

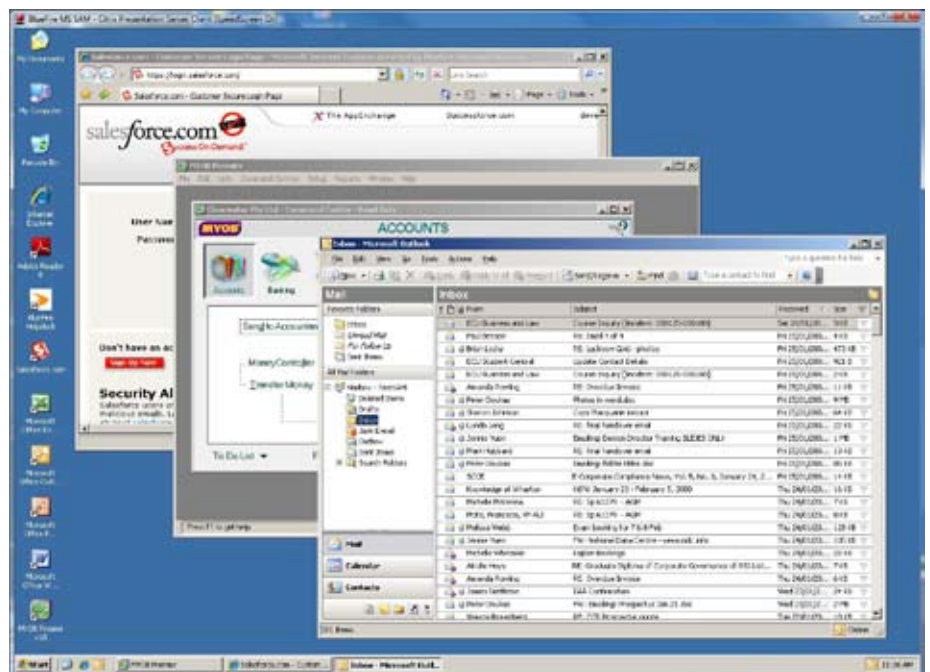
# Managed Services Enterprise

**You don't generate your own electricity, and you probably didn't build your office – so why should you have to spend the money, time and effort to build and manage your own information technology infrastructure?**

Desktops, servers, applications, networks and security each require specialist knowledge (and a considerable investment in time and money) to keep them running smoothly. The annual management cost of a desktop PC alone is estimated to be three or more times its purchase price, much of this because it's so hard to keep computers updated and configured to suit your business needs. Skilled security professionals are hard to come by, applications need constant maintenance, and data centres are complex and expensive.

In the past, there was no way of avoiding the cost and complexity of IT, but with the emergence of managed service providers like BlueFire, businesses of all sizes have gained access to a revolutionary alternative. Bluefire offers a solution that provides the full IT capabilities of a Fortune 500 company, at a fixed price that's a fraction of the cost of building & maintaining them yourself.

But a managed services environment isn't only about making your life easier; because we've built an infrastructure to last, BlueFire MSE also offers a no-compromises solution to the most pressing business priorities companies' face today.



Customer MSE desktop – Anywhere access

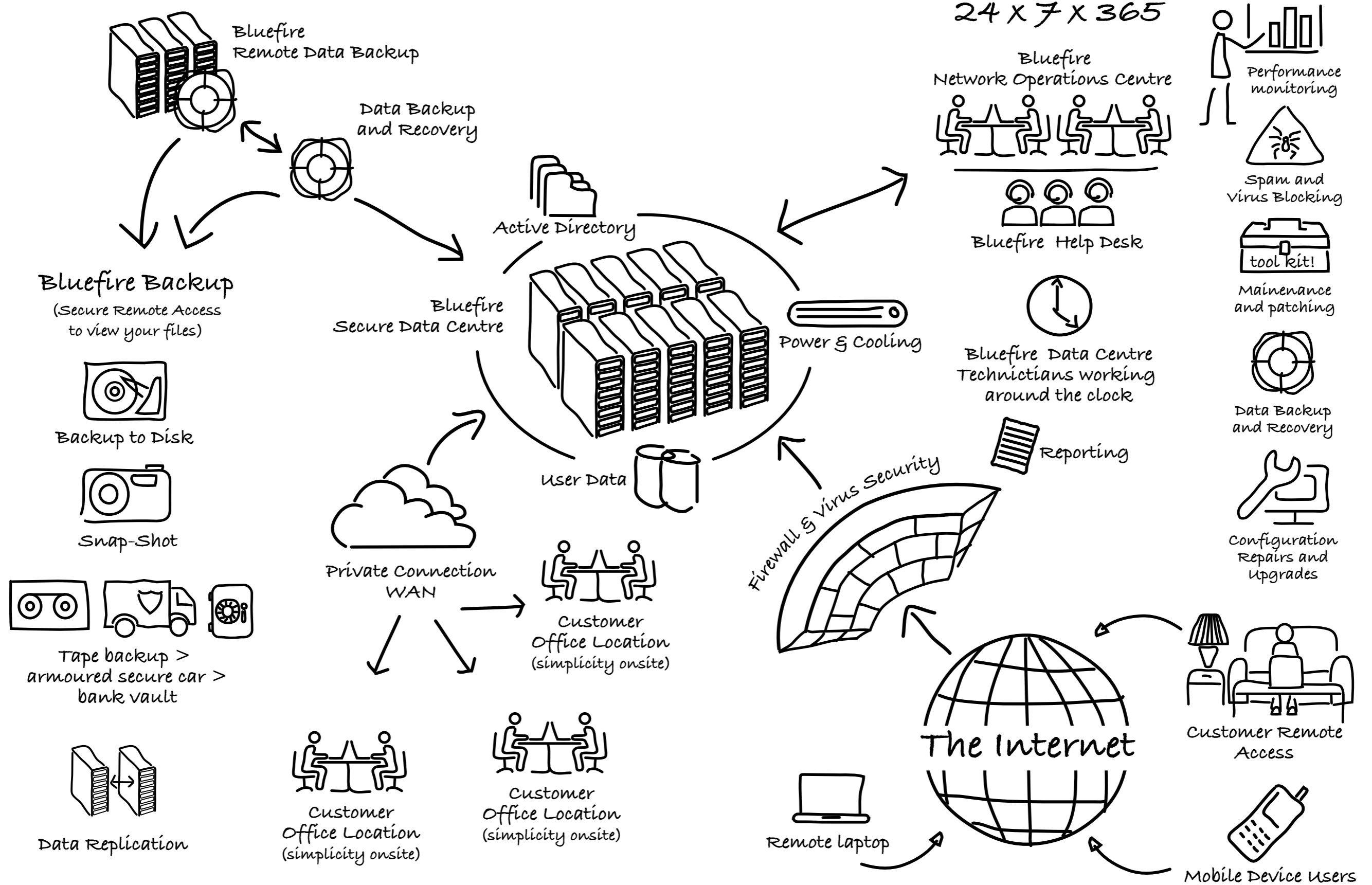
*"Our company has experienced strong growth since it was founded in February 2004. It became apparent over time that driving this growth also required an established and experienced I.T provider who was capable of handling such growth – BlueFire was our choice."*

