

InTechnology adds BT's ground-breaking 21CN communications to its network

InTechnology is the first UK service provider to take advantage of BT investing billions of pounds in its 21st century network bringing the benefits of high bandwidth Ethernet networks and shaping this network to deliver our unique blend of layered managed services. With 21CN InTechnology could save you up to 40% on new connections or in areas where up to now only lower bandwidth services were available.

21CN coverage in the UK is set to boom in the next 18 months, and InTechnology's early adoption of this market-driven network could revolutionise your business communications capability.

Giving a massive boost to customer choice and control, 21CN is the platform that will introduce a range of next generation services, customised through InTechnology's own innovation.

The move to Ethernet and broadband and the growth of convergence demand the right infrastructure in order to make the most of commercial opportunities.

21CN for every UK business

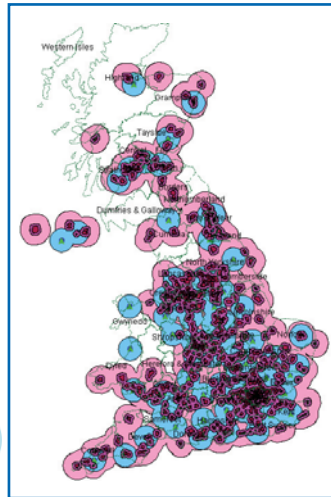
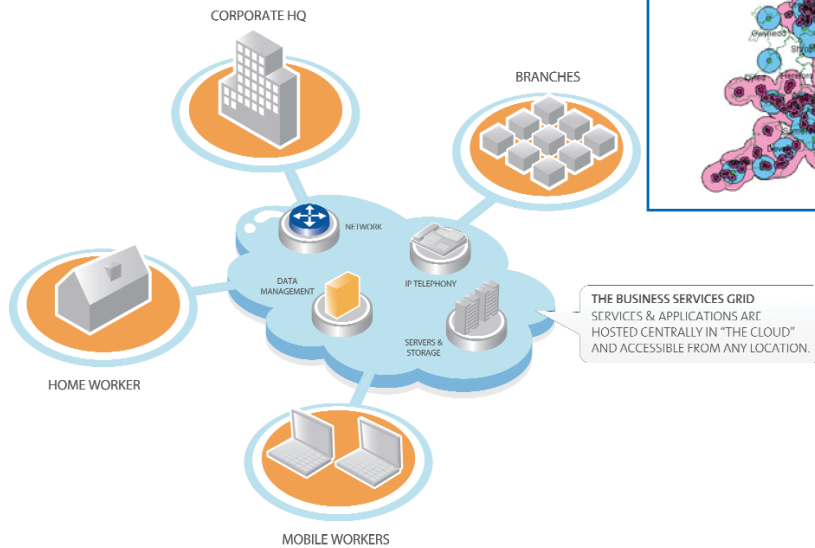
Until now Ethernet connectivity (and therefore high bandwidth internet service) has been largely limited to selected urban areas, with coverage based on just 60 points of presence (POPs) in forty metropolitan zones. But the roll-out of 21CN will increase this number to 600 POPs, covering 87% of UK businesses by April 2009; rising to 1100 POPs a year later. This will provide the option of next generation Ethernet services to 98% of UK businesses.

Leveraging this 'superpower' as it becomes available to deliver our unique managed services offer means InTechnology will ensure our customers get the full benefit of 21CN technology as early as possible.

Ethernet nation

Ethernet services have previously been limited to metropolitan areas only – things are about to change.

With BT's 21CN project well advanced, next generation Ethernet connectivity is on the verge of explosive growth. InTechnology is set to take full advantage to offer customers comprehensive high-bandwidth coverage and a better IT business model. Faster, cheaper, more efficient wide area networking (WAN) – InTechnology's new 21CN LANnet service can tick all the boxes. Some 97% of UK businesses will have high bandwidth coverage – thanks to Ethernet connectivity – by Spring 2010.



