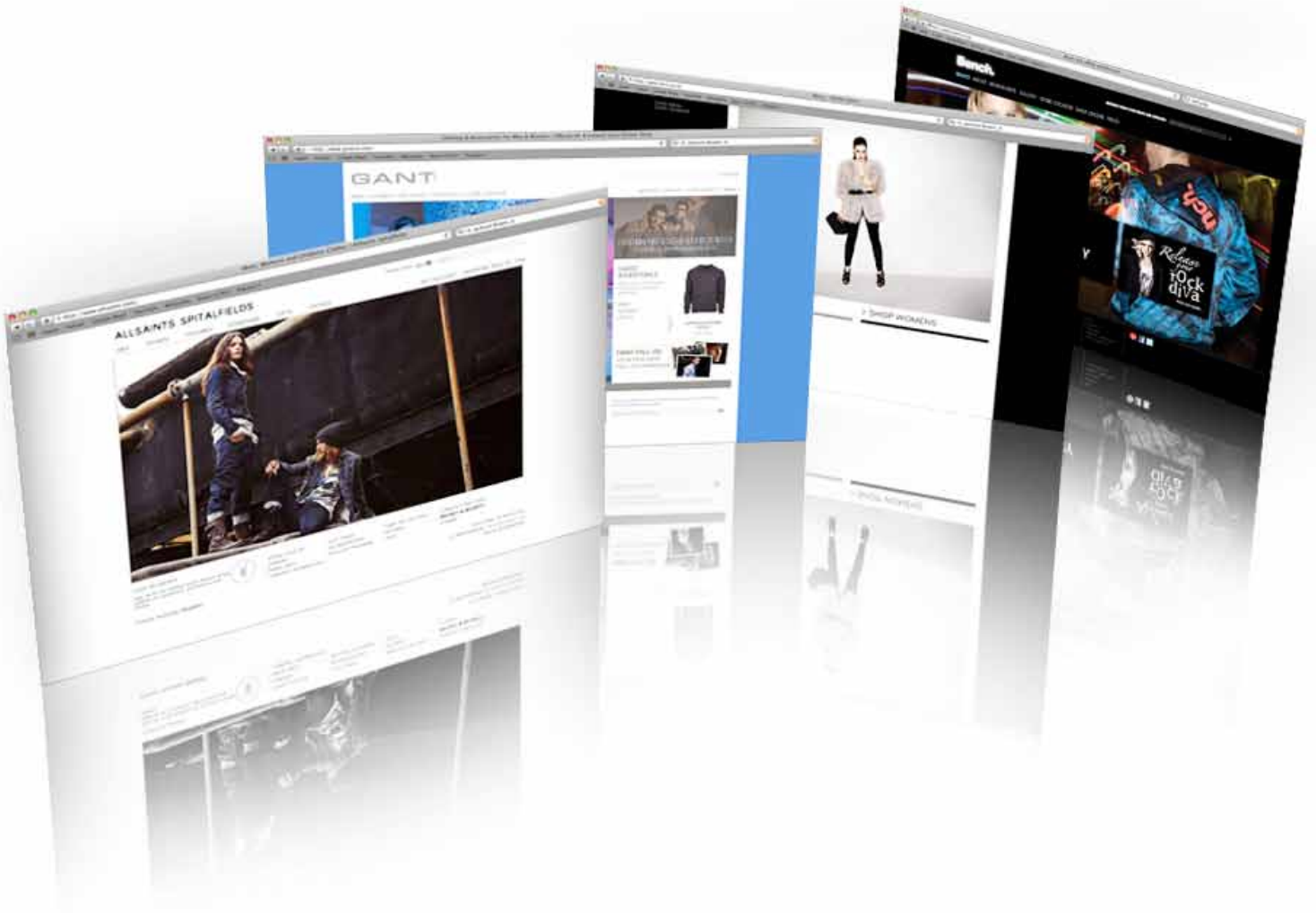




Website hosting and infrastructure



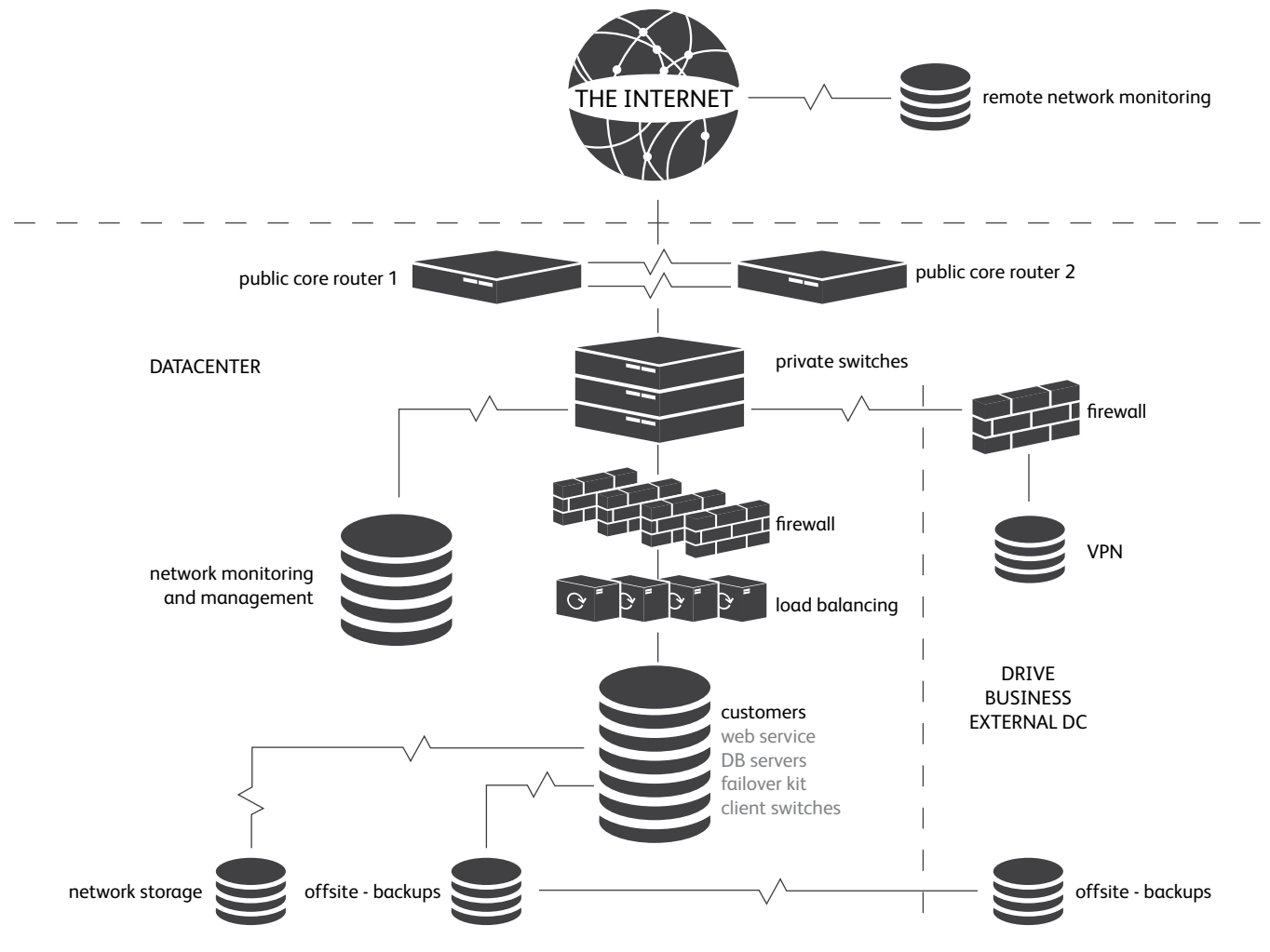
The platform to deliver online sales to global retailers

# Website hosting and infrastructure

How and where you host your website has a fundamental impact on profit. To maximise revenue, manage traffic volumes and drive repeat business, internet retailers need to ensure that their website is operational 24/7. This can best be achieved with forecasting, round-the-clock support, reliably maintained, fully backed-up servers, housed in a cool, secure, dust-free facility with engineers available at a few minutes' notice.

