

Managed Hosting Services

What Does 'Managed Hosting Services' Mean?

Managed Hosting Services is an advanced form of web hosting where a company transfers the day-to-day management responsibility of their IT environment to a managed services provider. The goal of this transfer of responsibility is to achieve improved operational efficiencies and cost benefits. In most cases, managed hosting providers:

- Own the data centers, servers and other devices, and take responsibility for deploying, maintaining and monitoring them.
- Offer varying levels of support in terms of advanced monitoring, load balancing, managed security, data storage, backup, etc.

Business Situations That Warrant Using Managed Hosting Services

Most companies are not experts in designing, building and running their own in-house IT infrastructure, although their IT environment is indeed critical to the success of their business. Turning this function over to a managed services firm enables those companies to focus on what they do best, while tapping into the expertise and capabilities of the third-party experts. A few common scenarios where outsourcing IT makes good business sense include if the company:

- Doesn't want the expense of building and maintaining an IT infrastructure
- Wants its IT staff to focus on the core business, rather than changing backup tapes or patching servers
- Handles a high volume of credit card transactions or sensitive customer data
- Needs high reliability to deliver / share mission-critical information across highly dispersed sites
- Is tasked with achieving required regulatory and industry security standards for their IT environment, but doesn't have the required staff expertise or time to do so
- Is concerned with scalable infrastructure capacity to handle huge traffic spikes in website traffic
- Wants the assurance of data security and business continuance in the unlikely event of a network service disruption or natural disaster
- Needs the capacity and scalability to launch new offerings on web portals

Business Benefits of Using Managed Hosting Services

Here is a sampling of how managed services help enterprises achieve success:

- Increases the company's bottom line
 - No need for big capital expenditures on data center infrastructure by offloading the many hardware and software expenses
 - Predictable monthly costs
 - Enables funds to be allocated to other areas of the business
- Maximizes staff resources
 - Frees up staff time to focus on the core business; improves productivity
 - Can leverage the expertise of a pool of IT experts, without investing in hiring and training an internal staff
- Minimizes risk
 - Minimizes worry about system downtime and the monumental costs associated with data loss
 - Enables speed to market with new products / services, without delays associated with building a suitable infrastructure, hiring staff and more
 - Offloads majority of technical responsibilities associated with industry and regulatory security compliance



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GSI: Specializing in Complexity & Customization

What Does GSI Do?

GSI is a leading managed services provider, specializing in the design and management of complex, customized hosting environments. GSI has been in business for well over a decade, engineering and overseeing secure, highly available system environments for clients of a wide range of sizes and types. Not only does GSI provide the infrastructure – all the necessary servers, devices, hardware and software, etc. -- but also the *management* of that infrastructure, as well. In other words, if a client houses its infrastructure with GSI, we can step in and provide full monitoring of the systems, as well as the many complex responsibilities that go hand in hand with a critical system environment.

Who is a Typical GSI Client?

There is no typical client, because each GSI client has unique requirements and business challenges. There are a few commonalities, however. Generally speaking, companies come to us because they need a rock solid infrastructure for their critical data, and the full-service management of that infrastructure. They recognize just how important it is to their business success to have their systems running at optimum performance, all the time, but they don't necessarily have the internal bandwidth or expertise to handle the monumental tasks associated with watching over those systems. Security compliance hurdles are another common reason behind a company's decision to work with GSI. The company needs their systems to pass muster with various regulatory and/or industry security standards, but does not know where to begin in terms of the long and daunting list of criteria they have to address.

Here are a few actual examples of how GSI helps clients overcome common – and not so common – challenges:

- Mid-sized company wanting continuous power and connectivity for their own devices
- Customized dedicated hosting client wanting to have dedicated servers housed and managed at GSI's facility
- Software developer needing a dedicated hosting provider to offer their software as a service
- Financial institution wanting to outsource their system management and refocus internal resources
- Retail operator needing to achieve and maintain PCI DSS compliance
- Payment processor needing a disaster recovery solution to address online business continuity
- Mid-sized company wanting the scalability and performance of a virtualization solution

Why Do Clients Choose GSI?

The number one reason why clients choose GSI is because we have *all the critical components* that make up a comprehensive, targeted solution to deliver big results for their company. Features like the following, when combined, make up a powerful solution with enormous value:

Solid infrastructure.

GSI's infrastructure can support clients' vital IT systems, business applications and mission-critical data with the highest levels of security, redundancy, reliability, scalability and technology.

Flexible solutions.

GSI accommodates each client's specific requirements by providing the best-suited configuration – whether it is colocation, dedicated hosting, VMware virtualization, GSI Anywhere, or a combination of the aforementioned.

Dedicated support.

Every client is assigned their own team of experts to focus strictly on the client's environment. These team members have earned the name 'ServerHeroes' – based on frequent praise from clients about how GSI consistently comes to their aid, helping them overcome critical situations. This team is made up of network

and system engineers and technical and support individuals, who continually work to fine tune their expertise by taking advantage of an impressive array of professional development courses offered through our own Hosting University, as well as numerous external certification opportunities.

Security validation expertise.

GSI has achieved PCI DSS compliance for us and our clients longer than any other service provider. Clients leverage GSI's depth of security expertise to quickly and efficiently achieve data security compliance for their physical or virtualized environments.

Expert management.

GSI enables clients to choose the level of management they would like from GSI – from basic level management support to full-blown, comprehensive oversight of their system environments.



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