



## COMPANY PROFILE

Anchor is one of Australia's premier hosting providers, servicing over 3000 businesses nationally, multinational corporations as well as state and federal government departments. With our corporate offices located in Sydney, Anchor is dedicated to supporting Australian business.

### We combine expertise in

- Domain Names
- Website Hosting
- Business Email Hosting
- Dedicated and Managed Servers
- Managed Security and Intrusion Detection Services
- Complex Co-Location Services
- e-Commerce Solutions

Anchor has flexible, modular services to assist you as your business grows.

### Why Anchor

Our go to market strategy is to deliver the highest quality of **cost-effective, reliable and secure hosted solutions and services** that not only offer current investment protection, but also scale to meet the business applications demand of tomorrow.

### What sets us apart

Our success is based on our reliable infrastructure and complete dedication to providing person-to-person customer service.

Our continued growth is driven by a strong technical focus which is supported by a team of qualified engineers, able to provide a wide range of services and meet the most demanding of hosting requirements.

Our technical competence, proficiency and accessibility are what our customers have come to rely on.

### Our clients include the likes of:

Jobs Jobs Jobs, Symantec, Lloyds of London, 3M Office Solutions, MapInfo, Residex, Realestate View, South Sydney Rabbitohs, FBI Radio, Paul Kelly, Christine Anu, 2Ser, Insurance Line, Lois Vuitton, Australian Children's Television Foundation, Parramatta City Council, National Prescribing Service (NPS), Runescape, GetUp, Operabar, Ryobi Australia,





## EMAIL & WEBSITE HOSTING

Anchor provides a range of virtual hosting plans offering you a cost effective solution for hosting of small business website and email services.

### GO LIVE IN REAL TIME

Advanced automated provisioning systems enable Anchor to have your email and website hosting services up and running in the time it takes to place an order.

### CUSTOMER SUPPORT

At Anchor, we ensure that no request goes unresolved. It is for that reason that we log all requests made, be it in person, email or telephone in order to enable continuity of support no matter who you are dealing with.

An extensive array of online support resources published on our website will help you both configure and manage your online application.

Our self service control panel enables you to make changes to your account online in real time including password changes and email account modifications.

### DATA CENTRE INFRASTRUCTURE

All websites and email are hosted in our state of the art Sydney data centre. The facility is equipped with the latest safety and security features, enabling us to guarantee 99.8% uptime for your website. The data centre incorporates:

- Backup power systems
- Diesel generators
- Fully redundant core network
- Multiple Internet providers
- 24 x 7 onsite facilities monitoring
- Redundant climate control cooling systems
- Gas based fire suppression systems

### SCALEABLE

As one of Australia's premier hosting providers, Anchor can assist you with everything you need to maintain an online presence from Domain name registrations, SSL Certificates, Anti Spam and Virus services and eCommerce payment processing.

If your requirements grow beyond the scope of a shared hosting service Anchor can provide a seamless upgrade path to dedicated or more complex hosting environments.

### SIMPLE PRICING

With Anchor you'll never get a surprise bill at the end of the month for excess downloads. All of our plans include generous data transfer allowances. If you do exceed the allocation on your account, for

two months in a row, we'll simply ask you to upgrade to the next plan. This means you'll always get predictable fixed monthly costs for hosting your website.

### WHAT OUR CLIENTS SAY

*If your looking for a hosting company which actually knows what they are doing - then look no further....fast servers, no downtime, amazing customer service - what more could u ask for!*  
Josh – Singer Design.

### APPLICATIONS SUPPORTED

Anchor provides both Linux and Windows based hosting services. We support all commonly used programming languages for websites, including:

Linux:

- PHP
- CGI-BIN – Perl, Python, Tcl
- Java Servlets/JSP
- Ruby on Rails
- Pylons
- MySQL
- PostgreSQL

Windows:

- ASP
- .Net
- Ms Access
- Microsoft SQL

Full Shell access is provided via SSH on Linux accounts.