Managing more than 125 data centres in 45 countries, our facilities management company is expert at maximising uptime and, with ten years' ecommerce experience, we are seasoned website analysts, (monitoring and interpreting traffic/usage/volume etc). Your data is protected with CCTV, manned security, card-swipe access, industrial-strength UPS and air conditioning with environmental controls. Redundant networks, failover systems, top quality bandwidth, and BGP4 routing ensure that your site makes lightning-speed transactions.

## How it works



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## Website hosting and infrastructure

### How do we differ?

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Our packages are tailored to specific client needs with different Service Level Agreements drawn up to suit individual businesses. Extensive network monitoring allows us to be in real-time contact with all our data centres; this allows us to instantly monitor and access all our hosting environments, enabling us to ensure that your website is operating a maximum capacity 24/7 by proactively reducing resolution times and pre-empting challenges. We also provide our clients with both primary and secondary telephone numbers for our engineers so that they are never without an on-duty point of contact.

#### **Our Data Centres**

drivebusiness operate within two distinct data centres, each constructed to exacting standards, delivering the very best hosting environments possible with world class power, security, environmental controls and connectivity. Our hosting infrastructure is capable of hosting even the largest of websites 24 X 7 / 365 days a year. Redundancy is critical within any hosting environment as is the quality of the network components which form the infrastructure. We use only highest quality components, cables and devices from reputable manufacturers such as Checkpoints, Dell and Cisco.

#### **Security**

We operate multiple tiers of security including motion sensing video monitoring of the data centre both externally and internally, swipe card entry, communication device removal upon entry, restricted access and locked rack cabinets in all our data centres. Entry is by prior arrangement only and our security staff ensure that entry is granted to only authorised people. Our Network Operation Centre is staffed continuously and provides round the clock monitoring and troubleshooting of network services and environmental control systems such as HVAC and power.

#### **Our Data centre Environment**

Environmental controls within our data centres keep our devices cool and dust free; our racks incorporate a clean flow of air from the base of each cabinet, filtering through each machine, maintaining the longevity and performance of our crucial server infrastructure. Double doors, located between rooms and air pumps, ensure external air contaminants never reach the data-center floor. Dust is sucked out of these interim door spaces prior to an individual being allowed to progress to the next location.

#### **Clean Power Supply and multiple power redundancy**

Our data centres operate several tiers of power failover. Each data centre gets its power from commercial quality underground cabling.

UPS Systems – The power systems will continue to run, even in the unlikely event of a complete power outage. Firstly, UPS systems will maintain the flow of power to the devices, maintaining the web sites presence, while the diesel generators will automatically start providing an unlimited power supply until power systems are restored. The data facilities have two physical connections to the ring main, meaning that even if core lines are severed, a second route to the grid continues to exist.

Power systems and generator systems are regularly tested to ensure that they will function properly in the event of a power system failure

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## Website hosting and infrastructure

We never overload a rack with power. Ammeters fitted on each cabinet monitor voltage, allowing us to build crucial headroom into our power supplies for peak hours and increased website activity, (failure to do this is the primary cause of power outages in other data centres).

### Bandwidth

Our bandwidth is sourced from many Tier 1 providers, including TINET, PSINet and Tiscali. This allows us to pull bandwidth from many sources, meaning that there is no single point of failure. This means that we can provide lightning fast connectivity via LINKS, Europe's busiest internet exchange, ensuring that our customer data integrates with other major backbones in as little as 6 milliseconds.

Our routing is a state-of-the-art BGP4 (Border Gateway Protocol) architecture. BGP4 routing ensures that a single DNS failure upstream does not cause an outage as BGP4 simply fails over to an available DNS server. BGP4 negotiates the highest quality and quickest route for an internet packet to take, meaning internet sites are as fast and reliable as possible.

Our relationships with bandwidth providers allow us to offer committed allocations to each of our customers.

This enables websites to use large quantities of bandwidth, unhindered by other devices within the data centre. We understand that unexpected spikes in traffic can occur and always have enough capacity to cope with the highest demands from our clients.

We offer an extended option for any client to surge to a massive 1Gbs if required, giving our clients the confidence to deploy massive email campaigns, TV advertising or Social marketing initiatives.



### Backup and recovery

Our infrastructure team have built an extensive backup system ensuring that all sites, content and configuration data are backed up at regular intervals to our industrial class backup devices.

Backups are monitored closely via and email, our monitoring system notifies all members of the infrastructure team should a backup not complete successfully, resulting in an unparalleled recovery record in our field.

