

# Tap Into Infrastructure That Adapts to Your Business Without Draining Your Budget



## Delivering Cloud Computing to the Enterprise

Business success depends on the availability of your IT infrastructure and applications. Without a healthy and secure IT environment, end users become dissatisfied, marketing agility decreases, data may be compromised, and processes break down—and there goes your competitive advantage, strategic plan and a potential revenue stream. Is your IT infrastructure prepared for tomorrow's challenges?

Building out your infrastructure to meet potential increases in demand is no longer cost effective. However, not being able to deliver when it counts can harm your customer relationships and impact your bottom line. You need flexible, secure, on-demand platforms that enable you to do more with existing resources and tap into computing capacity when your business needs it.

Verizon Computing as a Service (CaaS) is one way to become more flexible, achieve greater efficiencies and control costs all with security in mind. We leverage our heritage as a complex hosting provider, our software as a service experience, and years of helping businesses secure data to deliver a fully secure, enterprise-ready, cloud computing service. Our on-demand platform helps maintain availability of critical systems and offers a way to transition from a capital expense model to an operating expense-oriented model, more closely matching resources consumed to actual business demand.

### Meet the Ebb and Flow of Your Business Demands

You no longer need to buy an extra server or two just in case—fearful of potential seasonal or unplanned utilization peaks. Verizon Computing as a Service delivers a highly resilient on-demand computing infrastructure that enables you to employ computing resources in the quantities and duration as dictated by your business. Embedding CaaS into our global IP backbone creates a cloud infrastructure that delivers our future generation application and performance management solutions.

Become more flexible, achieve greater efficiencies and control costs all with security in mind with Computing as a Service.

### Built-in Intelligence Enabling Quick Deployment of Servers

Every CaaS server is, by definition, a highly available server resource. At the heart of the CaaS platform is the Advanced Workflow and Automated Resource Engine (the "Core"). The Core is the Verizon Business-designed proprietary management application that provides the intelligence to manage end-user requests in an automated fashion. The Core also enables a server to be re-deployed quickly in the event of a problem. When server redeployment is initiated, the server image, including all appropriate configuration details, is moved to a new CaaS server resource. The only downtime a customer experiences is the time required to reboot the server. As a result, CaaS provides access to highly available server resources without the cost of maintaining redundant, often passive servers typical of more traditional highly available environments.

## A Heritage of IT Innovation

We have a rich heritage in IT innovation and creativity—it's who we are. We've never been afraid to test the boundaries of technology as we've created and delivered new products or services.

**One example:** To help make IT work smarter, we were one of the first to remotely manage applications in 1999, providing around-the-clock infrastructure and application management services for large-scale ecommerce websites.

There have been many more milestones over the past 20 years, including:

- First commercial service connected to the Internet (1989)
- One of the first commercial application-layer firewall service for IP networks (1992)
- One of the first Managed Hosting Service providers (1993)
- First ISP to enter the web hosting market offering customers space on our servers (1994)
- First managed enterprise content delivery service for enterprise-wide applications, including streaming video and distance learning (2003)

### Want to know more?

Visit us at [verizon.com/businesspower](http://verizon.com/businesspower).



## Control at Your Fingertips

Control both your virtual and physical resources and capacity through our Computing as a Service Customer Portal. This portal interface enables users to:

- Self-provision server, network and storage resources
- Gain visibility into infrastructure capacity and performance
- Open or view service requests
- View detailed reporting on resources deployed
- Obtain usage information

## Move Your Business Forward

We understand the challenges your business faces today. We can help you transform your hosting presence, helping you better manage your costs and make your business more competitive without sacrificing security or performance. Verizon Computing as a Service delivers an adaptable and resilient infrastructure upon which to build your online applications and processes. Leveraging the Verizon Private IP network (our Layer 3 MPLS VPN), enterprises can employ the CaaS environment for more than web applications; they can securely deploy back office applications as well.

Verizon Computing as a Service offers you:

- On-demand provisioning of both physical and virtual resources
- Comprehensive security measures from the physical security of our data center, security of customer portal access, and logical security of individual environment including a virtual firewall and load balancer
- User-friendly management portal for self-provisioning, decommissioning and transparent visibility into environment
- Utility-based pricing and reporting based on daily usage
- Value-added options with application management, professional services and managed security solutions

Verizon's Computing as a Service delivers a flexible, cost effective and standardized cloud infrastructure that can be rapidly deployed to effectively manage client resources. Let us help you make smart technology decisions that move your business forward.

## Why Verizon Business?

As a leader in managed solutions for global enterprises and governments alike, Verizon Business is well-positioned to meet all of your IT, communication and collaboration needs. Many of the world's largest organizations rely on us to provide a variety of IT services, from basic colocation to full management of their critical business applications. From our secure data centers and network, to the hardware and software we manage, we offer redundancy and security for every aspect of our IT suite of services. We provide delivery around the globe with our network and facilities footprint along with more than fifteen years of experience delivering complex hosting and shared services to our customers.

\* Verizon's Computing as a Service will be available in the United States and Europe in June 2009 and in the Asia-Pacific region in August 2009. Contact your Verizon Business account manager for details.

[verizon.com/businesspower](http://verizon.com/businesspower)

© 2009 Verizon. All Rights Reserved. SBI3625 6/09 BSG  
The Verizon and Verizon Business names and logos and all other names, logos, and slogans identifying Verizon's products and services are trademarks and service marks or registered trademarks and service marks of Verizon Trademark Services LLC or its affiliates in the United States and/or other countries. All other trademarks and service marks are the property of their respective owners.

## About Verizon Business

Verizon Business, a unit of Verizon Communications (NYSE: VZ), is a global leader in communications and IT solutions. We combine professional expertise with the world's most connected IP network to deliver award-winning communications, IT, information security and network solutions. We securely connect today's extended enterprises of widespread and mobile customers, partners, suppliers and employees—enabling them to increase productivity and efficiency and help preserve the environment. Many of the world's largest businesses and governments—including 96 percent of the Fortune 1000 and thousands of government agencies and educational institutions—rely on our professional and managed services and network technologies to accelerate their business. Find out more at [www.verizon.com/businesspower](http://www.verizon.com/businesspower).

As of June 1, 2009, the Verizon CaaS environment has had its security controls, policies, and procedures examined, measured, and validated against a stringent set of Cybertrust Essential Practices.



**Verizon  
Cybertrust  
Security**

**CERTIFIED  
ENTERPRISE**

**verizon**business