



Next-Generation Managed Solutions

Rest assured. The technology of business is managed now.

Telehouse America, Staten Island, NY

Friday, October 28, 2005

Today's Objectives

Agenda

- About Compulinx
- The New Business Imperative
- The Evolution of Managed Services
- Examples & Practical Advise
- Q&A / Next Steps

Who We Are

Why we are different

Who We Are - Highlights

- Corporate Backgrounder
- Company Focus & Capabilities
- IT as a Strategic Business Tool
- Reduces Overall IT Mgmt & Admin Costs as Voice & Data Network Complexity Increases
- 14-year old technology solutions entity
- Evolved from systems integration/ IT consulting roots & evolved into a next-generation managed solutions provider (>8,000 engagements)
- Proprietary ManageNow technology is based on a hosted proactive, protection & prevention strategy
- Ideally suited for small & midsize businesses (<1,000 employees)
- Allows the end-customer to focus on their core business

Who We Are – An Introduction



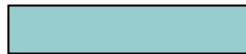
- Privately owned with 2 corporate offices (Wall St, White Plains), 3 Data Facilities
- 3 Class A (N+1) Data Centers, major NOC – White Plains, NY
- 3 major acquisitions (e.g., LinxLogix Group - New Jersey)
- 110% growth since 2002
- Heavy industry experience in technology and business
- Solutions Lab(s), Config Ctr(s)
- Adding Telehouse America facilities for national/global reach

Who We Are – Our Technology (ManageNow)

- Complex & Proprietary Platform Technology (i.e., >300 servers, >60TB SAN)
- Platform is Geographically Situated in 4 Data Facilities
- Built Around Hosted, Proactive, Prevention & Protection Strategy
- Reduces Overall IT Support Costs by 25-70%
- Unlimited Incident (all-inclusive), Flat Fee Pricing Model
- Leverages Existing IT Investments & broadest range of architectures
- Technology is delivered as an all-inclusive 7x24x365 managed service
- Provides comprehensive network monitoring, management & admin, DR & storage, robust security countermeasures
- Includes unlimited end-user service requests via web-based customer & help portal
- Helps satisfy gov't/industry regulations & compliance issues (i.e., SEC, SOX, GLBA, etc.)

Our Technology & Services - Data Facilities

White Plains
(NOC)



Tarrytown
(primary)



Telehouse - Staten Is
(secondary - TBD)



Newark NJ (tertiary)



Telehouse (TBD)
(NY, CA, ATL, UK)



Our Technology & Services – A Snapshot of a Data Facility

- World Class A, N+1 State-of-the-Art Facility
- SAS 70, TruSecure Certified (security assurance, risk mgmt)
- Multiple & Fully Divergent Power System (e.g., grids, substations, UPS, generator b/u, feeds)
- Carrier Neutral w/Diverse Path Fiber Feeds
- Hardened data centers
- 24-Hour, round-the-clock facilities
- On-net service to 1000's of buildings in major US markets
- Stringent physical security (e.g., security personnel controlled access, surveillance cameras, biometric ID systems, motion sensors, fortress-like environments)
- Compulinx staff monitors infrastructure performance & availability, internet connectivity, data security, end-user technical support, etc.

Our Technology & Services – Managed Services (Shortlist)

- Unlimited managed & on-site incident service (all-inclusive)
- Value Priced, Cost Containment
- Dynamic network, infrastructure & device monitoring/mgmt
- Real-time HW & SW Inventory
- Complex SW Deployments
- Multi-Platform (Microsoft, Solaris, Linux, Unix, Mac)
- Advanced Remote Device Management
- Automated Patch Management
- Managed Hosting Services
- **Web-based Instant Help Portal**
- **Remote data backup (>2x/day)**
- **Managed intrusion protection & prevention**
- **Software license monitoring & compliance**
- **Provides secure messaging gateway against spam, fraudulent emails, directory harvest attacks, policy violations, etc.**
- **Real-time anti-virus protection & prevention (w/global outbreak response & time zero virus technology)**
- **Managed VPN**
- **SLAs/SLGs (<30-60 minutes response time per support incident, >75-95% of all tickets resolved intra-day)**