In addition to this service we offer client hosted backup solutions allowing clients to have backups routed to any external location for business continuity.

### Equipment

drivebusiness have partnered closely with the highest quality hardware and software manufacturers. We never install equipment without extensive warranty cover and a rapid manufacturer response time. We patch devices on a constant basis, ensuring that the latest security and performance patches are applied as soon as they become commercially available.

# Hosting Packages

## Six standard hosting packages



We know how our customers' websites are performing every second of the day. Our round-the-clock monitoring tools watch over the entire network. They alert us the moment something is not performing as it should.

For added peace of mind, you have the primary and secondary phone numbers of our 24-hour technical team. If something doesn't look right to you, you can call them any time, day or night.

We will put together a hosting package that provides the level of support you need to achieve your business objectives. There's no ambiguity because we detail what's expected of us in a service level agreement.

To simplify the process, we've put together a series of standard hosting packages. Most clients find that one of these packages gives them exactly what they want

1. Shared environment
2. Single dedicated server
3. Dual dedicated servers
4. Triple dedicated servers
5. Dual dedicated servers and single dedicated failover device
6. Triple dedicated servers with identical failover infrastructure

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## Hosting Package 1

### Shared environment - non eCommerce

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Robust hosting for smaller sites with fewer than 2,500 unique visits a day. You enjoy the same network as our more comprehensive packages, but you share your server with a maximum of 15 other websites..

The hardware we use is industry standard and contain multiple redundancy features including:

- Redundant power supplies with two physical power connections.
- Multiple Network Interfaces allowing the box to be connected to our network via dual connections.
- Multiple Disks in RAID configuration meaning that a single disk failure will not cause an outage.

Package suitability:

**Expected traffic:** 2500 unique visits per day.

**Dedicated bandwidth:** n/a redundancy: limited to in-box features

**Backups:** included nightly backups to our data centre nas devices.

**Software installed:** Linux / Apache / PHP

**Support contract:** 9AM - 5:30PM / Mon - Fri



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## Hosting Package 2

### Single dedicated server

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A fast 4Bbps of dedicated bandwidth for e-commerce sites that involve a database and expect fewer than 10,000 unique visitors a day.

The hardware we use is industry standard and contain multiple redundancy features including:

- Redundant power supplies with two physical power connections.
- Multiple Network Interfaces allowing the box to be connected to our network via dual connections.
- Multiple Disks in RAID configuration meaning that a single disk failure will not cause an outage.
- Backup 'on site' and 'off site' for fast recovery.

Package suitability:

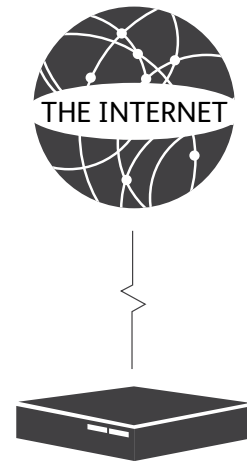
**Expected traffic:** 2500 – 10,000 unique visits per day.

**Dedicated bandwidth:** 4mbps or tailored to your demand

**Backups:** limited to in-box features

**Bandwidth:** included nightly backups of database and file system

**Software installed:** Linux / Apache / PHP



**web & database server**

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## Hosting Package 3

### Dual dedicated servers

For eCommerce sites taking up to 30,000 unique visits in a day. 10Mbps of dedicated bandwidth for two servers: one to maintain your website, the other for your database.

The hardware we use is industry standard and contain multiple redundancy features including:

- Redundant power supplies with two physical power connections to each box.
- Multiple Network Interfaces allowing the box to be connected to our network via dual connections, boxes are also connected to each other for box to box backups.
- Multiple Disks in RAID configuration meaning that a single disk failure will not cause an outage.
- Backup ‘on site’ and ‘off site’ for fast recovery plus the added benefit of having each of the two servers back each other up nightly.

