



Business Continuity,  
Environmental Sustainability, and  
Disaster Recovery :

**A Journey into  
The Cloud**



# Introductions

## Nigel Stitt

- Sales Director, Pacnet

With Pacnet since 2004, Nigel has National responsibility for a team of 40 professionals, Today, managing all business development for Pacnet's Corporate & Govt business.

## Paul Davidson

- Managing Director, Propensity

Establishing Propensity in 1997, Paul has more than 30 years in Telecommunications. Today his team of IT specialists support Corporate & Govt customers across Australia.

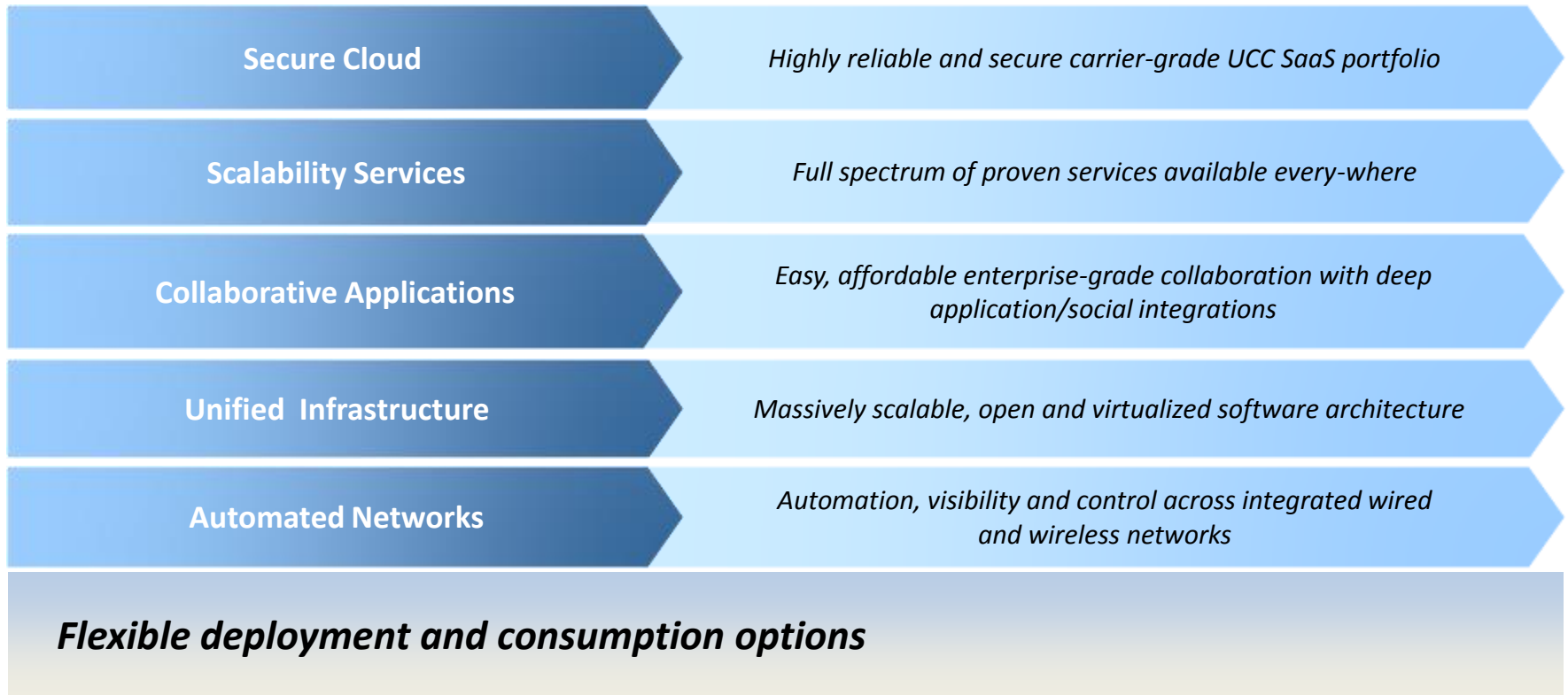
## NIST – Cloud Definition.

**“Cloud computing is a model for enabling convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction.”**

## The Cloud is...

- **Infrastructure as a Service (IaaS)**
- **Platform as a Service (PaaS)**
- **Software as a Service (SaaS)**
  
- **Flexible Infrastructure Deployment Models**
  - **Public Cloud**
  - **Private Cloud**
  - **Hybrid Cloud**

# The Cloud





## The Cloud helped QLD Floods

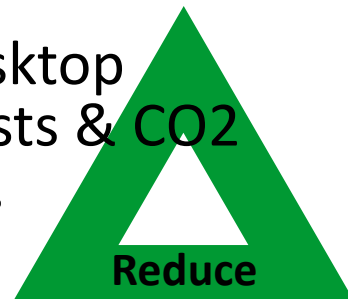
- Cloud Infrastructure not affected by the disasters.
- Fast response - Up in 24 hours
- Cost Effective
- Scalable & Flexible
- Virtual Meeting Rooms
  - Support across the country



## The Cloud Cost Effective

- IT&C\* - TCO savings are significant, from 20% to 30%.
- Forrester Consulting identified cost saving, and showed that the average for a typical enterprise was 25%.
- Siemens OpenScape Voice (used with OpenStage desktop devices) have demonstrably reduced total energy costs & CO2 footprint by up to 90% compared to traditional PBXs.

\* Assume SIP as a common open protocol, and open standard hardware:



Gartner - May 2010

**PACNET**



The Cloud  
Scalable & Flexible.



Pay as you grow

Respond to changing business needs/seasonality

Utility Pricing – Only pay for what you use.





## Key Benefits

- **Zero CapEx:** Removes the requirement for the client to purchase expensive server & storage hardware
- **Zero Maintenance Costs:** No expensive recurring maintenance contracts
- **Zero Hardware Refresh:** No hardware replacement costs in 3-years time
- **Highly Resilient:** Enterprise-grade platform that would not be typically affordable for a typically organization
- **Scalable:** Readily increase computing power (CPU, Memory & Storage) as computing needs increase
- **Facilities:** Backup Power (UPS / Generator) + Temperature + Humidity + Physical Security
- **Consolidation:** Software Licensing and Server Costs integrated into a single recurring charge



## What does this mean

It's simple!

Remove the need for infrastructure in the office  
or in a co-location facility, and move it into  
“the cloud”  
to become a seamless part of the network.