### APPLICATION VERSIONS

In a shared environment stability is critical to ensure that we never change things which could break your website once deployed.

Anchor is continuously deploying new servers with the latest versions of applications available so you know you'll always be able to use the latest tools for building your website.

### EMAIL HOSTING

Access to your email is available from any ISP via your favourite email client such as Outlook or if you are on the move our webmail service needs no configuration and is as easy as surfing the Internet.

Customisable spam and virus protection can be enabled on all email services



## WEBSITE HOSTING PLANS

| Plan                               | Starter  | Small    | Medium   | Large    | Huge      |
|------------------------------------|----------|----------|----------|----------|-----------|
| <b>Resources</b>                   |          |          |          |          |           |
| Storage space                      | 100 MB   | 250 MB   | 500 MB   | 1 GB     | 2 GB      |
| Data transfer/month                | 5 GB     | 10 GB    | 15 GB    | 20 GB    | 40 GB     |
| <b>Email services</b>              |          |          |          |          |           |
| Web based mail client              | ✓        | ✓        | ✓        | ✓        | ✓         |
| Email aliases                      | ✓        | ✓        | ✓        | ✓        | ✓         |
| Mailboxes/POP accounts             | 5        | 30       | 40       | 50       | 60        |
| Mailing list (Mailman)             | x        | ✓        | ✓        | ✓        | ✓         |
| <b>Advanced hosting features</b>   |          |          |          |          |           |
| Custom control panel               | ✓        | ✓        | ✓        | ✓        | ✓         |
| Detailed daily website statistics  | ✓        | ✓        | ✓        | ✓        | ✓         |
| Shared secure server (128 Bit SSL) | ✓        | ✓        | ✓        | ✓        | ✓         |
| Password protection of web pages   | ✓        | ✓        | ✓        | ✓        | ✓         |
| Frontpage support                  | ✓        | ✓        | ✓        | ✓        | ✓         |
| <b>Site access</b>                 |          |          |          |          |           |
| File uploads (via FTP, SFTP & SCP) | ✓        | ✓        | ✓        | ✓        | ✓         |
| Full Shell access (via SSH)        | ✓        | ✓        | ✓        | ✓        | ✓         |
| <b>Dynamic content</b>             |          |          |          |          |           |
| CGI-BIN: Perl, Python, Tcl         | ✓        | ✓        | ✓        | ✓        | ✓         |
| PHP                                | ✓        | ✓        | ✓        | ✓        | ✓         |
| Java servlets/JSP                  | x        | x        | ✓        | ✓        | ✓         |
| Ruby on Rails                      | x        | x        | ✓        | ✓        | ✓         |
| Pylons                             | x        | x        | ✓        | ✓        | ✓         |
| <b>Databases</b>                   |          |          |          |          |           |
| PostgreSQL                         | x        | ✓        | ✓        | ✓        | ✓         |
| MySQL                              | x        | ✓        | ✓        | ✓        | ✓         |
| Microsoft SQL                      | x        | ✓        | ✓        | ✓        | ✓         |
| <b>Domain services (DNS)</b>       |          |          |          |          |           |
| Multiple domains per website       | ✓        | ✓        | ✓        | ✓        | ✓         |
| Unlimited use of sub-domains       | ✓        | ✓        | ✓        | ✓        | ✓         |
| <b>Reliable hosting</b>            |          |          |          |          |           |
| 99.8% uptime guarantee             | ✓        | ✓        | ✓        | ✓        | ✓         |
| Daily offsite tape backups         | ✓        | ✓        | ✓        | ✓        | ✓         |
| 24 x 7 server monitoring           | ✓        | ✓        | ✓        | ✓        | ✓         |
| <b>Pricing</b>                     |          |          |          |          |           |
| Monthly price                      | -        | \$32.50  | \$48.00  | \$64.00  | \$140.00  |
| Yearly price                       | \$198.00 | \$363.00 | \$539.00 | \$715.00 | \$1540.00 |

### Notes:

- ASP, .Net, Ms Access, Microsoft SQL are only available on accounts hosted on Windows servers
- PHP, Java Servlets/JSP, Ruby on Rails, Pylons, PostgreSQL & MySQL are only available on accounts hosted on Red Hat Enterprise Linux services.

