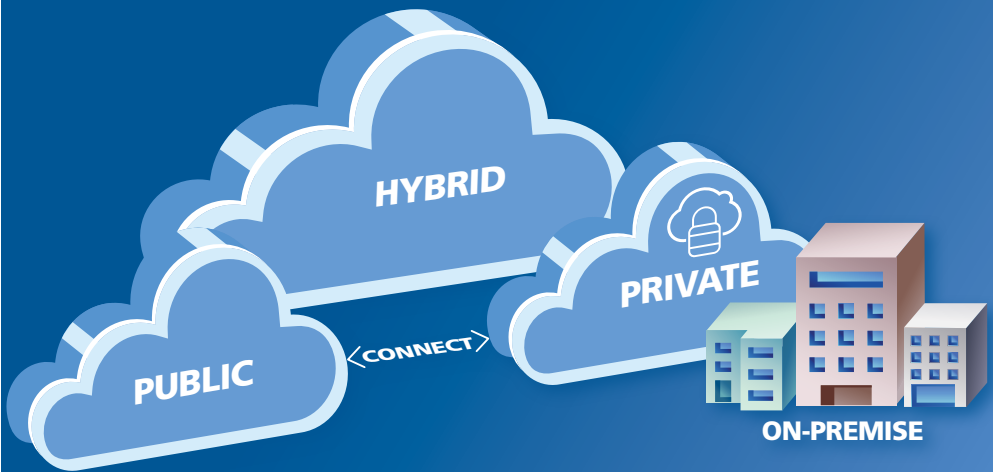# Breathe Easy –
Private Cloud

HYBRID

PRIVATE

PUBLIC

<CONNECT>

ON-PREMISE

- Simplifying the Cloud for SME, Mid-Market Business and Schools
- Easy and Cost-effective
- Anytime, Anywhere Access
- Your Infrastructure in our Cloud, or we can provide the hardware
- High Availability … always available
- Secure Systems, Easily Accessible by You

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WHAT IS THE **DEAL** WITH CLOUD?

Cloud Technology has been around for some time and it's changed from a buzz word and hype, to a standard part of most business and school networks.

During the pandemic and the lockdowns there has been a real shift in the way we think about our premises and offices. For some it's caused a real problem and for others it's proved that we can work in a different way.

This in turn, has affected the way we think about our IT and how we use the cloud. Every change within an organisation, normally has some kind of IT impact. *– Craig van Aswegen, MD Breathe Technology*

At Breathe many of our customers were looking at the following scenarios:

1. **They realised that they could work from home completely.** Often gaining extra flexibility and increasing their recruitment reach as staff no longer needed to be within commuting distance of the office. Not forgetting the significant savings on office premises and related costs.

2. **The organisation didn't need as many offices**. They were looking at a model where they could keep the HQ and remove the satellite offices, making savings while maintaining a pysical presence, with meeting rooms. Some staff could be office based while, others were home based.
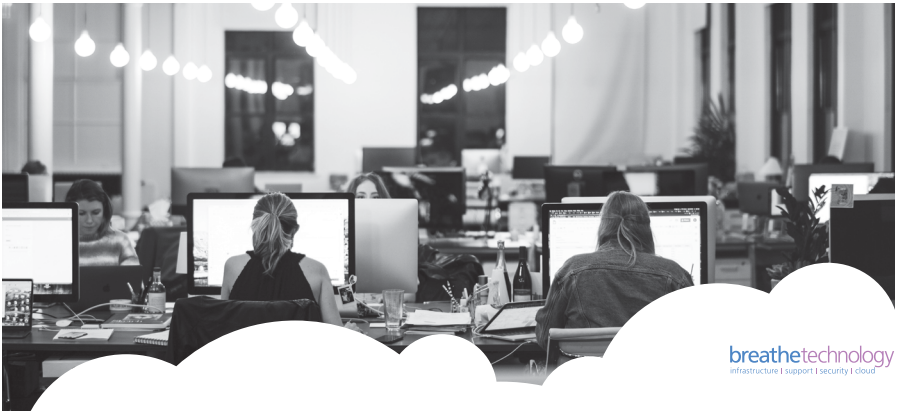
3. By rotating the team with some staff working from home and others visiting the office, there could be a real **reduction in office space**. Some call it *'Smart Working'*, a new take on hot desking.

4. If you only have one physical site to start with, such as a SME Business, Primary School or a Corporate downsizing office space, there is a need for a **secondary location for a backup** and **disaster recovery setup.** It may be as simple as a secondary location with a copy of your data and server backups, or a full business continuity solution, allowing failover of your systems in the event of a disaster.

5. Some have **specific systems that they would like to be accessible at all times and high availability is important.** These systems are accessed by their staff as internal resources or it is used for sharing information with customers and business partners. They would like to offload the responsibility to ensure that these systems are always available without the cost and headache of providing the solution themselves.

6. **IT equipment ages** and there is often a significant cost and professional services involved in refreshing these systems. By using cloud services, you could completely offload this cost and burden with a viable long term strategy.

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Most of these scenarios and questions around the location and costs of IT can be answered with a single solution.