Our Technology & Services – Compare Products

Service/Solution	Traditional Services	Managed Services
Service model	Reactive, call center, slow, tiered technical support, fixed, pay-as-you-go	Proactive & preemptive, help portal, fast, end-to-end, flexible, all-inclusive
Budget/TCO	Variable & progressive (no cost containment)	Firm fixed (costs contained)
Coverage	N/A	7x24x365
Fee basis	Hourly, per incident, project-based	All-inclusive
Location	On-site	Managed and on-site

Evolution of Business Practices

The New Business Imperative

The New Business Imperative

The long-term success of the business will ultimately depend on its ongoing ability to seize opportunities & mitigate threats

Evolution of Business to 24x7, Always On, Global

	'80s	'90s	'00s
Business Focus	Traditional	Dot.com	e-Business
Requirements	Restore, Recover	High Availability	24 x 7, Scalable
Driven by	Regulation	e-Commerce	Competition
Magnified by	Disasters	Absence of "Bricks & Mortar"	e-Commerce
Recovery Means/	Hardware	Hardware, Data	Hardware, Data, Applications
Expectation	Days/Hours	Hours/Minutes	Minutes/Seconds
Decision	Optional	-----> Mandatory	

Causes of Data Loss or Network Downtime

- Human error – 32%
- Software program malfunction – 14%
- Hardware or system malfunction – 44%
- Computer virus – 7%
- Site disaster – 3%

The Business Challenge...The Puzzle

Solution

- Platform
- Application
- Network
- Storage

Market Drivers

- Regulatory Environment
 - **Gramm, Leach, Bliley Act (GLBA)** – Ensuring privacy and confidentiality of consumer information
 - **Patriot Act** – Requires implementation of anti-money laundering tracking systems and programs
 - **Sarbanes – Oxley Act** – Public Company Accounting Reform and Investor Protection Act
- Expanding Customer Relationships
- Managing Customer Care Across Channels
- Reduce Costs/Increased productivity
- Resilience to business/technical disruptions
- Leverage New Technology
- An “observation dashboard” - who, where, how, and when systems and software are accessed
- Built-in security
- Supporting the next generation of technically sophisticated professionals

Absolutes for Success

- Know my business
- Speak my language
- Be relevant to me
- Partner with me

Opportunities & Benefits

- Revenue protection and continuation
- Protection from financial Loss
- Efficient business continuity
- Controlled liability
- Proactive regulatory compliance

Threats & Risks

- Internal/External threats unauthorized use
- Service disruptions (Virus/DOS Attacks)
- Business continuity
- Enforcement actions
- Partner risks

Significant Laws & Rules

- Gramm-Leach-Bliley Act
- Pretext Phone Calling & Identity Theft
- USA Patriot Act
- Storage of Broker-Dealer Records
- Sarbanes – Oxley Act
- HIPPA

Penalties for Non-compliance

- **Potential Liability is Staggering:**
- **FDIC insurance terminated**
- **CMP up to \$10K and fines up to \$1MM**
- **Criminal penalties for fraudulent access to sensitive information.**

Business Risks:

- **Loss of client trust**
- **Liability for civil actions**
- **Business continuation**
- **Loss of data or intellectual property**

Compulinx Case Study – The End Customer



- \$100M Private Bank in NYC
 - AMEX traded company
 - 3 Branches - 150 workstations
- The Bank's Business Challenge
 - Protecting non public information
 - Corporate Reputation

Compulinx Case Study – The Solution



- Solution
 - Compulinx ManageNow Privacy Protection for Financial Services
 - Hardware Appliance
 - Installation and configuration services
- Benefits to the Bank
 - Identified employees sending protected information unencrypted to unauthorized recipients
 - 220 NPI hits during the 7-day Exposure Assessment
 - One event included Customer Names and Social Security Numbers
 - NPI information sent to Hotmail accounts and to branch bank locations unencrypted
 - Identified unauthorized internet usage that could be extremely damaging to their reputation

Compulinx – Support for Solution Providers



- Certified Compulinx Solution Partner Program
 - Only authorized Partners can resell ManageNow solutions!
 - No cost to join, however reseller must execute sales and technical training
 - Rules of engagement apply to avoid channel conflict
 - Requires selling to the CxO level
 - Unique technology requires “solution” selling methods
- Significant margins!