## EMAIL HOSTING PLANS

| Plan                   | Single Mailbox | 5 Mailboxes | 10 Mailboxes |
|------------------------|----------------|-------------|--------------|
| Web based mail client  | ✓              | ✓           | ✓            |
| Email aliases          | ✓              | ✓           | ✓            |
| Mailboxes/POP accounts | 1              | 5           | 10           |
| Mailing list (Mailman) | x              | ✓           | ✓            |
| <b>Pricing</b>         |                |             |              |
| Yearly price           | \$69.00        | \$99.00     | \$198.00     |



## WHY CHOOSE ANCHOR?

We believe there are three critical components behind a great hosting company:

- The data centre
- The infrastructure
- The people

And we think you should choose Anchor because of all three.

You're choosing a hosting company because you have an application which needs to be online 100% of the time.

A recent IDC study showed that 80% of outages were a result of operator errors, that's people. People are our forte.

### WORLD CLASS DATA CENTRE

Anchor operates from a \$140 million world class data centre incorporating fully redundant power and cooling systems. Security is maintained by electronic access control and 24 x 7 onsite security guards.

The data centre owned and operated by Global Switch is the largest of its kind in Australia and offers the highest quality of service available in Sydney.

### INFRASTRUCTURE

Anchor's infrastructure is what will keep your application online 24 x 7. It's six years of continual investment and development with one goal in mind – building the best hosting infrastructure possible.

Reliable and uncongested network – we connect to three important networks in Australia – MCI, Uecomm and PIPE.

Monitoring – every facet of our network is monitored for uptime and performance. We'll be monitoring 20 different data points on your server alone to find errors before they cause problems.

Configuration management – we've implemented one of the most advanced centralised configuration management systems available to improve reliability and accountability through reduction of operator error.

Process and documentation – every task at Anchor is documented. Our staff are backed by a thousand pages of internal documentation and procedures to ensure

requests are handled correctly and actions recorded.

Support systems – every call, every email, every request is logged and archived so that everyone at Anchor can understand your situation today and tomorrow.

### PEOPLE

Prevailing business logic tells us that in corporations of many people only a few are responsible for most of its productivity. So, when we wondered what would set us apart from other hosting companies we decided to keep the few.

That's why we like to think of ourselves as different. We don't see that we have staff; we have a group of brilliant and accomplished people.

It was this decision that ensured that Anchor people responsible for developing and maintaining our technical infrastructure would be the same people that dealt with our customers. Call Anchor and the person listening will have had a role in implementing one of our custom designed mission critical hosting applications.

If you are having a problem you will neither hear instructions on what numbers to press nor a music loop. You will however be communicating with a person. Probably you will hear nothing for a while. Anchor people think before giving considered advice.

With this kind of support chances are you'll be satisfied after one call. It is what Anchor strives for, to get it right the first time. Yet in the real world there are tough ones. When the phone calls and emails are flying thick and fast you will not find yourself needing to remind Anchor what the issues were and who said what. Continuity is built into our service processes.

It is the kind of support your company should have. In fact, it is the kind of support that our clients have come to rely on.

Six years after we first started we now have a smart team that applies itself to work that is really important. The net result of which is quality hosting and service for all of Anchor's three thousand plus clients.

## ANCHOR SUPPORT

Anchor is dedicated to implementing the best practices in hosting services through the best people. Ensuring your requests for help reaches the right person quickly and are resolved professionally is a critical part of this commitment.