10/10 for savings

Save money and work smarter with InTechnology's top tips for 2009.

- 1 **To expand your reach and reduce your costs**, transfer your business communications across to 21CN, the converged 21st century network. It's green, it's mean, and you'll be joining InTechnology at the forefront of a business technology revolution.
- 2 **Consolidate your network.** An InTechnology audit can propose efficiency-boosting optimisations to reallocate bandwidth, reduce waste and better meet peak demand.
- 3 **Improve network utilisation** with the latest software from DBAM (see page 04), shown to improve response times for applications at remote sites (174x !!), increasing productivity and reducing the need to phone for support.
- 4 **Take control of your data** with a Data Analysis Audit from InTechnology. We will identify the quality and quantity of the data held on your systems, and propose policies for replication, back-up and archiving to manage it much more efficiently.
- 5 **Move your archives!**...with our Managed Archive Service. It's likely up to 90% of the data clogging up your systems is important, but inactive. Streamlining this and archiving it offsite in low-cost storage keeps it safe, accessible to end-users...and cheaply.
- 6 **Better Back-up.** With InTechnology's Managed Data Service "critical" data is automatically backed up daily to our data centre, with online restoration of individual files, mails or servers, and on-site recovery of all data. Compared to tape back-up data volumes and costs are greatly reduced.
- 7 **Consolidate your storage.** If you operate multi-site environments with local attached storage, consolidation can reduce storage and management overheads, and improve storage utilisation and server performance.
- 8 **Virtualise your servers.** This growing trend offers built-in operational and cost efficiencies, and real management benefits. It can even make your business more robust, facilitating disaster recovery planning and business continuity (NB it's a virtual no-brainer. At InTechnology we consolidated 30 of our key servers to just TWO!).
- 9 **Co-location of central systems.** Using InTechnology's data centres can provide businesses with access to first-class, off-site facilities within which to locate core applications, and the opportunity to dramatically improve their computing environments at a fraction of the cost of developing your own.
- 10 **Unity IP Voice.** InTechnology customers need not physically buy (or rely on) a hard telephony switch, but instead can benefit from soft switches within our network, providing greater protection and facility, for less money.

Ethernet benefits include:

- Cost efficiencies – location agnostic, lower investment required in network adaptation equipment
- Business efficiencies, by running all applications – voice, data and IP – over one platform
- Higher speeds for bandwidth-hungry applications such as rich data and video
- Services that can grow and expand as your business does – point-to-point, point-to-multipoint and any-to-any networking topologies
- Provision of business continuity, offering high levels of reliability, flexibility and resilience

Our utility-like services, delivered via the new 21CN platform – a genuine landmark in networking services – can realise all these benefits for you, and more.

Advantages of 21CN from InTechnology

Speed to market – no-one will provide this bigger, better, faster service sooner than InTechnology

End-user experience – completely consistent coverage from any location (and at the same time offering better management of a dispersed workforce)

Costs transformation – InTechnology can offer you more for your money and total cost control

Complete control – it is the user who drives the application

Managed network – security protection and maintenance all managed from a central point

Robust infrastructure on tap – no need to invest in your own

Converged services – with voice and data all accessed across one network

Better by agreement – our service levels agreed from day one, with 24/7 support

More services – available 'on tap' anywhere in the UK once you are on our network

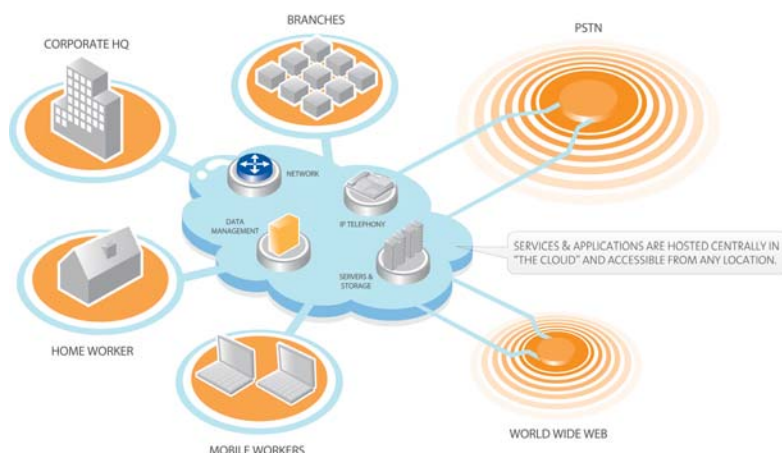
Free your IT team – to think more about business issues

