

**Zynstra delivers the ideal, cost effective and future ready solution to those looking to purchase new servers. We use hybrid IT technology to deliver an easy to use, easy to manage, powerful enhancement to traditional servers.**

## Key Benefits

Zynstra enables you to choose an on-site server with full cloud benefits, without the need for up-front capital or expensive future upgrades

- *Reduces IT infrastructure costs by up to 60%*
- *Hosts all the applications you need for a simple monthly fee*
- *Easy to manage and always kept up to date*
- *Rapid installation*
- *Scales to your business needs – for now – and in the future*
- *Maintenance free IT reduces server admin by 90%*
- *Flexible data storage – on-premises or cloud*
- *Includes back up and disaster recovery*
- *Enhanced security that goes way beyond standard Firewall and Anti-Virus solutions*

Buying a new server for your business or site is a challenge. The requirement may be to enable business growth and development by purchasing a new server for a new office, or to cope with expansion, or to enable new, powerful applications. Or alternatively, it may be more fundamental, such as coping with the end of the useful life of a current server.

With the growth of cloud computing, IT professionals face new opportunities and challenges. The cloud offers increased flexibility and new cost models which can be highly attractive. However, full migration to the public cloud, with applications and data being hosted off site, is not the solution of choice in all cases. Considerations of security, data sovereignty, and performance may argue in favour of an on-site server. In addition many IT professionals want to move to the cloud, but on their terms, at their pace, and at a time of their choosing.

The solution is an on-site server that delivers all of the required local functionality, integrated and managed through the cloud, providing the control that an IT professionals needs, with the flexibility of cloud commercial models, and future ready for any foreseeable cloud or on-site expansion.

## The challenges of a server solution

Those businesses or sites that require a local server solution have historically faced a number of difficult challenges when it comes to optimizing their investment.

### Integration and Set Up

Buying a server is usually only part of the task facing an IT professional. Operating system, application and core IT software such as backup and recovery need to be loaded, integrated, tested and deployed with minimum disruption to the business.

### Management and Support

Having an on-site server implies local support and management, either provided internally or from a service provider. Wherever this support comes from, the cost of its delivery, and the pure effort it consumes, needs to be kept under tight control.

### Virtualization and Consolidation

Running multiple servers for multiple applications can be uneconomic and cumbersome. A fully virtualized platform can form the basis for consolidating several older servers and network devices into a single entity. In addition the task of selecting, installing, and integrating small business software such as identity management, security and file and print services can be a true challenge. The same challenge can also apply to back up and disaster recovery, which needs to be considered as a primary requirement across the full data lifecycle. A pre-staged server with core IT services, a local private cloud for your applications, pre-integrated with services like Microsoft Office 365 and Azure cloud storage, alleviates this problem.

## Opex or Capex

Buying a server consumes capital. The growth of cloud solutions has popularized subscription models, where a simple monthly fee is paid and up-front capital expenditure avoided.

## Obsolescence

The decision to purchase a new server is often driven by the obsolescence of an existing one. This can be driven by the solution reaching its official end of life or end of support as declared by the server provider, as was the case recently with Windows Server 2003. The last thing an IT professional wants is to be in the same position again in the near future. Another spur to the popularity of subscription based 'as a service' models is that obsolescence becomes a thing of the past, with the provider responsible for keeping the solution always up to date.

## Expansion

Dynamic businesses want the scalability and flexibility to grow without the need for expensive hardware replacement, and without having to stretch unsuitable software to its breaking point. Physical servers have capacity, storage and processing limits that must not be allowed to limit business growth.

## Future and Cloud Ready

Those implementing servers today need to ensure that they are not closing the door on using cloud services tomorrow, or whenever the time is right for the business. Servers must be "cloud ready" to ensure that this does not become an obstacle to future innovation.

Zynstra's Cloud Managed Server Appliance addresses all of these challenges. We deliver a state of the art on-site server comprising application hosting, security, storage, cloud integration, and private cloud and network functions, packaged to deliver the lowest possible deployment and management costs. It is built on the latest hyper converged, virtualization and hybrid IT technology to provide a platform for your current and foreseeable future IT needs.

## Zynstra Solution

Zynstra's Cloud Managed Server Appliances are tightly integrated compute, storage, networking and virtualization platforms deployed on-site. Pre-integrated with cloud services and managed remotely from the cloud, they provide an efficient, flexible and consistent Hybrid IT solution for small to medium businesses and sites.

The Zynstra solution delivers all of the familiar benefits of a local server, with the additional flexibility and commercial models associated with cloud solutions. Combined, these benefits deliver new levels of cost benefit and efficiency compared to the traditional server infrastructure. Hybrid IT is the approach now adopted by most large enterprises. With the Zynstra solution this capability is now available to organizations and sites of all sizes. We offer a range of cloud managed server appliances and deployment options to meet the needs of the smallest start up to multi-site enterprise.

