



## Company Overview

**C24** LTD  
Application Delivery Specialists



# C24 Delivers for your enterprise

*C24 has a significant track record in providing managed hosting environments, expert technical installation, and connectivity solutions for organisations that have a UK, PAN European or Global presence. Paul Hemming MD of C24 first became involved in hosting around 1992 and has a formidable record when it comes to delivering on the promises he makes to clients.*

*We have significant presence in the form of the C24 POD in one of the UK's leading tier IV ISO27001 data centres and have back-up facilities in other UK based data centres. The highly secure POD environment is the core of the C24 business and delivers business solution to over 107 countries across the globe for some of the world's leading technology and B2B companies.*

*At C24 we strive to deliver the best for our growing client base the idea of **"using passion in the pursuit of excellence"** is where we started and has been the foundation for the growth of the business. Clients who partner with C24 find an organisation that is driven to succeed by offering the very best solutions, technologies and people in one company, without this we are just a normal hosting company.*

## Introduction to C24

C24 is privately owned with no external investment which means that the company can make its own decisions about technology investments, SLAs and the type of client and solutions we deal with. This mentality has seen C24 grow over 200% in the last two years taking on clients that have turnovers in the hundreds of millions and operate with a global footprint.

We are an application, hosting and managed service specialist who delivers on its promises. We look to; lower overheads associated with our clients IT infrastructure, implement secure, robust networks that enable our clients to concentrate on their core businesses and to deliver solutions that enable our them to outperform their competition.

As an application delivery specialist, working with business applications such as Microsoft Dynamics, Microsoft Exchange, Sage and numerous other vertical specific software solutions we aim to deliver world class solutions. Our portfolio of services enable our clients to have a one stop shop for their IT needs, these services include; hosted application delivery, 24/7/365 IT services helpdesk, systems integration, full managed services provision, best in breed back-up solutions and disaster recovery.

We are a technology driven company who are dedicated to delivering solutions using the best of breed technologies. A significant number of our hosted clients have European, and in some cases worldwide locations, meaning that our solutions have to overcome significant obstacles. So C24 adopt technologies that allow us to deliver on our promises, these may include application acceleration technology, solid state high-capacity ioMemory solutions and leveraging relationships with communication suppliers across the globe.

C24s' focus is on the user experience, the application and its constant availability is where C24 differentiates itself. Most organisations measure themselves on server uptime; however this does not necessarily mean that the application is available to the end user. So we have developed technologies that recognise the availability of web pages, measurement of latency and other solutions that enable us to deliver as much application uptime as possible.

## C24 Capabilities

C24 is focused on the delivery of secure highly available outsourced application delivery, hosting and network solutions. Each new customer is relatively unique in their requirements usually needing a different mix of hardware and software technologies, SLA's and connectivity methods.

The way C24 approaches each client is one of the key differentiators as we do not just throw solutions together, we take time to understand the business drivers, the clients existing 3rd party supplier relationships and any 'gotchas' that could create issues for the clients.

This understanding of the applications, hardware infrastructure and associated technologies is underpinned by our relationships with connectivity vendors that have seen us recently start to deliver Microsoft Dynamics into mainland China, Middle East and the US. Our partnerships give us access to the following list of alliances and vendors:

- **Industry alliances:** RIPE, LINX, LONAP, Nominet
- **Partner Datacentres:** Telehouse, Telecity, Interxion, Telx
- **Network Infrastructure:** Level(3), Global Crossing, Colt
- **System Hardware:** HP, Cisco, 3PAR, Fusion-io, Riverbed
- **Managed Services:** Anti-virus, RSA, Asigra, cetera, Cisco, HP, Microsoft, Varonis, VMware
- **Network Hardware:** Cisco, HP



## C24 Business Strengths

- 1) **Independent:** As mentioned there is no external investment or VC's who are directing the business and sometimes forcing companies to accept non-core business. This has enabled C24 to work with clients who will benefit from the expertise of C24.
- 2) **B2B:** C24 are a B2B organisation and do not have any consumer customers. All partners and solutions providers also have a B2B focus. This focus has meant that we have developed a strong ethos of business quality service.
- 3) **Solutions:** C24 have business relationships at director level that enables us to deliver world class business solutions. When organisations work with C24 on the hosting and delivery of business applications they understand that C24 work with best of breed vendors and partners to deliver a complete solution.
- 4) **Flexibility:** We work with numerous clients who may have varying degrees of business IT support. C24 recognise this and offer a variety of solutions that allows clients true flexibility with their IT needs.
- 5) **Multi-level account management:** This approach to the market is a little different. We understand the importance of the solutions that we deliver, most of them are business critical and organisations across the globe rely heavily on C24 and our support infrastructure. This is why we work with our clients in what we term a 'company glove mentality' where Directors, account managers, helpdesk and technical support are all working with the client with one single goal in mind the delivery of the applications at speed to the users.
- 6) **Vendor relationships:** We have a number of long standing relationships with key independent software vendors within the Microsoft Dynamics space. This relationship is key to the successful deployment of ERP systems, as we understand how they operate and all companies have a deep relationship at many business function levels that removes risk and enables the successful deployment of the ERP solutions.