### SUPPORT CULTURE

Engrained in every member of our team are 3 key principles:

1. Unplanned outages are minimised by maximising planned maintenance.
2. A ubiquitous understanding that changes must be managed in order to prevent outages.
3. A culture of causality. Make changes we know work, we don't make changes we "think might work".

### INBOUND SUPPORT REQUESTS HANDLING

All inbound telephone and email based support requests are logged against client accounts in a unified ticketing system.

The ticketing system provides complete transparency within Anchor to ensure every member of the support team can understand your history regardless of prior involvement with you.

The transparency of the system permits continuous oversight of all requests to ensure quality of service is maintained.

### REQUEST TRIAGE PROCESS

1. Ensure the request is assigned to the correct support team within the defined protocol.
2. If the technician is incapable of resolving the request, he escalates it.
3. Ensure enough information has been provided to resolve the request
4. Begin ticket resolution.
5. Obtain client confirmation of resolution.

### 24 x 7 EMERGENCY SUPPORT

The majority of problems with services are automatically detected by Anchor's monitoring systems. If you do discover a problem we don't know about after hours you can always reach us.

After hours calls to Anchor are answered via a dedicated 24 x 7 call centre, which guarantees your call will be taken.

Your call is then routed to the most appropriate on call team member available. Should your call not be taken within 5 minutes, an automated escalation process is initiated by to ensure you reach an Anchor technician. The escalation process runs from Level 1 capability through to management.

### SUPPORT LEVELS

Three distinct support levels ensure you deal with someone that can solve your problem.

#### Level 1

- Basic troubleshooting
- Server and client side email support
- Password resets
- DNS management
- Web server virtual host configuration
- Network interface configuration
- Database account creation
- Customer records maintenance

#### Level 2

- Detailed troubleshooting & client advice
- Dedicated server build and deployment
- Dedicated server application installation
- Java/Tomcat diagnostics/configuration
- Server hardware upgrades
- Vendor software installation & upgrades.
- Vendor supplied kernel upgrades
- SSL certificate installation
- Monitoring configuration
- Server backup management

#### Level 3

- VPN configuration
- Firewall configuration
- Router/switch configuration
- Load balancer configuration
- Live disc/RAID upgrades
- Detailed Java/Tomcat changes
- Installation of non packaged software
- Security forensics

### KNOWLEDGE BASE

At the heart of Anchor's support systems lies an extensive knowledge base of over 1000 articles. This resource provides a defined best practice approach to supporting our hosting environment.

It's a critical part of ensuring that everything we do is done the right way the first time, and in a timely fashion.



## ANCHOR UPTIME GUARANTEE

Our business is about delivering reliable services. We provide a guarantee of uptime across the services we manage which is met through a three pronged approach:

1. Prevention
2. Detection
3. Response

Our 99.8% uptime guarantee is met by delivering on all three components.

### PREVENTION

Preventing errors from causing outages is dealt with in two ways. Firstly through redundant systems we stop outages from affecting live services. Secondly through preventative maintenance we catch possible triggers before they cause outages.

Redundancy is implemented on all core network infrastructure down to the point immediately prior to the client handoff.

At the server level all common points of failure redundancy can be provisioned. This includes hot swappable hard drives and power supplies.

Hardware testing: we do not assume new server hardware to be in a working state. All new equipment undergoes a pre-deployment burn-in process which is less tolerant of errors than manufacturer testing.

Operating system & application hardening: all servers hardened at time of deployment through firewalling, disabling unneeded services, tcp wrappers, least privilege, application vendor updates and defence in depth principles.

Monitoring and analysis: on a daily basis server activity logs are reviewed for signs of unexpected behaviour.

### DETECTION

Inevitably problems do occur on all systems. When they do rapid and comprehensive detection systems ensures they can be dealt with.

Custom built monitoring services are implemented across all services. The monitoring systems two facets: availability and performance.

Availability monitoring covers up to 20 different data points on any given server,

with a further 5 watched by performance monitoring systems.

