

≡ Who we are

SoftLayer delivers world class, on-demand virtual data center services, with unwavering focus on:

Innovation

Empowerment

Automation

Integration

- Founded in 2005
- Merged with The Planet in 2010
- Based in Dallas, Texas
- 26,000+ customers in 150+ countries; 50% international
- 85,000+ servers deployed
- 11 data centers in Dallas, Houston, San Jose, Seattle, and Washington D.C.
- 7 additional network POPs in Atlanta, Chicago, Denver, Los Angeles, Miami, New York City, and San Jose
- More than 2,000G of connectivity, with multiple Tier-1 carriers at each facility

≡ What we provide

Dedicated Servers

- Single, dual, and quad proc multi-core systems
- Specialty redundant power, mass storage, and private network configurations

CloudLayer® Services

- Computing (Public, Private, Bare Metal, and Build Your Own Cloud), Storage, and CDN

Industry-Leading Customer Portal and Open API

- Direct access to more than 150 backend systems and activities, executed without any human intermediation.

Integrated Geographically Diverse Data Centers

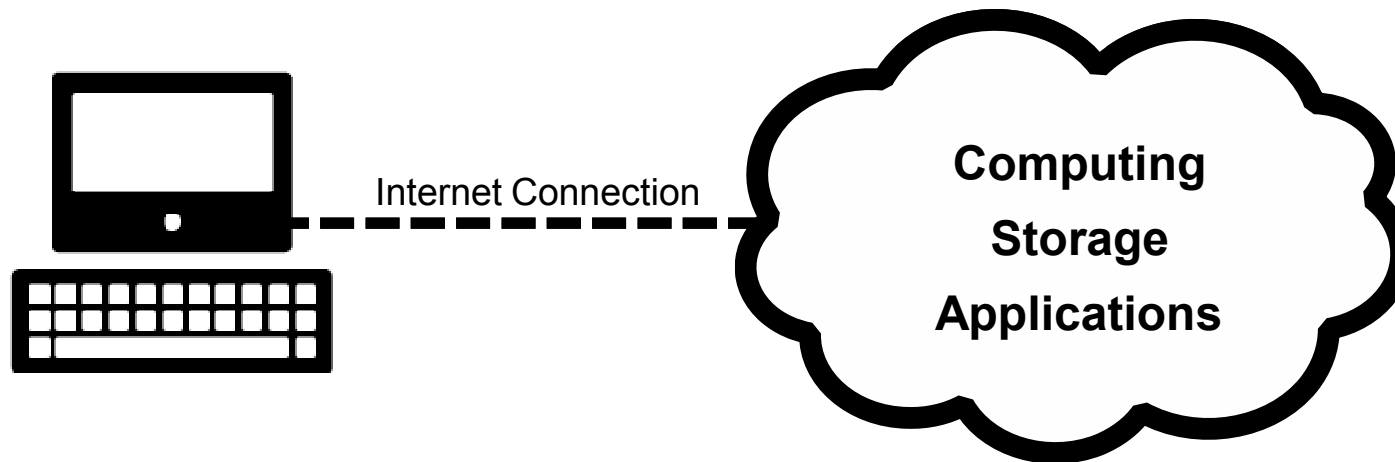
- Eleven data centers connected via private, 10G point-to-point connections, and integrated through proprietary automated tools.
- Advanced data center pod design targeting maximum efficiencies

High Speed Network with Proprietary, Highly-Secure Architecture

- Server-to-server communication, out-of-band management, and unlimited data transfer via VPN over dedicated carriers segregated from our Public Network.
- Nationwide Network Points of Presence for more direct connections

≡ What is the cloud?