## C24 Services

C24 offer a variety of services based around our core expertise of application hosting and delivery. The C24 team has decades of experience in the delivery of business applications at speed initially within the UK, but now for business in Europe and around the globe.

This proven track record for household names and global clients ensures that your system can be designed and developed with industry best practices and vendor relationships in mind. Our strong relationships with a number of significant independent software vendors enables us to work with clients and their solutions at a development level so as to minimise any associated risks.

C24's application hosting, management and delivery solutions combined with the network solutions that we deliver via our partner network enables us to deliver what we believe is one of the best solutions available today.

## At a glance:

### **Datacentres:**

We deliver applications, back-up and disaster recovery from two datacentres the primary being tier IV ISO27001 accredited.

### **Application hosting:**

Usually working with the vendors' we are experts in the delivery of business applications. This includes technology such as 3PAR, fusion-io, Riverbed and Citrix technologies, thus in many cases removing the issue of network latency.

### **Private cloud:**

Enterprise class virtualisation with full infrastructure solutions and storage enabling you as an organisation to link a global MPLS network and create your own private environment. This type of solution enables you to guarantee the location of your private company data and ensure that you are fully compliant to any regulations.

### **Support and professional services:**

C24 operates a 24 hr multi lingual UK based helpdesk. A number of our clients plug into this as it can remove a certain level of internal costs. We also have a professional services solutions that you can access if required, this covers hosting, systems integration, licensing, communications and a variety of other IT business related solutions.

### **Managed Services:**

Enterprise class managed services including messaging and web filtering, managed backup, disaster recovery, penetration testing, vulnerability scanning, mobility security and two-factor authentication.

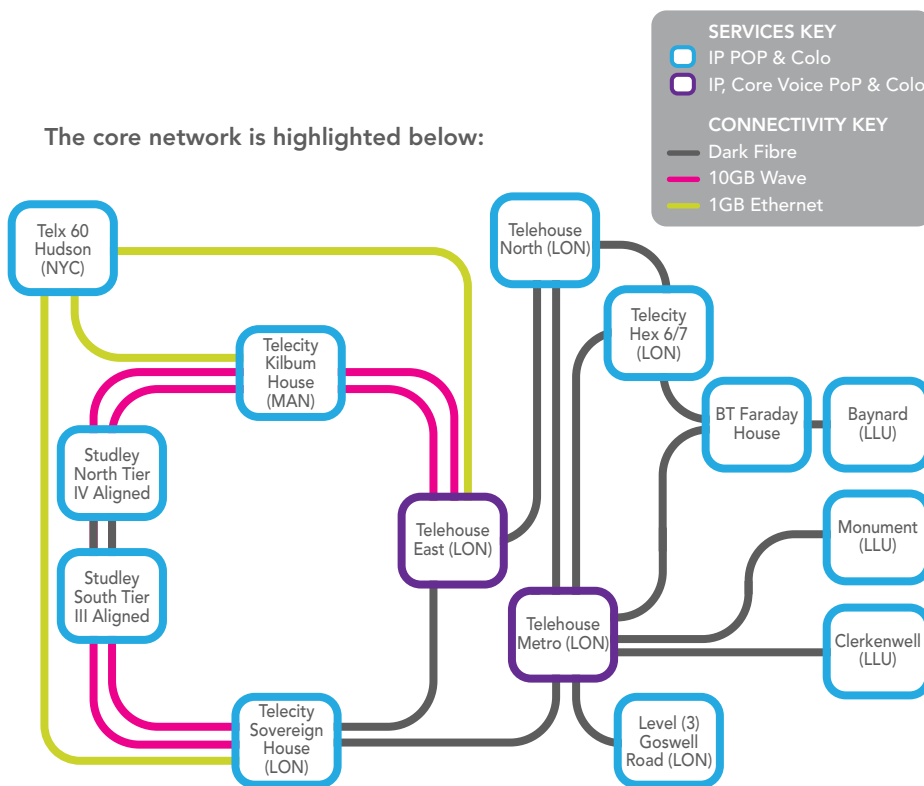
## C24 Managed Connectivity

The C24 POD has interconnects that link it to fully resilient and diverse national and international MPLS networks. This network uses 'best of breed' local access providers to provide connectivity to the nearest MPLS node on the network.