Package suitability:

**Expected traffic:** 10,000 – 30,000 unique visits per day.

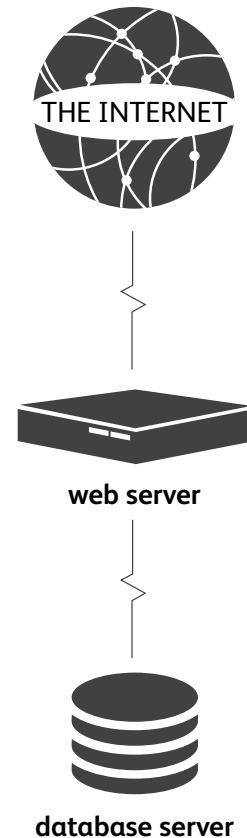
**Dedicated bandwidth:** 10mbps or tailored to your demand

**Redundancy:** limited to in-box features with the ability to run entire site from one server should a complete outage occur.

**Backups:** included nightly backups of database and file system

**Software installed:** Linux / Apache / PHP

**Support contract:** 24/7 / 365



## Hosting Package 4

### Triple dedicated servers

Companies that experience sudden surges in traffic (following a TV ad, for example) can cope with fluctuations by employing two web servers, a separate database server, and 20Mbps of bandwidth. Suitable for traffic levels from 10,000 to 50,000 unique visitors a day.

The hardware we use is industry standard and contain multiple redundancy features including:

- Redundant power supplies with two physical power connections to each box.
- Multiple Network Interfaces allowing the box to be connected to our network via dual connections, boxes are also connected to each other for box to box backups.
- Multiple Disks in RAID configuration meaning that a single disk failure will not cause an outage.
- Backup 'on site' and 'off site' for fast recovery plus the added benefit of having each of the two servers back each other up nightly.

Package suitability:

**Expected traffic:** 10,000 – 50,000 unique visits per day.

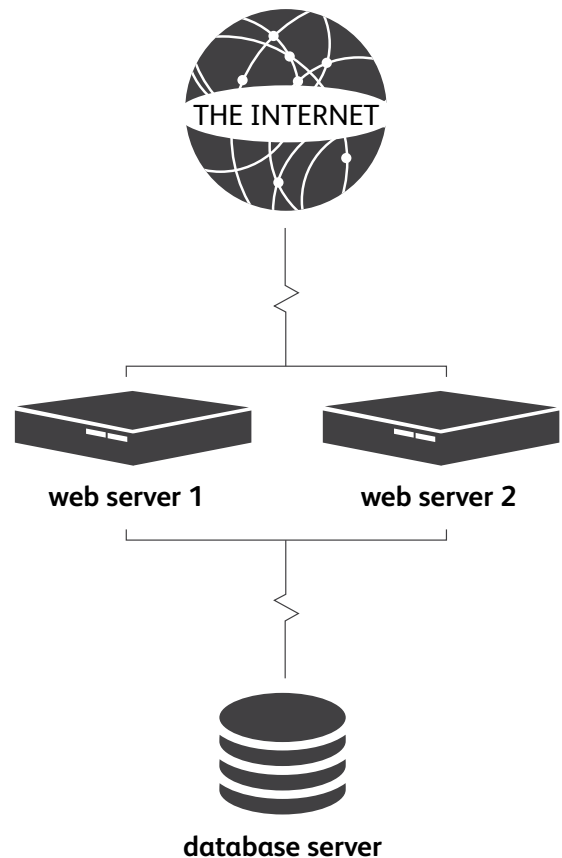
**Dedicated bandwidth:** 20mbps or tailored to your demand

**Redundancy:** limited to in-box features with the ability to run entire site from one server should a complete outage occur.

**Backups:** included nightly backups of database and file system

**Software installed:** Linux / Apache / PHP

**Support contract:** 24/7 / 365



## Hosting Package 5

### Dual dedicated servers and single dedicated failover device

When operational levels are important, you can overcome power outages by switching operations from your web server to a redundant failover device. Regular updates keep the two devices in sync. Suitable for traffic levels from 10,000 to 30,000 unique visitors a day.

This scalable hosting solution allows for the following site outages:

- Web server goes offline – the redundant box takes on web serving duties and continues to use the database server.
- Database server goes offline – the redundant box takes on database duties and the live web server continues to operate as normal.
- Both Web Server and Database Server go offline – the redundant box takes on the duties of both defunct devices for a period of time.

