

Don't let IT/data issues keep you awake at night

Rest Assured - with NEC Data Centres



Moving Data and its storage is mission critical

Large global companies, small to medium-sized businesses, and government agencies have never been more reliant on their IT systems for moving, protecting, creating and storing data. They need to continually supply customers, or their own business, with live data and other information and media in the most efficient, secure, reliable, affordable, and timely manner possible. Businesses now more than ever are faced with an ever-increasing convergence of digital media and applications; this trend is moving businesses into the realm of using more online activity and into aspects of 'Cloud Computing'.

Organisations need to consider a more strategic approach, and look to a company they can trust their mission critical content to, can offer a resilient data centric service, handle growing needs, are specialists in online services, and that offer best of breed networks and business practices. A company they can partner with for the future.

- A partnership that can offer a superior service in a data centre.
- Look for a data centre that allows your customers to rely on 24/7 services and infrastructure to keep your website, CRM, database, ERP, Internet and business online, and offers state-of-the-art protection against costly downtime and data loss.
- Check that the data centre will ensure that the health and status of all your hardware, software, network servers, and data applications are continuously and expertly monitored and managed to make certain they're performing at peak efficiency.
- A data centre should protect your data and applications from outside influence, using the most sophisticated firewalls and methods of detecting and preventing intrusion.

This paper will address the **three (3) compelling reasons to consider a Data Centre**, the **seven (7) ways a Data Centre can improve your business and save you money**, and highlight the facilities available at the 'best-in-class' NEC Data Centre @ Polaris.

"With less than 20 per cent of the global population online, the amount of digital information doubles every 18 months and each year 988 exabytes of data are added to our digital universe, which is about 18 million times the information in all the books ever written.

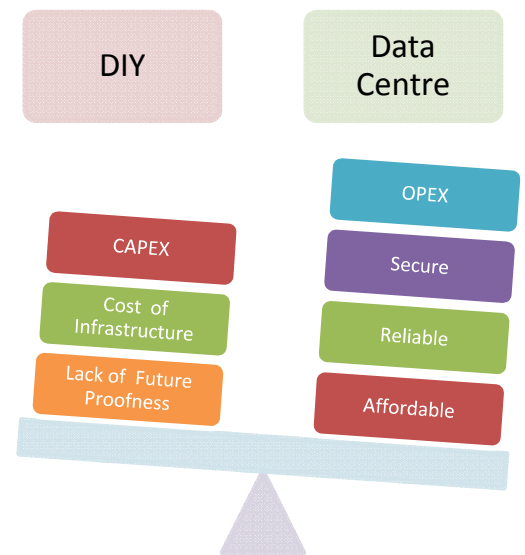
Source: IDC

Note: 1 exabyte = 1 million terabytes.

Three (3) reasons to consider a Data Centre

1. **Secure:** Let someone else worry about the physical security of the Data Centre you use, but do determine how safe it is from fire and power outages that can threaten your business.
2. **Reliable:** Use a Data Centre with an Australian-based Service Desk coupled with a Global Network Operations Centre (NOC) that will attend to managing *your hardware* just as they do for time-critical agencies including emergency services, hospitals and banks. Use a Data Centre that is purpose-built to be 100% self sufficient in case of power and other critical infrastructure cuts, so your data solutions are not impacted.

3. **Affordable:** It makes sound financial sense to convert an existing capital expense into an operational expense with the associated cash flow and taxation benefits. Using a data centre does this and solutions from a Data Centre that let you use the services you need today whilst allowing you to acquire more capacity and services as your needs grow.



"Companies relying on cloud computing and providing any data-centric online services, need no longer risk their entire business to poor provision of mission critical services like power and Internet."

NEC Data Centres



7 tips how a Data Centre can improve your business and save you money

To evaluate your choices for a Data Centre, here are the top seven (7) 'tips' for you to consider in your Data Centre evaluation.

1. **24/7 Monitoring**- Staffing that can monitor and support as much or as little of your valuable infrastructure as you need.
2. **High Speed Resilient Internet**- The basic ingredient for any business offering any information on the net is the best quality Internet connection possible. Data Centres should offer a network communication connection superior to that you would be able to purchase yourself. These would often include redundant fibre, going across a redundant hardware core and providing 10/100 ports over a low latency global Internet Network.
3. **Network/Managed Services** – Value added services offering as many as you require, from a little to a lot, these offer the real scope for easy growth without the overheads.
4. **Cloud Computing** - Providing the services and support you need to get your business online plus the ability to manage all, some of the hardware yourself, or let your Data Centre partner manage it all or a portion of it for you.
5. **Improved Uptime** – A tier 3+ Data Centre (yes, 3+ is far superior to a tier 1) provides resilient power, cooling, and internet to keep your business and your customers connected.
6. **Experienced** - Make sure the company is experienced in offering & supporting data services - it's not something to experiment with.
7. **Monthly Budgeting** – Why pay for services you don't need hoping you'll need them later, your Data Centre provider should allow you to *Pay as You Grow* to enable & foster your growth.



With the housing and operation of your IT and data, you have options.

The availability of high grade Data Centres to your business is now a becoming increasingly viable; there are three (3) reasons to take advantage of this critical business function, and seven (7) tips how a Data Centre can improve your business. To discuss further how you can leverage this facility and *Rest Assured*, **contact NEC Data Centres on 13 16 32.**

FEATURE: NEC@Polaris - best-in-class Data Centre for Australia

① Facilities

- 24/7 staffing on premise
- Geographically secure by virtue of location (outside CBD grid and possible oversubscription of power users)
- GiGe internet with a dual routed multi-fibre ring and Juniper core Infrastructure
- Utility provision – dual power backup systems, diverse power and telecoms
- Newly built (2009), \$241m purpose built facility

② Security

- *On-premise*: intrusion resistant glass biometric entry, video surveillance (with archiving), people & vehicle traps.
- *Virtual*: firewalls and high speed resilient internet providing best-of-breed Internet

③ Enhanced services

- Cloud computing & other managed services – NEC offers a wide range of services from virtualisation, to managed storage , servers and firewalls, allowing customers to embrace their future needs covering all aspects of:
 - **SaaS** (Software as a Service)
 - **PaaS** (Platform as a Service)
 - **IaaS** (Infrastructure as a Service)

④ Experienced

- NEC has been in Australia for 40 years and was one of the 1st companies to offer Data Centre services.
- NEC has Data Centres in countries including Australia, Brazil, Japan, Singapore, and USA.



Contact NEC Data Centres on 13 16 32

NEC is proudly associated with:



Advanced Infrastructure Solutions



the green grid™
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