- C24 has an excellent record for delivering either new MPLS connections or migrating of customers from their existing network to ours.
- With our partners we have extensive experience in building highly resilient diverse networks that can reach across the globe.

The C24 network and the associated MPLS networks are built upon the industry leading network vendor, Cisco Systems. Through our partner network we have strategic partnerships with local providers such as BT, Virgin Media, Global Crossing, Telia, KPN, Verizon, Telstra and others to provide the most cost effective local access to your remote offices.

The core network is highlighted below:



## Key benefits of a managed MPLS from C24:

- Utilising market leading technology C24 and our partners utilise leading technology so that the core network is optimised for low latency and high availability. We also recognise that certain connectivity to site can be seen as the 'weak link' so we also have the knowledge and understanding to include Riverbed technologies to help with any other latency issues that are found.
- C24 has no reliance on London both in terms of our datacentre locations but also in terms of fibre routes where the transatlantic network we use has no single points of failure.
- C24 has its own internal service function that monitors all areas of application availability. This enables us to manage clients SLA's and can be used as level 1, 2 or 3 helpdesk. The hosting team works in parallel with the service desk to deliver further security and resilience to the solutions we deliver.
- With our network of support there has not been a location that we have been unable to deliver data communications to.
- Although not directly linked it is also worth noting that all data created and transmitted will be stored in our UK datacentres. This is important as we can guarantee that your corporate data is not backed-up outside the EU or in unknown locations

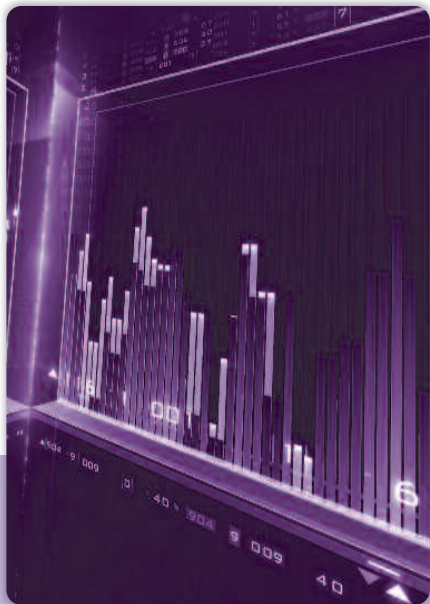


## C24 Project Management

The C24 project management team are professionally trained to deliver solutions via a Prince2 methodology. Our project capabilities can be customised to meet individual client requirements so as to try and maximise success.

Due to our relationship with a number of key suppliers our teams are used to working with other project management teams to deliver solutions and meet agreed SLA's. The relationship with companies such as Columbus means that we can minimise any risk associated with large scale deployments.

The C24 project teams include stakeholders from all areas of the business, including sales and account management, service delivery, networks, systems and datacentre.



C24 have been successfully delivering business applications and solutions from the cloud for many years.

## Sandbox Solutions

The team at C24 have been successfully delivering business applications and solutions from the cloud for many years.

Throughout this time, as with all forms of new technology, initially we were faced with resistance, questioning and caution around delivering applications in this way.

In order to address the concerns, C24 created areas for testing. These areas, commonly known as Sandboxes allowed clients to not only test the Cloud delivery model, but also to test the application before it is implemented. This service is now widely used on new deployments, and has numerous benefits for the end user and also the software provider alike, which include:-

### END USER

- There are no large initial upfront costs, and on-going costs are insignificant in comparison to purchasing equipment and spending time internally to configure it. This is particular important as and it is estimated that approximately 50% to 70% of the onsite technology infrastructure earmarked for testing is underutilised.
- It provides the opportunity to either take the first steps into Cloud computing or to sample the suppliers service levels before a long term commitment is made.
- The application can be available very quickly, thus allowing a longer period of time to sample the service and test and mould the application to ensure it provides the maximum benefits to a client's organisation.

## Conclusion

C24 delivers on its promises. We have the knowledge, people, technology and track record that prove this statement. The business has grown rapidly and has taken on clients who are household names, as they recognise that we are one of only a handful of companies in the UK who have the heritage and expertise to deliver their solutions to stringent SLA's and more importantly to their overall level of expectations.



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