The hardware we use is industry standard and contain multiple redundancy features including:

- Redundant power supplies with two physical power connections to each box.
- Multiple Network Interfaces allowing the box to be connected to our network via dual connections, boxes are also connected to each other for box to box backups.
- Multiple Disks in RAID configuration meaning that a single disk failure will not cause an outage.
- Backup ‘on site’ and ‘off site’ for fast recovery plus the added benefit of having each of the two servers back each other up nightly.

Package suitability:

**Expected traffic:** 10,000 – 30,000 unique visits per day.

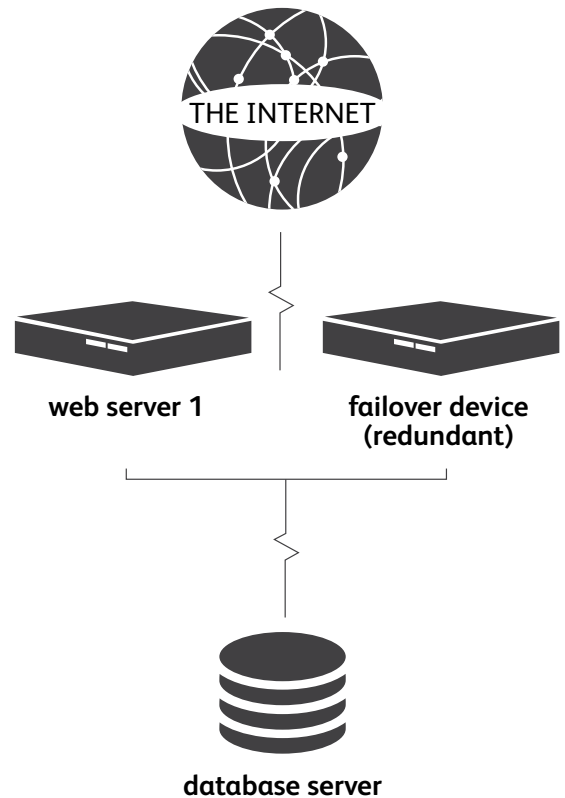
**Dedicated bandwidth:** 10mbps or tailored to your demand

**Redundancy:** limited to in-box features with the ability to run entire site from one server should a complete outage occur.

**Backups:** included nightly backups of database and filesystem and live synchs to the redundant box for a ‘live backup’

**Software installed:** Linux / Apache / PHP

**Support contract:** 24/7 / 365



## Hosting Package 6

### Triple dedicated servers with identical failover infrastructure

When website operation becomes mission-critical, you can prepare for the worst-case scenario by running two sets of triple dedicated servers (10,000 to 50,000 unique daily visits) in parallel. The redundant half of the system kicks in automatically at peak volumes and in the event of failure in the operational half.

The infrastructure provides dedicated switches and NAS backup. The secondary failover set-up allows a live backup to be switched on with little notice and in addition the secondary set up can be used during peak periods for increased capacity if necessary.

- Web server goes offline – the redundant box takes on web serving duties and continues to use the database server.
- Database server goes offline – the redundant box takes on database duties and the live web server continues to operate as normal.
- Both Web Server and Database Server go offline – the redundant box takes on the duties of both defunct devices for a period of time.
- Entire non replicated architecture goes offline, redundant architecture takes on responsibility for serving the website in its entirety.



## Hosting Package 6

The hardware we use is industry standard and contain multiple redundancy features including:

- Redundant power supplies with two physical power connections to each box.
- Multiple Network Interfaces allowing the box to be connected to our network via dual connections, boxes are also connected to each other for box to box backups.
- Multiple Disks in RAID configuration meaning that a single disk failure will not cause an outage.
- Backup 'on site' and 'off site' for fast recovery plus the added benefit of having each of the two servers back each other up nightly and an additional Dedicated NAS Device.

Package suitability:

