

BT Cloud Compute.

Cloud: from hype to reality.



We live and work in an age of rapid technological innovation. Devices line our workstations, homes and pockets, and if managed effectively it can transform your business.

The challenge for your organisation is to harness new technological power wherever it's held and make it work for you. Businesses are increasingly turning to the cloud to solve their issues. By making it easier to use we ensure the service delivers the benefits without adding complexity.





BT Cloud Compute – helping individual organisations solve real-world challenges.

IT systems are critical to business success. For organisations to function, systems simply have to perform whilst providing the highest levels of security. Not only that, as customers' needs change and a global services market develops, IT systems must adapt and evolve in line with organisational strategy.

More and more, we see the need for organisations like yours to have the ability to launch new services bespoke to your

everyday operational requirements, quickly, reliably and cost effectively.

If your IT system were a potential employee, you'd want to know precisely what it could do for your business, what expertise it has and why it's a good fit.

With BT Cloud Compute, the benefits are clear.

Key capabilities.

Cloud Compute is preprovisioned data centre infrastructure that enables you to create, deploy, monitor and manage your own cloud service. Managed by our award winning Compute Management System, our global cloud computing platform, you get the tools, resources and expertise – and crucially, flexibility – to put in place perfectly tailored cloud solutions to meet the practical challenges of your market.

Cloud Compute can be integrated and managed across hybrid environments, addressing both your private and public requirements. As it is self-service, within minutes you can conveniently set up the infrastructure that perfectly suits you.

This is a service that can scale globally, yet is available in a local region of your choice. Automated delivery lets you launch new services quickly and efficiently, with the highest levels of choice, flexibility and control.

Cloud Compute offers resilience with a service level of 99.95% availability. You can make savings of up to 40% compared with traditional approaches. And you get all the assurance you need from an enterprise-class infrastructure.

We provide a breadth of options from public to private cloud, and it can be integrated with your own environments and with third party solutions.

Cloud Compute is an innovative, flexible, agile service to support your specific business demands as you incorporate public and private cloud services into your organisation.



A person wearing a white lab coat, a white face mask, and glasses is sitting at a desk in a laboratory. They are looking at a laptop computer. In the background, there is a large piece of scientific equipment, possibly a bioreactor, with various tubes and components. The overall scene is brightly lit and professional.

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A secure cloud platform from a trusted supplier like BT is an important step in addressing the externalisation, collaboration and cost pressures faced by many of our pharmaceutical and biotech customers today.

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Dr Matt Hahn

Senior Vice President and Chief
Technology Officer, Accelrys.

Innovation in service.

Cloud isn't just about cheaper or faster operations, it's about realising your business objectives and making innovation work for you by:

- Delivering better service to customers, scaling up with demand and reducing operating costs
- Joining up people inside and outside the organisation so they can access and share information securely
- Simplifying IT operations to allow new ways of working and release new sources of innovation.

BT believe cloud technology should be delivered as a reliable, trusted, assured service. We can help you find answers to the unique questions your market and your customers ask of you.

BT Cloud Compute – brighter, clearer business benefits behind the cloud.

The ability to see, anticipate and act quickly is vital to any organisation's wellbeing.

Cloud Compute delivers everything you would ask of a partner who knows your business and can see the best way to make it more efficient, productive and profitable. We can offer you a smarter, quicker enterprise service, delivered to match your business demands. You enjoy:

- **More savings.** You only pay for what you use, your costs are aligned to your business needs, and you could reduce them by up to 40%
- **More speed and agility.** Create or change your service in response to new demands in minutes
- **Cloud flexibility and scalability.** Scale your public and private clouds to match your changing needs, and bring in new applications as you need them

- **Enhanced service levels.** Our complete end-to-end solution puts the customer experience first, prioritising service without having to worry about the hardware
- **Greater environmental efficiency.** Use of virtualisation technology reduces the footprint of the data centre in terms of space required, emissions produced, and power consumed
- **Reduce risk with enterprise class security.** We protect your data by keeping it on separate hardware (i.e. physically separate), ensuring the software is designed to enable separate areas for data storage, therefore maximising resilience and availability
- **Global service, delivered locally.** Global service using local infrastructure and support desks in key regions. You know where your data is hosted at all times and you can rest assured you meet compliance and assurance requirements.

One of the world's most extensively connected range of network cloud services.

The breadth of our services and our close involvement with individual organisations in different parts of the world gives us a unique insight into customer trends and needs.

