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## Tier 3 offers the scalability benefits of the cloud delivered on an enterprise grade platform.

- Security and compliance.
  - Enterprise SLAs.
  - Predictive optimization for unprecedented performance.
  - BC/DR built-in.
  - Automatic monitoring.
  - Flexibility.
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## The Enterprise Cloud Platform for mission-critical, production applications

Tier 3 goes beyond traditional cloud offerings to provide an agile, self-optimizing enterprise cloud platform. Enterprises large and small depend on our secure, intelligent platform to run their mission-critical, production applications and services. They realize cloud benefits of lower TCO and dynamic scaling, but delivered on an enterprise-class platform with SLAs, security, and built-in disaster recovery. And, innovative technologies deliver predictive optimization for exceptional performance at all layers. Our customers count on Tier 3 for the flexibility and freedom to focus on their core business.

### An intelligent platform backed by optimized services and support.

The Tier 3 Enterprise Cloud Platform incorporates virtualization technology, intelligence and automation across every layer of the platform to provide unprecedented performance and agility. Beyond reducing costs and complexity, advantages of the Tier 3 Enterprise Cloud Platform include:

**Transparency and control.** You retain full control, with root level access to every server instance and sole access to your isolated network. Choose our easy-to-use management portal for complete control of servers, configurations, policies, performance analysis, billing and more, or choose an API for a transparent interface to your own management software. Automatic monitoring and reports keep you apprised of process, memory, disk and network performance, as well as support events, ticketing, hourly costs and predicted monthly costs.

**Choice.** Unlike some cloud providers, we don't lock you into particular development framework, OS or application set. We can even help you extend the usefulness of legacy applications by enabling them in the cloud. For ISVs looking to deploy legacy software in a SaaS model, our secure multi-tenant architecture allows traditionally single-tenant applications to serve multiple customers without comingling data or rewriting the application.



**IT Agility.** With Tier 3, you can deploy new environments and provision new servers in minutes, instead of days or weeks. You can clone servers, deploy from templates, and archive images with a click of a button and all in real-time. You have full control over your network environment including VLANs and their address space, client VPN, firewall rules, load balancers, etc. You can even use our automated setup and configuration features to templatize and roll out a complete technical environment at once, with ease.



“The Tier 3 platform provides the speed and performance, enterprise level security, and availability in a mission-critical environment that we can trust.”

- Wes Shepherd, founder and CEO of Channel IQ

**Intelligence.** We don't just provide data centers with servers, hypervisors and storage. We provide innovative virtualization and optimization technology across every layer of the solution stack. We support and even enhance your applications through incorporating intelligence, predictive scaling and performance optimization. From optimizing storage performance through predictive scaling and intelligent infrastructure management, our platform is designed to deliver high performance, effortless up or down scalability, and limitless adaptability to accommodate your ever-changing needs. Leveraging innovative technologies to dynamically tune the hypervisor and optimize the network and storage layers, we are able to provide server-side performance within a 5% performance profile differential of physical equipment -- as compared to 25% differential with typical cloud service providers. And, our client-side performance is 200 to 300 percent better. Our Autoscale, Web AI and Dynamic Allocation technologies enable the platform to respond

predictively to unplanned spikes and shifting loads, delivering better long term scaling performance.

**Smarter Storage.** Tier 3 allows you to spin up storage clusters with log replication. Virtual SANs provide 99.999 percent uptime with virtual consolidated SQL servers, without the need for dedicated drives or management. We support Microsoft, MySQL and Linux clustering. CIFS, NFS and iSCSI mounts are all supported. Our virtual SANs provide easy deployment, full redundancy and superior performance that scales automatically in real time through our intelligent predictive technology. And it's always secure.

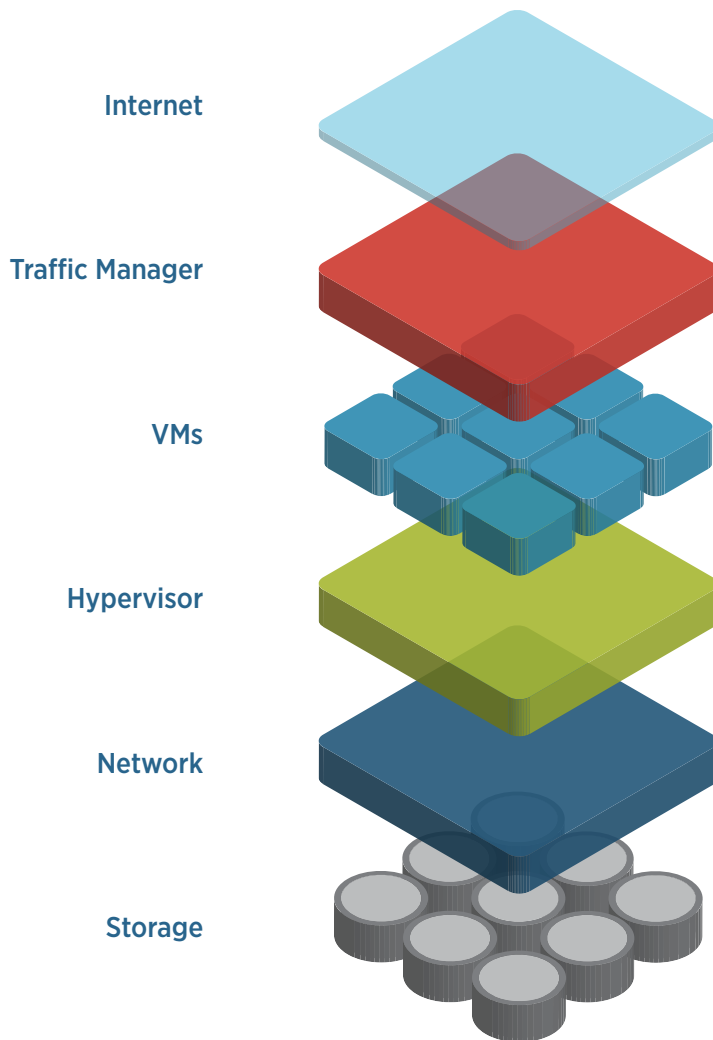
**Enterprise-grade Security and Compliance.** Our platform is SAS 70 Type II audited, HIPAA and PCI compliant, and provides tailored, audit-ready policies and monitoring to help you enforce your own corporate security and compliance requirements. Our secure multi-tenant architecture, with dedicated account support teams, ensures no unauthorized access to your data or the systems under your control.