Availability monitoring systems poll services on a 2 minute interval. When an event triggers a response alerts are immediately issued via instant messaging and SMS. Alerts are issued to 4 people on a 24 x 7 basis.

External systems ensure that the monitoring services themselves remain continuously operational.

All outage periods are logged and reported within the monitoring application for future diagnostics reference.

### RESPONSE

Once a problem is detected it is escalated via well defined support procedures to ensure it reaches the correct person to resolve the problem.

A number of technologies and philosophies contribute to rapid resolution of faults:

Remote management capability: all infrastructure can be remotely managed by Anchor staff via secure (vpn) channels. This capacity extends both to our primary management site and remote workers.

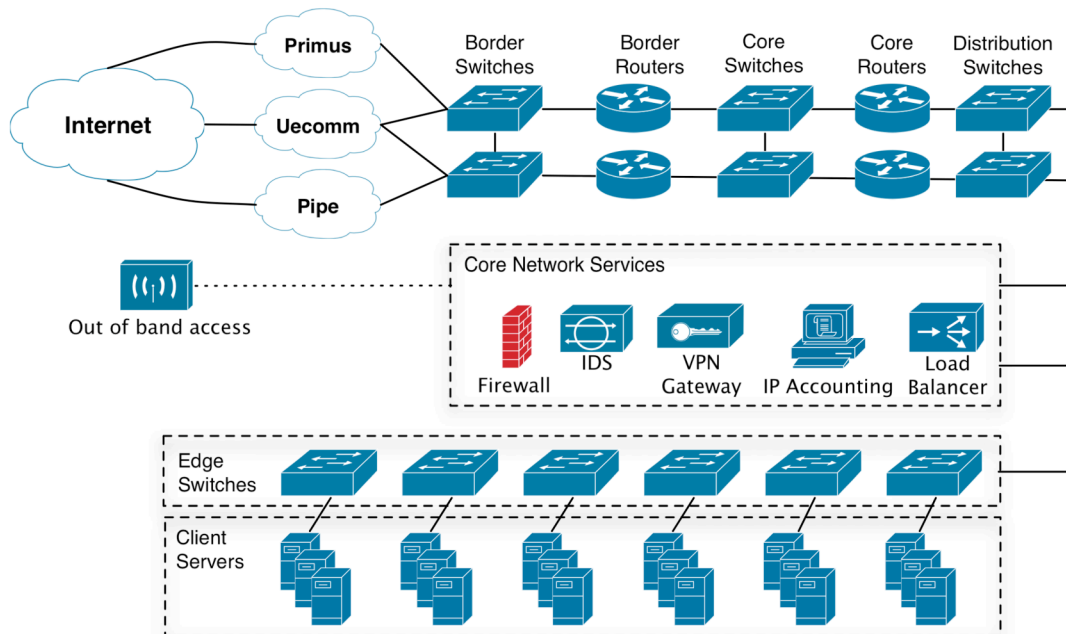
Remote reboot systems are in place on all devices providing the ability to rapidly reset the power without leaving the operator leaving his seat.

Lights out management can be deployed to allow detailed diagnostics and control of equipment that does not respond to power cycling.

Maintaining high uptime targets exceeds the ability to rely on hardware vendor warranties. To this end all equipment is deployed across a standardised platform backed by a common inventory of onsite spare components. Complete systems failures can always be rectified using this inventory.

Automated problem rectification: as failsafe backup to human intervention monitoring systems can be configured to automatically restart services which have failed.

## THE ANCHOR NETWORK



### UPSTREAM PROVIDERS

Anchor uses three upstream providers for Internet connectivity consisting of Uecomm, Primus and Pipe Networks.

Connection handoffs are provided via independent carriers with each connection having a minimum of 100 Mbps capacity.

Anchor operates on its own IP address space and AS number providing full control over the choice of carrier and routing preferences.

