



**netstar**  
IT SUPPORT



**Simple, Powerful Cloud Computing Solutions that Work**

**Reliable, Fast, Easy**

**020 7101 0544**

**[www.netstar.co.uk](http://www.netstar.co.uk)**

## What is Cloud Computing?

Cloud computing is the practice of using remote servers, which you connect to via an internet connection, in order to manage and process your data, rather than doing this locally on your computer or device.

In simpler terms, if you are using cloud computing, you will not need to store any files or install any programs on your machine – these will be housed in the data centre. You can connect to the data centre and access your files or use your programs using any device.

## What are the benefits of doing it this way?

- Your data, programs and emails are accessible from anywhere, with any device, as long as you're connected to the internet.
- You will no longer need servers in house. Instead of paying out the high capital costs for this equipment, and then taking care of the maintenance as well, you pay a predictable monthly amount.
- The processing power that you draw is completely scalable. You can draw on the massive power of the data centre when you need to, and shrink back down to smaller processing requirements the rest of the time. This is much more energy efficient than running your own servers and under-utilising them the majority of the time.

### **Aren't there security concerns with my data being handled by a third party?**

Data centres live and die by their reputations, therefore they prioritise security above anything else. Our data centre is no exception with a full electronic access control system passed on proximity cards with photo, PIN keypads, biometric scanners, CCTV monitoring, intruder detection system, and 24x7 security monitoring. You can also rest assured that the power and backup power systems, fire protection, connectivity, and environmental quality are of the highest possible standard.

## **Won't connecting to all of my files, and carrying out all of the processing remotely, be really slow?**

Some of our clients who have utilised cloud computing solutions before, have complained that they are slow, or constantly freezing. Our cloud solution utilises an Adapt Tier 3 data centre in the heart of London. This data centre has direct connectivity to the world's largest IP backbone – giving you the best performing and lowest latency bandwidth. The hardware in this data centre is also top of the range and kept in an ideal cool and clean environment, so it will be able to handle and process requests faster than your in house servers.

## **What if something does go wrong with the cloud hardware?**

If there are any problems with any of the data centre's hardware, your cloud solution will automatically failover to a backup system. You will not notice that anything has changed, but we will begin working immediately to restore the primary system.

## **I've heard of something called Software as a Service (or SaaS). What is that?**

Software as a service refers to users logging in to a remote hub to access their software, which runs in the data centre, not on your machine. This has several advantages. Less strain is placed on your machines, increasing their speed and lifespan. The data centre hardware can easily run many processes at once, so your software will always be fast. Also, instead of purchasing software, you effectively rent it instead for a monthly fee. This makes costs much more manageable, especially for small and start-up businesses.

## **What happens when I need more processing power than we have agreed on?**

A cloud solution means you can instantly scale up or down your computing power according to your needs. With in-house solutions, you would need to invest in a costly new server if you needed greater capacity. With a cloud solution you only pay for what you use, your hardware can instantly and rapidly scale up when required, and you avoid large up front and maintenance costs associated with owning your own equipment.

## Reduce your environmental impact

Due to the fact that your data and applications are remotely hosted, many possibilities are opened up for your business. You could employ fully remote members of staff. This is an attractive option for jobseekers as expensive commuting is eliminated, and they are able to more effectively balance their work and personal lives. The reduction in commuting reduces CO2 emissions too.

Data Centres can also be efficient by constantly allocating and re-allocating hardware resources as needed. For example, during peak times, you can draw on more of the data centre's power. Outside of business hours, you may only need a small amount of processing power, but businesses in other time zones can still utilise the hardware. Compare this to businesses running their own servers around the clock, perhaps only using 20% of their power most of the time.

Space in your office will also be saved if you use a cloud computing solution. There will be no need to house your own servers, so you can clear them away, and the power hungry air conditioning units, and use your server room for something else!

## Slow Cloud Performance a thing of the past for St Brides Media and Finance!

St Brides Media and Finance decided to leave their old Cloud Computing provider, when the slowness of the service was affecting productivity. They were still convinced that with the right IT support partner, they could reap all of the benefits that Cloud solutions have to offer.

*"Thanks to Netstar we are experiencing all the benefits of a cloud infrastructure and have seen a dramatic improvement in staff productivity and customer satisfaction. Netstar's robust, responsive and flexible approach frees us up to focus on our key priority of meeting and exceeding our client's needs."*

**Hugo De Salis, CEO,**

**St Brides Media & Finance**