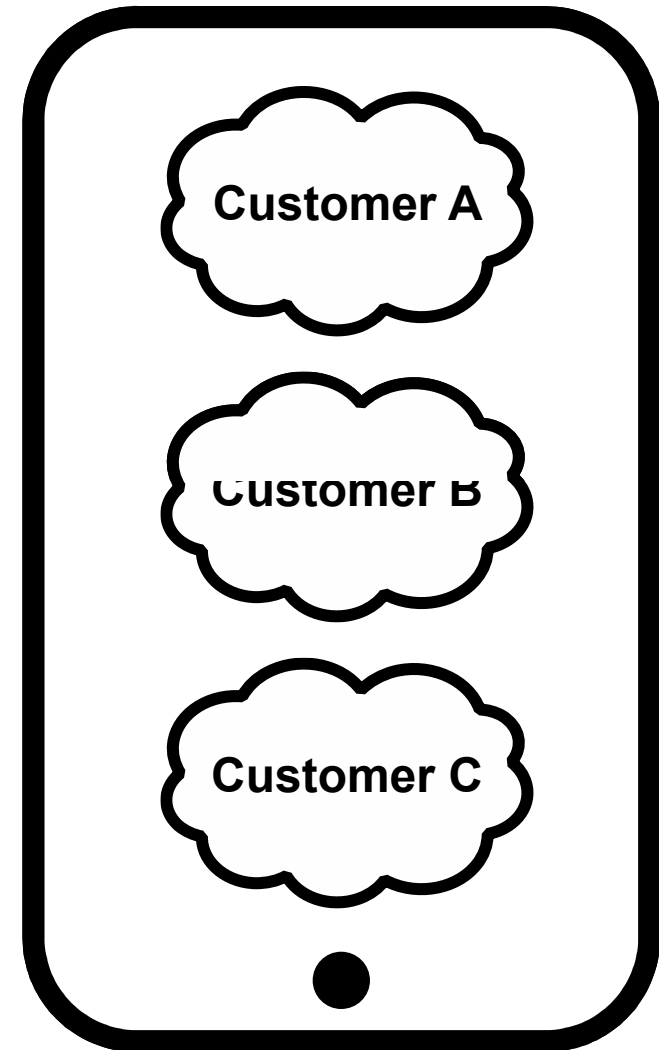
The cloud is a term used to refer to computing resources that are accessed and utilized through a network (the Internet, especially), rather than resources that are on or attached to a “local” computer.



≡ What is a multi-tenant cloud?

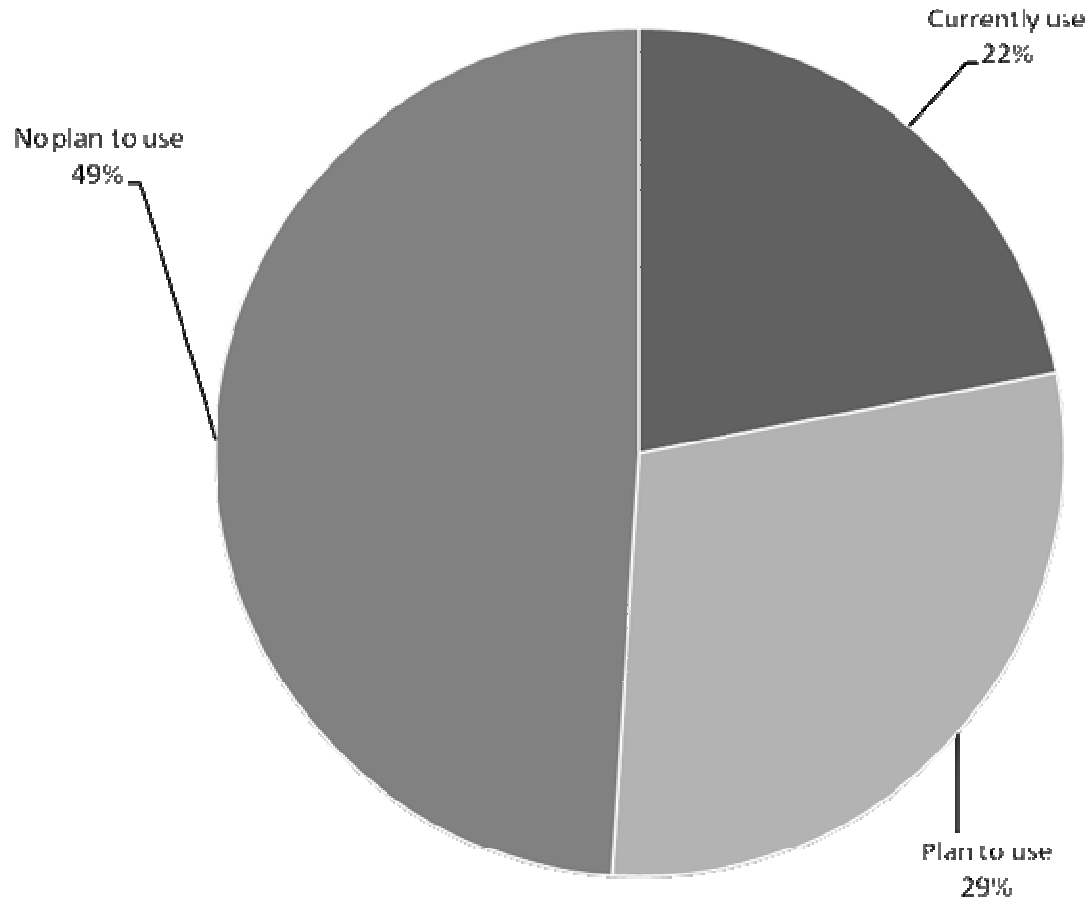
In a multi-tenant (or public) cloud, more than one customer shares the resources of a single physical device or environment.

