

## WHY OUTSOURCE YOUR HOSTING?

The principles that apply to outsourcing any business function hold true for hosting services. Take a non-core business function and assign responsibility to an organisation that specialises in delivery of this service. In the process reducing cost and increasing quality.

Would you have your staff change the oil in your cars? Clean your office?

Outsourcing hosting specifically provides you with access to highly qualified elite staff, world class data centre environments and levels of redundancy that you simply could not afford to provision inhouse.

These best of breed resources only become accessible and affordable to small to medium business by sharing the costs across multiple users.

### WORLD CLASS ENVIRONMENT

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.

Anchor leases large areas within this facility and always maintains capacity to provision additional services at short notice.

The costs of fitting out a comparable environment inhouse are prohibitive making such a standard unattainable.

### NETWORK

Anchor maintains a fully redundant high capacity network with connections to the Internet backbone via three different carriers.

We operate all links at very low levels of utilisation ensuring capacity is always available for peak usage periods and rapid deployment of new clients and applications.

Hosting your application with Anchor gives you access to this network without having to carry the cost of multiple connections with higher capacity than you need today.

### MAINTAIN CONTROL & GAIN SUPPORT

One of the most common fears of moving hosting services offsite is the perceived loss of control.

An outsourced hosting solution still leaves you in full control of the infrastructure. Using today's remote management techniques you still have the capacity to perform all maintenance activities without leaving your desk.

Tasks requiring physical access to servers are now taken care of by the team of Anchor staff.

By outsourcing you not only maintain control but you gain access to a team of expert staff to get you out of trouble when you reach the limit of your inhouse capabilities.

### EXPERTISE YOU CAN AFFORD

Outsourcing your hosting provides you with access to a team of experts that concentrate solely on the support and operation of hosted applications.

You don't have to carry the wages of these staff or ensure their skills are up to date, but you can call on them at any time.

### SHARED RESOURCES REDUCED COSTS

Anchor operates all equipment from standardised interchangeable hardware devices. Onsite replacement warranties do not offer sufficiently rapid resolution when attempting to achieve 99.8% uptime. Maintaining an inventory of spare components onsite becomes affordable when shared across multiple users and allows rapid fault resolution even under complete failure conditions.

Developing and maintaining the array of state of the art systems that go into supporting all hosting services at Anchor is seriously expensive and generally beyond the reach of all but large corporate enterprises. Sharing the costs of these resources across multiple clients brings the quality of these services within your budget.