

## Choosing a Rackspace® Hosting Platform

Rackspace has years of experience in hosting and has learnt that the unique needs of our customers' businesses often determines the level of accountability and project management necessary from their hosting partner. Rackspace has developed two comprehensive service offerings, namely Managed and Intensive Hosting. Whichever is more appropriate, customers can be confident that Rackspace has the people, systems and processes specially tailored to manage complex web hosting environments.

Elements to Service Offerings		
	Managed Hosting	Intensive Hosting In addition to Managed elements
<b>Common Elements to all Rackspace Hosting Solutions</b>	<b>Fanatical Support® – Unlimited Access to Live technical Support Personnel 24/7</b> <b>Managed Multi-Homed, Tier 1 Network</b> <b>100% Network Uptime Guarantee (SLA)</b> <b>World Class Data Centres with redundant power and HVAC systems</b> <b>100% Infrastructure availability Guarantee (SLA)</b> <b>Managed Hardware, with a 1 Hour Hardware Replacement (SLA)</b> <b>MyRackspace Customer Portal</b> <b>Proactive Credit policy on all SLAs</b>	
<b>Performance goals</b>	<ul style="list-style-type: none"> <li>• Mean time to resolve issues</li> </ul>	<ul style="list-style-type: none"> <li>• Application Infrastructure uptime SLA</li> </ul>
<b>Account Team</b>	<ul style="list-style-type: none"> <li>• Dedicated Account Manager and Business Development Consultant</li> <li>• 24/7 team focused on your platform and complexity type</li> </ul>	<ul style="list-style-type: none"> <li>• Dedicated Support Engineer perform ongoing needs analysis and consulting</li> <li>• 24/7 supporting team of OS, databases and application experts based on your application</li> <li>• Priority escalation to key vendors</li> </ul>
<b>Process</b>	<ul style="list-style-type: none"> <li>• Rackspace 101 introduction walk through for smooth start</li> </ul>	<ul style="list-style-type: none"> <li>• Extensive implementation and migration planning and assistance</li> <li>• Monthly account consultation</li> <li>• Change Management Coordinator for Scaling</li> </ul>
<b>Monitoring</b>	<ul style="list-style-type: none"> <li>• Comprehensive monitoring standard (ports, services, URL)</li> </ul>	<ul style="list-style-type: none"> <li>• Custom Monitoring of all hardware and software elements</li> <li>• Advanced performance monitoring to proactively identify issues</li> </ul>
<b>Issue Response</b>	<ul style="list-style-type: none"> <li>• Notification preferences and standard response specifications</li> </ul>	<ul style="list-style-type: none"> <li>• Detailed run book established during implementation consultation</li> </ul>
<b>Managed Security</b>	<ul style="list-style-type: none"> <li>• Automated OS Patching</li> <li>• Server Compromise checks on demand</li> </ul>	<ul style="list-style-type: none"> <li>• Customised Patching and roll-back capabilities</li> <li>• Included Virus Scanning</li> <li>• Managed firewall device (required)</li> </ul>

## Managed Hosting Detail

The Rackspace 'Managed Hosting' platform is perfect for businesses running medium to large web-based applications that demand an SLA of 100% infrastructure uptime and our unparalleled Fanatical Support.

### Superstructure

1. **Cisco Powered, Zero Downtime Network™** with unique self-healing attributes.
2. **Data Centre Infrastructure** – seven data centres staffed 24 x 7 by level 3 technicians.
3. **CORE™** - Rackspace proprietary hosting operations system which provides the automation that allows us to deliver our Managed services.

### Web, Application and Database Servers

Rackspace uses high performance and power efficient servers to power our customers' managed hosting platforms. Servers are custom configured for optimal performance based on the specific performance goals of each hosting environment. Systems are provisioned using CORE, which ensures that all devices are provided with IP space, servers are loaded with the correct version of the OS and that changes can be tested, controlled and rolled back if necessary. Systems are monitored on an ongoing basis for performance and reliability.

### Managed Network Devices

Maintaining the network and security layer of our customer's hosting environment is essential to overall reliability. Rackspace provision, deploy and manage dedicated security and performance devices like firewalls, Intrusion Detection System (IDS) and load balancers. When customer needs dictate changes, modifications are meticulously planned and executed based on our change management methodology. Modifications are tested in a staging environment then applied to the customer's production environment.

### Managed Services

Rackspace managed services are designed to ensure maximum uptime for our customers' applications and to relieve internal IT staff from the day-to-day maintenance of their hosting environment. Our managed services are layered on top of the superstructure, server and device layers. Specifically, the following areas are addressed: Server and Device Administration, Backup and Recovery, Managed Storage, Monitoring, Reporting, Messaging, Security and Deployment and Scaling.

## Intensive Hosting Detail

The Rackspace 'Intensive Hosting' platform is engineered for businesses running complex Microsoft and Linux applications that need a customised application environment as well as an application uptime guarantee. Intensive customers receive the maximum amount of project management and accountability from Rackspace, plus an SLA of 100% Infrastructure and up to 100% Application Availability, depending on the chosen configuration.