By bringing together various 'layers' of service, Cloud Compute allows you to create and manage your own services quickly, helping you save money and improve your efficiency:

- **Computing.** Via the portal you can create, customise and control a wide range of Compute services from extra small to extra-large virtual machines
- **Resilience.** Increased resilience through ability to ensure virtual machines are distributed on separate hosts
- **Value.** Choice of utility based pricing or pre-pay compute allowances to offer greater flexibility and cost savings

- **Management.** Enhanced reporting to improve management and utilisation of your resources
- **Storage.** Allocate data space as you need it for your virtual machines. Schedule your backups as required
- **Network.** Provides firewall services; virtual 'service' load balancing; virtual networks and switches; support for single and multi-tier topologies; and site to site VPN connectivity
- **Security.** Enhanced enterprise class security including automated pro-active patching for your environment
- **Control.** Choice to deliver services on private dedicated hosts for your exclusive use
- **Connectivity.** Range of connectivity options including BT's global MPLS network to support your choice of solutions.

BT's Cloud of Clouds is market leading.

The cloud is full of possibilities. But to fully exploit these you will need a partner. One that can help you plot a long-term strategy and bring together the right blend of infrastructure, services and know-how to realise it. A partner that will help you move confidently and successfully along your journey to the cloud whilst minimising the complexity, risk and cost.

In short, a cloud service integrator. BT is the only company that can do this. Because we own the network and our data centres are located where you need them. We have the undisputed security expertise, the relationships and the know-how to make it work.

Plus we have combined the services of all the major cloud providers onto our network to offer them as a seamless service.

That's how we can offer you the choice you want with the control you need. We take away the complexity and offer a single SLA in return. We help you realise the real possibilities in the cloud.



Ready to make a difference to your organisation.

Genome Institute of Singapore (GIS), is one of the world's leaders in biomedical research. Its inspirational vision ranges from individualised cancer treatments to beating fatal infections. And applied genomics is the key to this radical approach. But the vast volumes of information produced were outstripping computing resources.

Our BT Cloud Compute solution has helped them process data hundreds of times faster. Now they're set to speed new analytical tools into the hands of medical researchers and clinicians worldwide. The BT for Life Sciences Cloud Compute solution offers a massive research capacity increase. Indeed, computing in the cloud offers near-limitless scalability with the agility to reconfigure and reallocate resources in minutes. That virtual freedom is key to keeping its leading role in genetic science.

“ The real challenge for GIS is no longer the analysis itself, but the vast amount of data produced during analysis that needs to be managed and stored. And this is where the cloud computing resources that BT provides really help us advance the science.

Niranjan Nagarajan,
Associate Director, Computational and Systems
Biology, Genome Institute of Singapore (GIS).

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Omni-channel point of sale gives Fat Face a lift.

Fat Face is an active lifestyle brand that sells kit for men, women and kids as well as footwear, jewellery, and accessories. Being held back by its old point of sale system it decided it needed better support for its omni-channel and international ambitions.

Our solution, BT Expedite Multichannel Connected Retailer Suite, is hosted on the BT Cloud Compute platform. It can grow and shrink as needed, with Fat Face only paying for the processing power it uses. We also deployed a managed payment service, specifically designed to meet the new Payment Card Industry Security Standard (PCI DSS). It was rolled out across all 206 Fat Face stores, in time to support a record Christmas sales peak for the retailer, with double digit sales growth.

“ It was a brave decision to push ahead and the results have been fantastic, with the system proving resilient throughout our biggest ever trading period and driving significant multichannel growth.

Leon Shepherd,
Business Change Director, Fat Face.

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Why BT?

- We are a global leader in managed networked IT services. We serve the needs of over 6,500 large corporate and public sector customers in more than 170 countries worldwide.
- We own 48 data centres around the world. We can offer everything from secure telehousing to managed hosting services as well as public, private and hybrid cloud services, in any combination you need.
- Our professional services expertise and tools can deliver everything from discovery and design to tailored solutions.
- Our enterprise class service will help you make the transition to cloud, with local service desks and the service level assurances and commercial framework you'd expect, offering resilience and 24/7 SLA-assured availability at 99.95%.
- We have a track record of innovation. We've won 12 industry accolades for innovation in cloud services including winner of the Open Digital Ecosystem award at 2015 TM Forum Excellence Awards for the BT Compute Management System and winner of the 2014 Cloud Computing product of the year award for Cloud Compute by TMC.

BT Compute. Services that adapt.

If you have any queries, or need more details on any aspect of Cloud Compute, please visit: <http://www.btireland.com> or contact your Account Manager.

Offices worldwide

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