Cloud Computing. This may be in the form of a Hybrid Cloud or Private Cloud network. However, Private Cloud has a strong story.

It's Cloud ... but it's simple and cost-effective.

Losing the Server Room

If you no longer need the dedicated secure space of a server room and can remove it from your list of requirements, it saves money and makes the demands around your work space much simpler.

Apart from the physical space for the server room, you need to consider; good internet connectivity, power supply, UPS and possibly generator failover, air-conditioning, physical security such as locks and key cards, environmental monitoring for heat and humidity, CCTV, cabling, cabinets etc.

All of these have a cost and a management overhead.

Our response was …
Breathe Easy – **Private Cloud**

The concept?

Essentially outsourcing your IT Space/Server Room … all the benefits of the Cloud, but simpler and more cost-effective than Public Cloud or Traditional Co-location.

We wanted to create a simple, cost-effective place for you to host your IT, offloading the headache and giving you the flexibility to run your organisation in the way you would like … without the worry of where to put the IT.

Additionally, for a low cost you can move your IT into a hosting environment with all the bells and whistles that meet most business requirements and could pass any audit.

What is included in the Breathe Easy – **Private Cloud** offering?

Not only are you offloading the cost and responsibility, but you are adding functionality, redundancy and failsafes you probably didn't have yourself. These include:

- 99% uptime guarantee
- Connectivity from the best performing ISP in the UK
- Guaranteed bandwidth
- Environmental monitoring for things such as humidity and temperature
- UPS power and automatic generator failover
- Enhanced Physical Security *(CCTV, Monitored Alarm, Bomb Proof Glass, Intruder Deterrents, Secure Business Park Location)*
- Fire Suppression
- Easily accessible for you to visit and access your equipment in a comfortable, friendly environment
- Ultra-fast IT Support response times

3-Most common execution scenarios:

1. You relocate all of your IT equipment to the Breathe Easy Private Cloud Facility

2. We provide you with storage, virtual servers, security and backup on our infrastructure

3. We host new IT equipment for you, that's paid for at a low monthly fee rather than paying for everything upfront (reduced CAPEX) and you own the equipment.

Differences between **Private Cloud, Public Cloud, Hybrid Cloud** & **traditional Co-location**

Public Cloud

Systems like Microsoft Azure *(Office 365 is part of this)* or AWS *(Amazon Web Services).* Cloud services are a no brainer, but some **Public Cloud services become very expensive and complex,** nor do they offer much flexibility as to how you want to work. Finally, the location and ownership of your data is another topic of discussion, which the Breathe Technical team can assist with.

Hybrid Cloud

A combination of Private and Public Cloud. This has become a very common way of working and works well. Often, there might be some on-premise IT equipment remaining too.

Traditional Co-location

This is where the concept of Cloud started. Big data centres that would host your equipment. Often in aircraft hangers or ex-military bunkers. You would pay them for rack space. This was measured in U's and then specific resources such as your power consumption is billed in Watts. Every function is billed based on consumption. Typically confusing and too complex for most small to medium businesses and schools. These facilities are super secure but the end user experience isn't great if you need to physically access your equipment. They aren't very customer friendly or in easily accessible locations.

Private Cloud

A modern new generation approach that has all the benefits of Public Cloud and Co-location, but is much more cost-effective, easy to work with and has great customer service. A no brainer for SME's, Mid-Market Businesses and Schools.

The Costs

Some of our customers host all their IT equipment for the price they were paying for their fibre leased line, internet connection.

Never mind the premises required, connectivity, Power, UPS, aircon, CCTV, Environmental Monitoring etc.

Our pricing is simple to understand and includes all the facilities. We do not price the rack space and then add everything as an extra, such as power or bandwidth.

You get everything included in a low monthly cost.

Our Technical Services

Breathe can assist you with the relocation and set-up of your IT equipment in the Breathe Easy – **Private Cloud** facility. **It's an End-to-End service that will ensure you are working.** This can be done after hours to avoid the impact of down time on your organisation.

If you require new systems, we can help you specify, procure and then install your IT equipment in the Private Cloud Facility.

Finally, ongoing support is quick, friendly and cost-effective. Maintaining the Cloud Hosting of your equipment is included in your service fee. Additional IT Support is available if you would like that too.

Our Team is based in the same premises, ensuring ultra-fast response times.

Other Cloud Services that we can offer?

- Fully Featured, Cost-effective Cloud Telephony, starting at £7.99 per user per month
- MS Azure – Complete Cloud Servers and Infrastructure
- Office 365 including MS Exchange Online, Teams and SharePoint
- Expert SharePoint Migration and support
- Business Hub Solution for SharePoint, centralising all your software and documents on an intuitive user interface that becomes the centre point of resources for your staff
- Cloud Backup and Disaster Recover
- Cloud Security for Email (Anti-malware and Anti-spam)
- Cloud Security scanning for data held in the Cloud, such as SharePoint
- Virtual Firewalls for the Cloud

Want to know more?

Times are changing and the way we work is too.
We would love to speak to you, to discuss how our
'Private Cloud' could support your organisation's goals.

Email lucy@breathetechnology or call us on 01223 209920 for
a friendly informative conversation.

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