Key to IT

Harnessing the 'superpower' of BT's 21st century network is key to InTechnology's Utility Services.

Ethernet connectivity from InTechnology will meet your business growth demand for connectivity, allowing it to evolve simply. Easy, on-demand access to much greater bandwidth allows changes in scalability, configuration and speed, in a flexible way – meeting business requirements, but avoiding many of the usual costs. So how do you make the most of it?

Market uncertainty can make long-term strategic IT planning problematic. As rapid changes in the economy continue, commercial life goes on and experience tells us the most successful businesses will be those that are set up to react and adapt quickly to the market and its moves. InTechnology's managed services offering is a 21CN-based connectivity solution that can ensure your business is one of them.



Problems, problems...?

It's no wonder the problems posed by IT are just too great for many businesses to handle on their own. As 21CN proves, IT is an increasingly specialist area and, technically, seems to move almost daily onto 'another level'.

Meanwhile, today's IT dependent workforce increasingly needs access from anywhere, at any time to perform efficiently. Such availability can be impacted by many factors, external and internal, and thus requires 24/7 IT support. Many businesses struggle to fund this effectively. Not surprisingly, when you consider all the variables. Geographically dispersed organisations are difficult for centralised IT departments to manage, and that's when things are going well! Equipment itself often results from a combination of acquisition and organic growth, which usually means an inconsistent mix of new and legacy machinery. Then... things can go wrong. Servers commonly fail. What if the servers are working fine, but staff cannot get into the office? Without the right back-up in place, it can have the same effect as a complete IT outage. No business should have to go through this. Fortunately, now, no business has to.

Our Managed Services solution

InTechnology is leveraging the power of 21CN to deliver a complete and comprehensively managed range of network-based IT services. Our utility services operate on a 'pay-as-you go' basis – you use what you need, but you only pay for what you use. Made available from within the converged 21CN network, all managed IT services and applications are delivered centrally, not from offices. This is 'utility computing' par excellence.

A 21st century service!

Advantages of accessing your IT services via our 21CN service:

- delivers with absolute consistency, to office and mobile staff
- provides on demand – allowing IT teams great flexibility without long-term planning
- an integral function of the network, increasing availability
- allows IT staff to quickly and safely deploy new services without employing in-house specialists to install and manage them

Customer control

Our utility services, available via 21CN, may provide virtual access, but it puts you in real control. You set the user policy and decide what is in scope. InTechnology then sets up YOUR service, based on YOUR input and requirements, before rolling it out and handing it over, once fully operational, to you.

All you need is a 21CN connection into our Managed Services cloud.

All back-end infrastructure – including data centres, core network, hardware, software – is provided by InTechnology, along with ongoing management, monitoring and maintenance. Software and hardware updates and upgrades are included in the service charges, agreed at the outset in the Service Level Agreement, so if you know what you are going to use, you will also know what it is going to cost you.

BIG network benefits

Tapping into this BIG new network brings even bigger benefits. The ability to increase or decrease usage of services at any time provides fantastic operational flexibility, free of financial risk. It means short-term projects or new sites can easily be accommodated, with no upfront capital expenditure. Development cycles too, by driving up usage during test phases and scaling down usage once production is live.