### UPSTREAM REDUNDANCY

Our multi-homed network consists of 3 independent connections, routing makes use of BGP to ensure automatic failover in the event of link failure with a given provider.

All links are maintained with sufficient capacity to ensure the network remains free of congestion resulting from either outages with any carrier or higher than expected short term peak loads.

Out of band connections are in place to provide remote management access in the case of core network service degradation.

### NETWORK STRUCTURE

A fully redundant network design has been adopted allowing us to eliminate a single point of failure all the way through the network to each server.

Routing infrastructure consists of redundant border routers and switches coupled with redundant core routers and switches. Edge switches located in each rack utilise redundant hand offs from the core switches.

### MONITORING SYSTEMS

The latency and network traffic throughput on all links is constantly monitored to ensure quality of service is not affected independently of availability.

Monitoring systems detect any deviation from acceptable levels automatically and alert technical staff.

### DATA ACCOUNTING

All traffic flowing through the Anchor network is tracked on a per IP address basis. Measurement occurs in a passive fashion at the border of the network ignoring all localised data transfer. Inbound and outbound data are tracked independently.

## DATA CENTRE SPECIFICATIONS



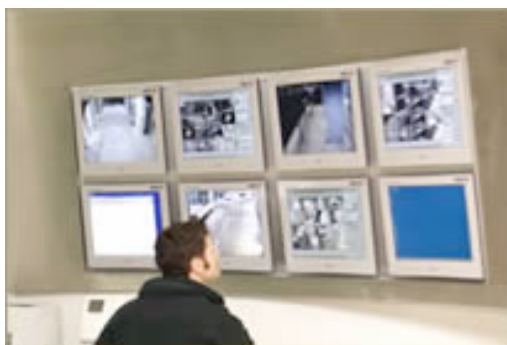
### Physical Security

Full coverage of exterior, entryways, lifts, stairs and site interior with LCD colour monitor screens. 28-day digital system

Fully staffed security control room. Proximity access control system for entrance, exit and lifts. All tenanted areas have door access controls.

Entrance barriers controlling vehicle entry. Personnel access through revolving access doors via a security personnel trap

Intrusion detection alarms will include perimeter and internal door sensors, glass breakage sensors and motion detectors for CCTV interlock.



### Electrical

Authority supply: Two (2) 33kV cable feeds from switching station with two(2) 33/11kV transformers providing n+1 redundancy.

Reticulation: 11kV cabling reticulated to transformers on each level, arranged in parallel redundant configuration. Cabling originates from 11kV switchboards connected to direct diesel coupled rotary UPS systems providing continuous output for critical loads and short break output for non-critical loads.

Capacity: IT power of up to 800 watts/m<sup>2</sup> plus power for air-conditioning plant with cable and transformer capacity for 1000w/m<sup>2</sup> on any floor

Reliability: n+1 for all equipment including cable reticulation.

UPS and standby power generation system: Provided by direct diesel-backed Piller rotary UPS systems that fully support the facility under maximum load with combination of continuous and short break supplies.

Generator fuel capacity: 48 hours fuel capacity onsite with 24x7 fuel supply contract to be executed to increase operational time.



### Environment

Constant 22oC +/- 1oC. Relative humidity 50% +/- 10% at control instruments.

Heating, Ventilation and air conditioning system: Chilled water produced by water-cooled central chillers in (n+1) configuration, circulated to down blow process coolers in technical areas. Cooling towers located in roof plantroom.

On floor chilled water ring main served by three (3) independent risers, each riser sized for 50% load at maximum capacity.

Chillers: Three (3) Trane 4,500 kW. 6.6 kV high voltage supply to each chiller, provided with continuous power from diesel-backed rotary UPS system.

Process Coolers are Liebert

Redundancy: n+1 for central chillers and cooling towers. On floor process coolers to be n+1 as a minimum or a 125% load at maximum capacity. Cooling tower water storage will have a capacity of 48 hours of operation in the event of mains failure. Water supply will also incorporate dual connections to authorities main.