**Fault Tolerance and Availability.** Tier 3 provides an enterprise-class platform with QoS built in. We also offer the industry's best SLA, with 99.999 percent uptime across servers, network and storage.

**Enterprise Grade Infrastructure.** Tier 3 relies only on enterprise-grade hardware and software from market leaders. Our infrastructure partners include Dell, Cisco, VMware and NetApp. We are proud to be a NetApp Server Provider Gold Partner. The Tier 3 Enterprise Cloud Platform has been certified by VMware as vCloud Powered. As the leader in virtualization and cloud infrastructure, VMware helps us deliver true enterprise-class public and hybrid cloud solutions.

**Business Continuity.** Disaster recovery and client and file share backup are standard features of every deployment. Tier 3 maintains multiple copies of your assets mirrored locally and replicated in our geographically diverse data centers, preserving a 14 day rolling backup. In the unlikely event of a major service interruption, we quickly bring up your entire environment in a secondary data center with the same performance, scale and capacity, ensuring business continuity. And, with our included Client Back-Up application for end-user backup and recovery and our unique Virtual Drive technology that stores file share data in our secure cloud with a locally cached copy for performance, you always have current backups of local data - including revision tracking - without relying on internal staff or local storage, and with no burden on end users.

# The Tier 3 enterprise cloud platform: optimized for end-to-end availability, performance, security and control.



## Web AI

Acceleration based on intelligence via the web pipeline. Load balancer integration, compression, Keynote API, CDN off-loading, minification.

## Autoscale v2.0

Based on business rules, can scale vertically and horizontally in an enterprise. Predictive/Suggestive, scriptable & API enabled.

## Dynamic Allocation

Resource allocation to tune hypervisor for enabling high performance applications. Reservations to increase performance, dynamic changes to VM.

## Network v4.0

Advanced multi-tenancy architecture built to be PCI and HIPAA compliant. Virtual load balancers, isolated environment, persistent VPN connections.

## Dynamic IO

Enterprise intelligent storage platform that scales dynamically. Pay for capacity separate from performance, 3 copies of data (2 local one remote), SSD, intelligent provisioning.

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**Support and Services.** With Tier 3, you have direct access to our level 3 support engineers whenever you need it. A team-based approach ensures support by an engineer familiar with your environment. Tailored operational support for each customer gives you the flexibility to off load anything from routine maintenance and operational tasks to complete architecting strategies that speed migration and leverage the full capabilities of our innovative cloud environment.

“After evaluating several big names in the industry, Tier 3 was the only provider of virtualized infrastructure that we felt comfortable working with.”

- Dan Retzer, CTO, XSP

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# Technical Highlights at a Glance

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## Intelligent, Self-Optimizing Platform

- Unique virtualization and predictive optimization technologies built into every layer of the stack
  - Real time hypervisor auto-tuning for best performance possible (approaches physical bottleneck)
  - Data analysis in real time for storage: Dynamic IO enables predictive performance scaling under the hood, auto-tiering your app (eliminates the need for storage administration)
  - Web AI will enable full website acceleration, tunes and risk mitigates your web site in real time
  - Best possible built-in risk mitigation across the platform, ensuring you sit on different nodes and virtualization hosts
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## Security

- Secure multi-tenant architecture, firewall off every VLAN, vulnerability scanning built-in
  - SAS 70 Type II audited and now moving to SSAE16 , HIPAA and PCI compliant
  - Dedicated support ensures no unauthorized access to data or systems; Best practices built in to security firewalls, automatically adds scanning rules for efficiency
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## Availability

- Architected for data center redundancy, advanced enterprise level availability
  - 99.999% uptime across servers, network and storage
  - HA failover built into hypervisor layer, multipath networking layer, mirrored storage layer
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## Services and Support

- Direct to your dedicated Level 3 support team
  - Tailored operational support for operational offloading to architectural and migration strategies, our team becomes an extension of your own
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## Business Continuity/ Disaster Recovery

- BC/DR built in. Multiple copies mirrored locally preserving a rolling 14-day backup and replicated to alternate data center automatically
  - Client Back-Up application for end-user backup / recovery and our Virtual Drive technology for file server back-up included
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## User Control & Automation

- Easy to use management control panel or API for root level access to each server instance
  - Automation enables you to deploy new environments and provision new servers in minutes
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## Monitoring

- Immediate automatic monitoring and reports keep you apprised of process, memory, disk and network performance, as well as support events, ticketing, hourly costs and predicted monthly costs
  - Enable advanced custom monitoring (e.g. mailflow, transactions)
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## Flexibility

- Charged only for resources allocated in a given hour (by CPU, memory and storage) and the bandwidth consumed over the billing period.
  - No need to plan 3 year out capacity or current spike capacity
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## Enterprise Grade Infrastructure

- VMware vCloud Powered and NetApp Gold Service Provider
  - Cisco, Juniper: enterprise grade nexus architecture, 10 gig all the way through
  - Dell enterprise grade servers (no white label)
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