With hybrid IT, you choose which data and applications you keep on your local server, and which you put in the cloud. This can give you the best of both worlds with the flexibility and cost effectiveness of the cloud and the control and data sovereignty of on-site IT.

Buying a new server is a great opportunity to move to hybrid IT, be ready for all the opportunities the cloud can offer, and do it on your terms.

Zynstra's Cloud Managed Server Appliances are pre-staged at manufacture with your configuration, making setup for your new server a simple process, just requiring physical installation and migration of users, data and local applications.

Zynstra delivers enterprise-grade IT for a predictable subscription price that is cost-effective for even the smallest organization or branch.

## Need New IT Functionality?

The Zynstra Cloud Managed Server Appliance is a powerful, packed solution that meets all your current and future needs

### Traditional Server

- On-site Server
- Application integration by you
- Cloud integration by you
- Managed, maintained and kept up to date by you
- New functionality - e.g. storage, new applications, security gateways and user security solutions need to be individually sourced, bought, integrated and maintained.
- Back-up, disaster recovery arranged by you
- Adds, moves and changes made by you
- Leased or bought
- Built in obsolescence
- Non-cloud solution



### Zynstra Cloud Managed Server Appliance

- On-site Server
- Saves up to 60% of your IT cost
- Pre-staged and integrated for ease of implementation
- Integrated with the cloud - Try the cloud on your terms
- Managed, maintained and kept up to date for you through the cloud
- New functionality - e.g. storage, new applications, security gateways and user security solutions are included, integrated and maintained
- Back-up, and disaster recovery included
- Adds, moves and changes made by you
- Simple monthly fee - scales with the business
- Never obsolete - maintained current hardware, O/S software updated as needed



## Key Features

Zynstra's Cloud Managed Server Appliances comprise a unique combination of hardware, software and services that offer a range of benefits unavailable from off-the-shelf servers.

### Trusted Software and Hardware

Zynstra's appliances are based on a consistent software platform combined with carefully selected and validated HP ProLiant hardware.

### Keep Current IT

Zynstra's unique Keep Current service ensures the on-site IT remains consistent over the months and years after installation. A solution that scales with your organization. No more IT refresh, no upfront capital investment and we will replace hardware when it goes end of life.

### Virtualization Platform

Virtualized storage, security and on-premises private cloud compute resources for applications and network functions.

Appliances are available with a range of CPU, RAM and storage volumes. Each appliance uses Zynstra's unique virtualization platform to allocate resources depending on the role and workload of the appliance.

Convergence minimizes the physical footprint on the on-premises IT and provides a single platform for management of all IT and network services.

### Secure IT

Zynstra's appliances employ robust enterprise security features, with the added benefit of sophisticated Security Information and Event Management, intrusion detection and anti-virus processes.

### Rapid Installation

Pre-staged by Zynstra, and self-configuring once connected to the network, on-site IT can be up-and-running in minutes, not hours.

If ever required, software and data can be restored rapidly from local backup, cloud backup or centrally held gold-images. Entire new appliances can be rebuilt, minimizing the risk of downtime.

### Maintenance Free IT

Zynstra appliances are self-monitoring, running hundreds of tests per hour, and self-healing, able to reboot components if necessary.

Patch and feature updates are rolled-out using Zynstra's unique procedures that test, stage and then incrementally deploy to site.

### Business Continuity

Appliances are built with enterprise-grade HP ProLiant hardware and benefit from resilient disk arrays, backed by a care pack for next business day repair.

Cloud backup, disaster recovery and dual-server high-availability options are also available.

## Pay Per Month

The flexible pay-per-month OPEX model eliminates large, and potentially prohibitive CAPEX expenditure and improves total cost of ownership.

## Cloud Management Platform

Zynstra's Cloud Management Platform provides a comprehensive management solution. The results of two hundred automatic tests, on every appliance, every few minutes are collated and presented to administrators via a web-based interface providing a service monitoring dashboard with the ability to drill in to the test results and status of individual IT services.

## About Zynstra

Zynstra is a software company, formed by experienced technology and business entrepreneurs. We have a track record in creating enterprise grade software, and delivering it into successful operation inside some of the most complex and rigorous IT organizations in the world. Our experience has shown us how to delight our customers – with a single-minded focus on how software can help them grow and save them money. We are proud to have been awarded Most Innovative SMB Cloud Solution at the 2014 UK Cloud Awards.

**UK** Bath Innovation Centre, Broad Quay, Bath BA1 1U  
**+44 (0) 333 355 7055**

**USA Office** 4500 140th Avenue N, Suite 101, Clearwater FL 33762  
**+1 (844) 996 7872**