Chris Sutton, National Business Director, The Brooklyn Group

*"What Bluefire did for STM was fantastic, they have changed the way we communicate in our business. We're a small company, we're all out of the office a lot and Bluefire's solutions have enabled us to remain in contact, which is a significant change that has facilitated the growth of our company."*

Ethan Nyholm, General Manager, STM

# Zero Downtime Network



# Key Benefits

<b>Workforce Mobility:</b>	<p>Since all of your data and applications reside on our servers, they are accessible via secure Internet connections no matter where your employees are located. This means they can work from home, access key files from their smartphone while visiting a customer's office, check email from anywhere using Blackberry devices or our Webmail service, or move between branch offices without worrying where their key files are located. Improved mobility also allows companies to implement 'hot desking', whereby the need for floor space is reduced by providing common-use desks that are available whenever mobile employees drop in. Online and Offline anywhere access enables efficient working to all authorised users.</p>
<b>IT Efficiency:</b>	<p>In a managed services environment, there's no need to spend money on overspecified servers you don't need, applications you don't use, and desktops that need replacing every few years. The sheer size of our data centre environment has given us economies of scale that we pass on to our customers. Buy what you need, when you need it; because you only pay a flat rate per user, your IT expenditure is minimised and highly predictable – making financial controllers happy and freeing your staff to focus on building the business.</p>
<b>Business Continuity:</b>	<p>Our data centres have all of the features you would expect to find in a top-tier business: redundant communications links, backup power generators, backup cooling, and continuous backup of data from one site to another. All this means one thing: your data and applications are always protected, and continuously available for your use. Even if your office faces disasters like flooding or fires, you can be up and running immediately just by logging into your BlueFire MSE service from an alternative location.</p>
<b>Branch Office Management:</b>	<p>If your company has many branch offices, keeping them in sync while doing IT yourself is extremely difficult; witness the recent trend towards consolidating all IT capabilities in central, massive data centres. We've done the consolidation already, which means the BlueFire MSE solution scales from one desktop to a dozen or more branch offices without batting an eyelid. Without even trying, you can finally give every branch office employees access to the same applications, security, data and messaging infrastructure.</p>
<b>Data Security:</b>	<p>We treat your data and applications with all the care and protection we would if it were our own. Not only is data backed up regularly, but it's only available through our BlueFire Private Network, to which your business is securely connected, or to remote users via our secure Internet portal. In line with the principles of Banking Grade Security qualification for Information Security, our security-trained personnel manage firewalls, intrusion detection systems, Web and spam filters, and more. End-to-end security from us means peace of mind for you.</p>
<b>Corporate Governance:</b>	<p>As if running your own IT isn't complicated enough, an increasingly complex and demanding legal landscape has made it imperative to effectively manage and control your company data. Defining these controls is hard enough, but mapping them into software is simply more complicated than many companies can manage. At BlueFire, however, we've done the hard yards already, building up a clearly defined managed services offering that meets specific governance objectives in areas such as data security, retention and access control. This has attracted many US companies in the region looking for Sarbanes Oxley and Hippa legislative compliance.</p>
<b>Guaranteed Performance:</b>	<p>We've spared no dollar building the best IT infrastructure money can buy. We're so sure it will provide the services you need that we back BlueFire MSE with fixed service level agreements (SLAs) that ensure you will never be left in the dark when it comes to your key business services. These SLA's are all about commercial guarantees rather than technical complexities, as a result clear outlines of accountability that are easily measured.</p>
<b>24/7 Support:</b>	<p>Think of BlueFire MSE as the end of sleep deprivation – for you, at least. Rain or shine, night and day, our technical experts are on hand to make sure your managed IT environment is running optimally. Proactive monitoring and management ensures you're always running the most up-to-date environment possible, and potential issues are identified and dealt with early on to ensure smooth sailing for all. No matter when you need us or why, we're here to help you make the most of what tomorrow's information technology has to offer – today.</p>

**No matter what your industry, and no matter what your expectations or requirements from IT, BlueFire MSE can be tailored to suit your needs. With most of the complexity taken out of your environment, you and your employees will be able to think less about technology, and focus more on what really matters: your business.**