### Application Environment Optimisation

Rackspace endeavours to optimise the specific needs of our customer's complex Windows-based application environment. This is achieved through our engineering team customising security set up, monitoring thresholds, data storage and escalation procedures. Once optimisation is complete, our security team performs an audit across all layers of the application hosting environment. All aspects of the application platform are optimised on an as needed basis as the application scales and/or evolves

## Application Problem Management

Rackspace is responsible for seeing all infrastructure, managed service, database and application related incidents through to resolution. Rackspace actively manages incidents, including a post issue summary and root cause analysis. The customers Intensive Account Manager (AM) acts as a project manager throughout the process and they have a variety of resources at their disposal, as well as a direct line to Microsoft Professional Support Services for the fast resolution of issues.

## Application Scalability & Capacity Planning

Rackspace is responsible for keeping a scalability plan based on the customers' business projections to ensure smooth scaling during times of business growth. We couple our expertise in scaling complex application environments with historical, trended data on the customers' server, network and application resources. The resulting plan is reviewed with the customer on a monthly basis and revisions are made as the business grows.

Rackspace Hosting Platform Comparison	Managed Hosting	Intensive Hosting
Supported Operating Systems	Red Hat Linux, Microsoft	Red Hat Linux, Microsoft
Infrastructure SLA	100%	100%
Application SLA	Customer Managed	99.5% to 100%
<b>Security</b>		
Proactive Critical Patching	✓	✓
Custom Patching	0	✓
Managed Firewalls	0	✓
Virus Protection	Customer Managed	✓
Netcraft Security Audits	0	✓
Managed VPN Access	0	0
Dedicated Network Based IDS	0	0
Preventier DDoS Mitigation	0	0
<b>Monitoring</b>		
Proactive Response to Monitoring Down Events <sup>1</sup>	✓	✓
Port & Network Device Monitoring	✓	✓
Hardware Monitoring	✓	✓
Content Monitoring	✓ (1 URL Content Check)	✓
Application Monitoring	✓ (1 URL Content Check)	✓
Database Monitoring	x	✓
Synthetic Transaction Monitoring	0	✓
Monthly Monitoring Report	x	✓
Email Alerts sent to customer <sup>2</sup>	Alerts sent to Rackspace	Alerts sent to Rackspace

<sup>1</sup> This is included with Rackwatch Platinum only

<sup>2</sup> Email alerts are sent to the customer with Rackwatch Basic

<b>Backup &amp; Data Management</b>		
Hardware Raid	0	✓
Instantly Scalable SAN Storage	0	0
Centralised Managed Back Up	0	✓
Custom Back Up Scheduling	0	✓
Backup Integrity Verification with Managed Back Up	✓	✓
<b>Reporting</b>		
Custom Report & Review of Platform Metrics	x	✓
Detailed Microsoft Operations Manager Reporting	x	✓
Monthly Ticket Trending	x	✓
Backup/Storage Utilisation	✓	✓
Performance & Capacity Management	x	✓
Online Ticketing	✓	✓
Bandwidth Reporting	✓	✓
Detailed Back Up Reporting	✓	✓
<b>Deployment &amp; Scaling Services</b>		
Burstable Bandwidth	✓	✓
Platform Capacity Planning	0	✓
Deployment Timeline Guarantee	24 to 72 hours	Up to 20 days
Custom Implementation Support	Infrastructure	Infrastructure & Application
Deployment Consultation	Auto provisioned	Project Managed by AM
<b>Server Device Administration</b>		
Customised Specifications (no pre packaged hardware)	✓	✓
ASP Licensing on Key Components	✓	✓
High Availability Server Capabilities	0	✓ for Dell
Predictive Failure Monitoring	x	✓ for Dell
Managed Active Directory	x	✓
Disk De-fragmentation Management	x	✓
Unlimited System Admin troubleshooting	✓	✓
<b>Customer Support Services</b>		
Dedicated Account Manager	✓	✓
Dedicated Lead Technical Engineer	x	✓
24 x 7 Technical Support Team	✓	✓
Monthly Account Review	Bi-annual	✓
Immediate Escalation of Emergency Issues	✓	✓
24 x 7 Data Centre Operations	✓	✓
<b>Application Environment Optimisation</b>		
Application Environment Best Practices Expertise	Customer Managed	✓
Environment Customised for Customer Application	Customer Managed	✓

Custom Escalation Procedures	Customer Managed	✓
<b>Application Problem Management</b>		
Project Manage all Hosting Environment Issues	Customer Managed	✓
Automatic Vendor Escalation	Customer Managed	✓
Detailed Root Cause Analysis	Customer Managed	✓
<b>Application Scalability &amp; Capacity Planning</b>		
Initial Review of Capacity Plan Based on Forecast	Customer Managed	✓
Monthly Analysis of Capacity Utilisation	Customer Managed	✓