Dual cold water connections from the authorities mains in Harris Street and Quarry Street

A separate cooling tower water supply with feeds from the primary water supply and from the secondary supply consisting of a water storage tank that will have a capacity of 12 hours of operation in the event of the failure of both mains.



#### Racks

19" by 46 RU, supplied, installed and pre-wired by Anchor, fully enclosed with meshed anti-static door, lockable, bottom entry for air, power and data cabling, fibre top entry, top exhaust air.

#### Cabling

Carriers permitted to install interior proprietary cabling. Global Switch managed installations to structured wiring plans and cable management practices.

#### Fire services

Three-stage fire detection system that maximises detection

Double interlocked pre-action sprinkler system to the technical areas, conventional wet pipe sprinkler system to the ancillary areas. The double interlocked pre-action sprinkler system requires a signal from the detection system and a loss of air pressure in the pipework due to the activation of a sprinkler before the solenoid valve will activate and charge the pipework with water.

Multi-point aspirated smoke detection system to the technical area and sub floor. Addressable point type smoke detectors in the ancillary areas. The multi-point aspirated smoke detection system will have three stages of alarm.

Stage 1 (alert) - Alert signal to fire affected area and security to prompt investigation.

Stage 2 (pre alarm) - Evacuation sounded in fire-affected area.

Stage 3 (alarm) - NSWFB is called, gas discharges, detection system signals pre-action system.

Centrally stored Inergen with risers to each technical space. This allows tenants to enclose their area and extend the gas pipework to provide local gas suppression via directional valves.

Fire extinguishers throughout the building with CO2 extinguishers on the technical floors.



#### Building access

Articulated truck access to delivery zone. Loading bay, goods lift with 10,000kg capacity to all technical floors, secure storage area, staging area.

2 x 2000kg - 30 person passenger lifts that serves all technical floors

## TECHNICAL CAPABILITIES

### Operating Systems

- Red Hat Enterprise Linux (ES & AS)
- Debian
- Fedora Core
- Windows 2000, 2003
- Ubuntu

### Database

- PostgreSQL
- MySQL
- SQL Server
- LDAP

### Mail servers

- Postfix
- Sendmail
- QMail
- Exchange server
- MDAemon
- POP3
- IMAP
- Webmail
- SMTP (+auth)
- Groupware
- Spam protection
- Email virus protection
- Ticket based email management systems
- Secondary mail services

### Web & Application servers

- Apache
- IIS
- Java (Tomcat & JBOSS)
- SSL
- Zope
- Payment gateways
- SMS services (inbound & outbound)

### Programming and Scripting languages

- Java
- Python
- PHP
- Perl
- Tcl
- Shell
- HTML
- JavaScript

### Networking

- Load balancers
- Routers
- Firewalls
- VPN
- Switching
- Intrusion detection systems
- IP traffic accounting

- IP traffic monitoring
- Low level network diagnostics
- Multi-homed networks (BGP)

### DNS

- Primary and/or secondary configurations
- Zone record management
- Split horizon
- Dynamic DNS
- DHCP
- NFS & SMB file serving
- TFTP

### Data Protection

- Remote backup solutions
- Offsite backup
- Network based backup
- Local/Remote agent configurations
- Tape library automation
- Incremental file system synchronisation

### Domain name registrar

- .au domains
- gTLD domains
- Registrations
- Renewals
- Transfers

### Server management

- Patching and bug fixes
- Host based integrity monitoring
- Service level monitoring systems
- Automated server builds via PXE
- Centralised configuration management (cfengine)
- Revision control systems (svn, cvs)
- Application performance analysis
- Clustered server solutions
- NAS
- Remote server management

### Accreditations

- .au domain name registrar
- Member of IIA
- Government endorsed supplier
- Red Hat Certified Engineers