However, with the proper configurations and virtualization technologies, each tenant's cloud environment is entirely segregated from other tenants.



≡ Half of customers to use cloud

Do You Currently Use or Plan to Use Cloud Computing?



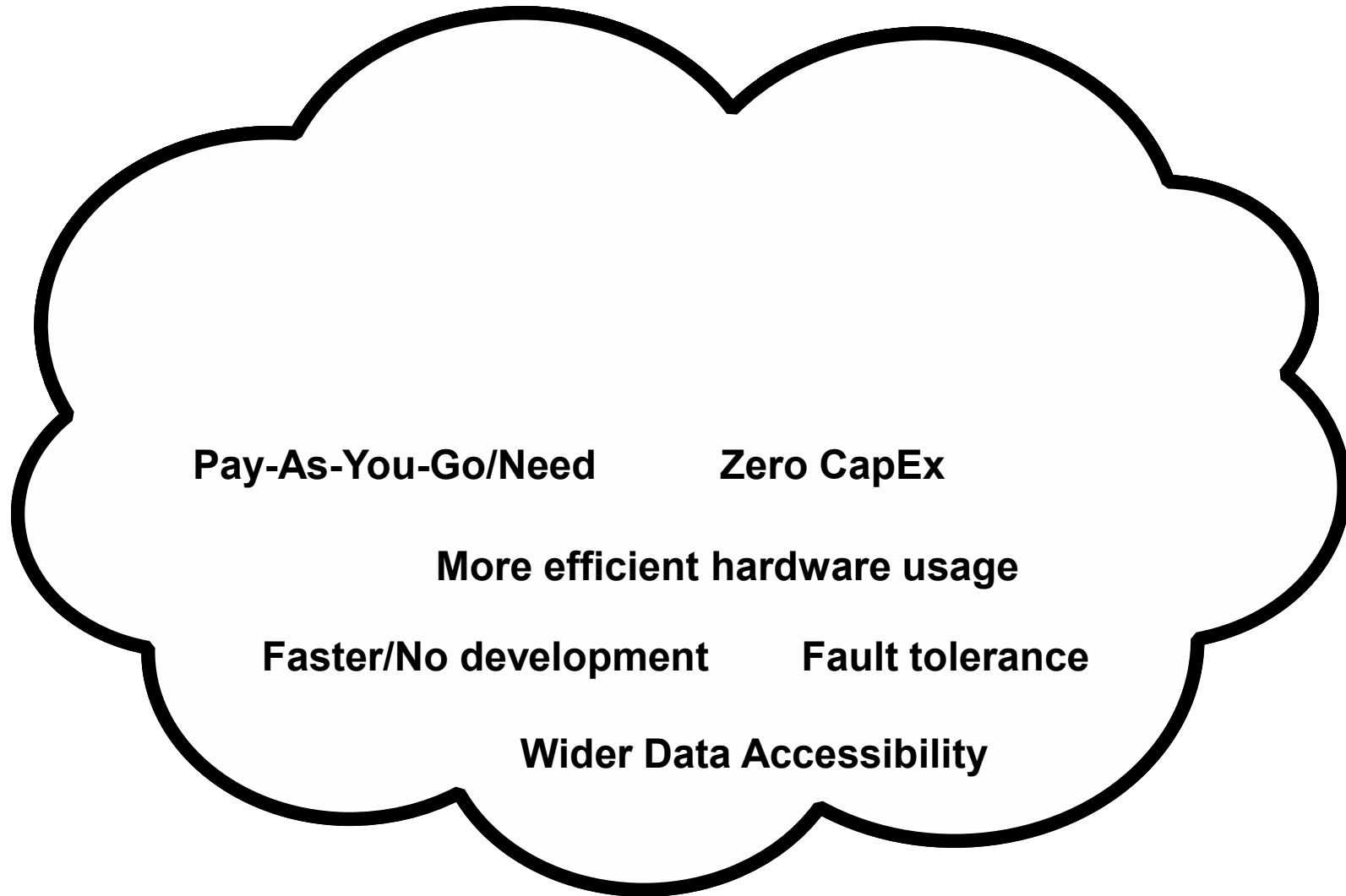
Sample size represents ~600 active customers (11% of total customers)

≡ The interest is understandable

The cloud answers many needs in the market.

- Server demand continues to grow quickly
- All businesses and industries are increasingly reliant on storage
- Data availability is increasingly critical to business operations
- Proliferation of social networking, rich online media content, and software as a service is causing demand spikes with unprecedented heights and inconsistency

☰ Cloud advantages



≡ Dedicated advantages



≡ Better yet...

Hybrid Cloud + Dedicated Environments

Dedicated servers and cloud solutions seamlessly operating together to create an on-demand solution that can be scaled in real-time.