**Expected traffic:** 10,000 – 30,000 unique visits per day.

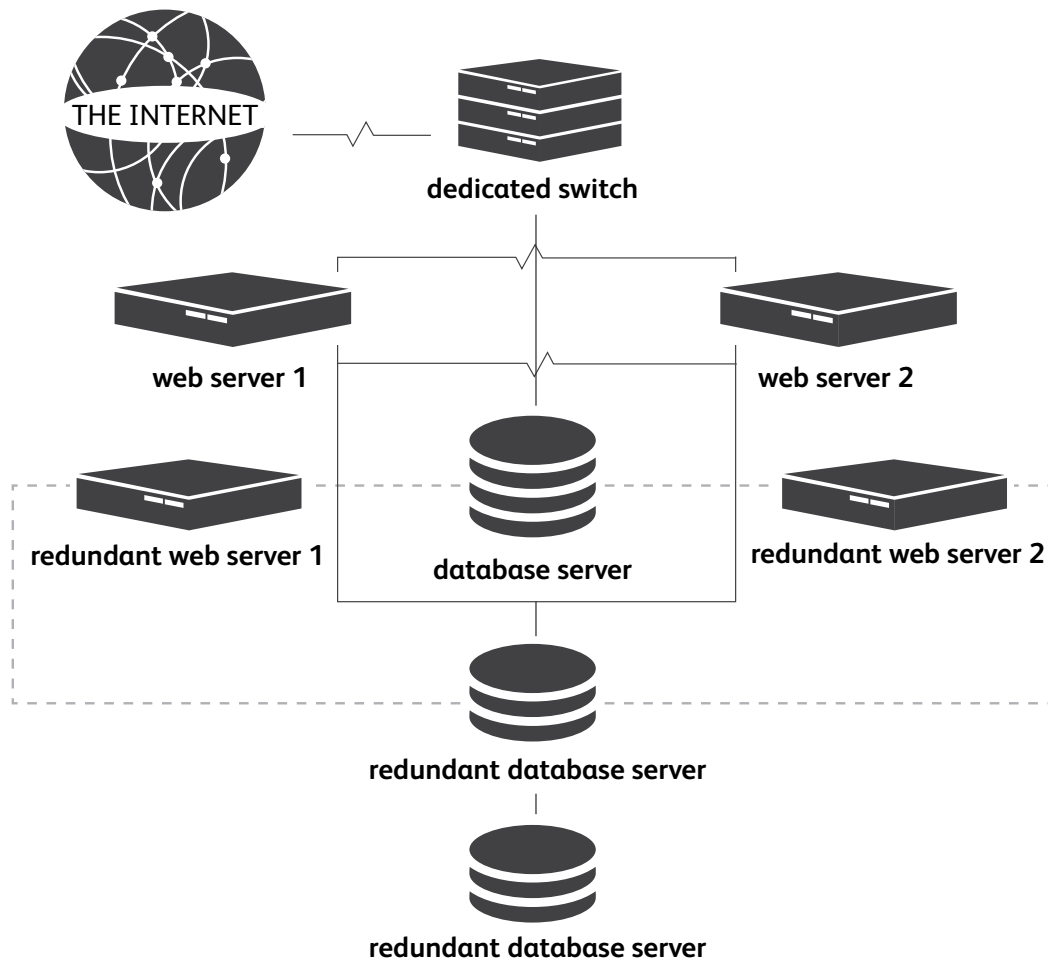
**Dedicated bandwidth:** 20mbps or tailored to your demand

**Redundancy:** limited to in-box features with the ability to run entire site from one server should a complete outage occur.

**Backups:** included nightly backups of database and file system and live synchs to the redundant box for a 'live backup'.

**Software installed:** Linux / Apache / PHP

**Support contract:** 24/7 / 365



## Hosting Package 7

### Bespoke dedicated infrastructure

drivebusiness offer a bespoke solution to those clients with more specific needs, our hosting team have extensive experience in capacity planning, systems migration and hardware procurement. We have unlimited capacity to deliver hosting solutions unlimited by traffic levels or integration necessities. In addition we offer geographically disperse hosting solutions allowing organisations in remote corners of the globe with limited connectivity to offer web site users in those locations with the fastest and most reliable service available.

In addition we are able to externalise businesses internal network systems giving greater business continuity and peace of mind in the knowledge that your business data is in a location specifically built for security, speed of data access and redundancy.



Package suitability:

**Expected traffic:** unlimited.

**Dedicated bandwidth:** unlimited

**Redundancy:** unlimited

**Backups:** unlimited

**Disk space:** unlimited

**DNS:** unlimited

**Software installed:** bespoke

**Support contract:** 24/7 / 365

Associated costs

**Hardware cost:** £poa

**Setup fee:** £poa

**Monthly hosting charge:** £poa p/mth

**Cost per additional Mbps:** £60.00 p/mth

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together we can...