec-2007+BW20071211>
- 3 Google - Web 2.0 Conference 2008
- 4 IMRG - Capgemini Sale Index Sept 2009
- 5 Forrester Consulting Report – as point 1
- 6 Office of National Statistics – www.statistics.gov.uk

3.0 Planning for future growth needn't cost the earth

Many businesses don't have the foresight or budget to invest in a future proof hosting solution from the beginning, opting instead for a low cost entry-level package. This means when your solution simply becomes too small for your current market position you must either make a huge outlay for expensive upgrades or simply lose out as your site crashes. However, typically online businesses outgrow these solutions very quickly and website underperformance, downtime and poor technical support become a significant barrier to growth.

Dunn and Bradstreet⁷ reports that "49 per cent of Fortune 500 companies experience at least 1.6 hours of downtime per week. That translates to more than 80 hours annually". Add to this that a recent study by A1e Systems⁸ estimated the "annual cost of website downtime at £2.7billion for UK firms in 2008" downtime is an expense you cannot afford.

Plus with "46% of web users expecting retailers to invest in making their sites better⁹(allurent)" the pressure is on to ensure that as you grow, so too does your hosting infrastructure, scaling in-line with your company growth at cost that you can afford.

4.0 What is cloud hosting?

Cloud hosting is an easily scalable mode of hosting where virtualised resources are provided as a service over the Internet.

The cloud is a centralised resource of RAM, CPUs, storage, bandwidth and software. Your website (for instance) sits in a virtual space, isolated from any individual hardware component, but with direct access to the power of this collective resource. So you are not restricted to the limits of one physical piece of hardware; you have access to the processing power of a network of servers that are distributed in real time.

Your solution can be quickly and easily tailored as the needs of your business evolve, enabling you to proactively add and remove resources including CPU and RAM as required. The nature of the infrastructure means that scaling up and down is seamless and thus spikes in traffic aren't problematic.

In a physical environment, a website is limited to the resource constraints that are housed within the physical unit (RAM, processing power, bandwidth etc). The concept of a cloud infrastructure no longer has this limitation – you, as a customer, can purchase as much computing power as you need from a virtual cloud of resources.

And because you live in a virtual space, you are resilient to any real component failure. Should a hardware failure occur, you are seamlessly reallocated additional resources, preserving your virtual environment and ensuring maximum uptime.

Cloud hosting is the most technically advanced, yet affordable way to serve and expand your business. To watch our CGI movie 'Cloud hosting explained' visit www.cloudhosts.co.uk

7 Dunn and Bradstreet - www.dnb.com

8 A1e Systems Ltd - <http://www.a1e.com/main.asp?pid=25&child=30,42,&parent=0>

9 Allurent via Marketing Charts - February 2008

5.0 The benefits of CloudHosts

By having access to pooled technology in the cloud, users can leverage a complete range of hardware and services, quickly and at an affordable price. This can include load balancing, clustering, replication and backup.

This flexibility allows businesses to save on IT costs by avoiding the need to over-provision IT infrastructure in order to meet temporary or seasonal spikes in demand for your services.

As a UKFast cloud, CloudHosts is part of the largest, fastest cloud hosting network in the UK. As you would expect, this means that it is made of high quality super brand components from Dell, Microsoft and Cisco and is maintained by UKFast's award winning support 24/7.

You need to have a strong team behind you that delivers straight forward and intuitive support that suits your business' specific needs. The excellent support provided by UKFast is based on great relationships, enabling you to speak to professionally qualified hosting technicians at all times.

CloudHosts is the most advanced cloud solution for businesses looking for resilience, flexibility and scalability.

6.0 Summary

An underperforming or offline site leads to dissatisfied and untrusting web users who are more than happy to take their custom elsewhere.

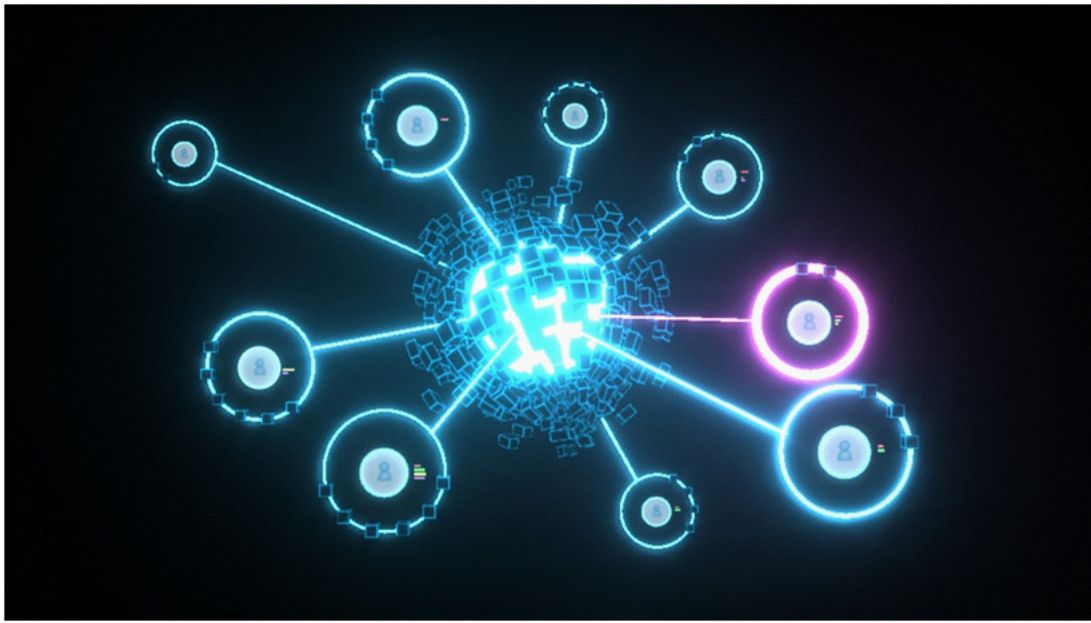
The consequences for online retailers with an underperforming site are lost sales and with "44 per cent of online shoppers admitting they would tell their friends and family about their negative experience"¹⁰ the impact reaches beyond individual user experiences. You only have one chance to make a great impression.

CloudHosts delivers the most resilient, flexible and scalable UK based solution for online business.

Experience your future today with CloudHosts.

10 Forrester Consulting Report – Ecommerce Website Performance Today – An updated look at consumer reaction to a poor online shopping experience August 2009

Watch our CGI Movie - Cloud Hosting Explained - www.cloudhosts.co.uk



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