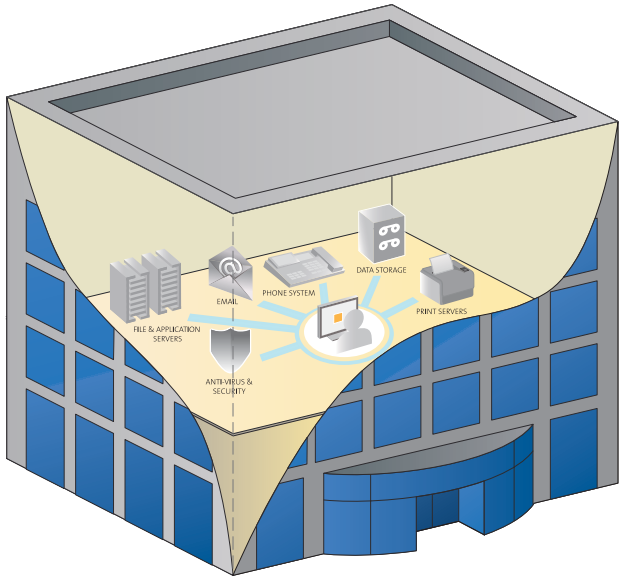
Business development projects and ideas can also be tested, without incurring any of the normal upfront costs and associated business risks.

This phenomenal 'utility' is available across your whole business via one InTechnology service delivery team, backed by one support team. So, if anything goes awry, you know where to turn. And remember, while for any new services all you need to do is 'turn on the tap', you only pay for what you use (and you only use what you need).

Can we get this elsewhere?

No. InTechnology is unique in the SME marketplace and is a fully independent provider, making use of a major advance in national high bandwidth capacity to deliver its own unique services in a way that helps our customers to develop and retain competitive advantage and IT capability.

Centralising won't cost the earth



The current global climate – both economic and literal – has brought the need for reductions in both costs and carbon footprint into sharp relief. Fortunately the trend towards centralisation of servers (that actually predates the ‘green agenda’) can help save both money, and the planet.

Virtualisation technologies from InTechnology enable users to reduce the number of physical servers and software licences they need, by running multiple Virtual Machines on a single hardware platform.

At the same time this greener, meaner option delivers real operational efficiencies, centralising applications and consolidating the servers that they run on. Utilising the data centres that make this possible provides a valid business management and development model, along with carbon reduction, reduced equipment costs, and streamlined support arrangements.

Push To Experience The new brochure is available now.

Find out how InTechnology's innovative new mobile services can transform communication and management of remote and distributed workforces.

**Ask your account manager
for details.**



pushToexperience
provided by
inTechnology

DBAM good news

The good news is that a recent software release from DBAM provides a solution, with results independently verified by The Tolly Group suggesting its performance surpasses the current ‘market leader’. DBAM’s EP devices can improve response times for applications at remote sites by a factor of 174 for TCP applications, increasing productivity and reducing the need for phone support. WAN optimisation can also free up bandwidth available to network staff by up to 95%.

Two other features make the DBAM product stand out. The first, caching of email attachments and Windows File System, makes access to commonly used files as fast as if the server was local. Tolly measured the increase in bandwidth availability at a staggering 23,000x for Windows File Shares.

The second is a technology used by all Service Providers, but almost no customer networks – Traffic Shaping – which allows customers to identify business critical application traffic and prioritise so that non time-sensitive traffic is ‘shaped’ around this critical traffic to fill up the bandwidth. Traffic shaping means customers can run their network pipes at close to 100% loading without sacrificing remote user responsiveness.



Go all the way

To achieve this however, all the right elements must be in place. DBAM found that while centralisation of application servers reduces the costs of hardware and licences, increases security and reduces the support burden, providing connectivity to remote users often caused problems.

The reason? When applications are largely designed to work effectively over Local Area Networks, response times users experience when applications are centralised can be unacceptable. We’ve all heard the apology for the fact that ‘the system is running slow today’. This is rarely to do with the PC, and everything to do with the centralised application, because the very problems the centralisation reduced for the applications have been exacerbated for the WAN. The effect? Ironically, reduced productivity for remote users, plus support and security problems with connectivity.