



# PREMIUM COMES STANDARD

## The Concerto Cloud Difference

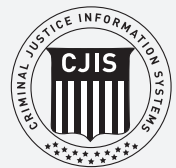
### About Concerto

Concerto Cloud Services is a fully managed cloud provider for mission-critical applications. Concerto makes IT easy by offering seamless integrations, complete infrastructure management and flexible deployments across virtual private, public and hybrid clouds. The Concerto team helps organizations use the cloud to reduce IT challenges and drive business growth through an application-centric approach and best-in-class technologies developed by Microsoft, Cisco, AWS and other leading providers. Advanced compliance and regulatory certifications, rigorous security protocols and a 99.99 percent guaranteed uptime are part of Concerto's "Premium Comes Standard" offering and have earned the company recognition as a top global cloud service provider.

### Compare Concerto's offering with other typical cloud offerings:

Concerto Cloud Services	Other Providers
<ul style="list-style-type: none"> <li>▪ <b>The "Four Nines" Uptime (99.99%+) –</b> Our standard service level agreement (SLA) offers a non-differentiated uptime, meaning that the guarantee is all inclusive. If any layer (application layer, platform layer, web access) of our service is down, you will automatically be notified and receive money back – no request-form necessary.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Other cloud service providers typically offer "three nines" (99.9%) and may also offer a differentiated uptime agreement – meaning that if one layer of the service is available, another is not covered. (Example – the full client is down but the web client is not). You may also have to complete paperwork for downtime reimbursement.</li> </ul>

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Concerto Cloud Services	Other Providers
<ul style="list-style-type: none"> <li>▪ <b>Compliance Solutions</b> – Data security and compliance is more than a few settings. It is a formal methodology that applies the right physical, technical and administrative processes to properly ensure confidentiality, integrity and availability (CIA) of mission-critical applications. Concerto can meet your regulatory compliance needs including SOC1, SOC 2, SOX, HIPAA, FIPS 140-20, PCI, CJIS, ITAR and Safe Harbor.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Some cloud providers claim to be compliant when what they really mean is the physical data center they reside in is compliant. They may offer all the components to build a compliant solution, but it's up to you to know how to assemble these building blocks.</li> </ul>
<ul style="list-style-type: none"> <li>▪ <b>Concerto Cloud Partner Program</b> – Concerto offers partnering options to fit any business model including Referral, Private Label or "Powered By" programs. Our partner program features a strong partner ecosystem and a robust set of enablement tools that help drive profitability and tangible financial gains.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Other partner programs tend to feature benefits that offer minimal value and show little investment, ultimately benefiting the provider, versus the partner.</li> </ul>
<ul style="list-style-type: none"> <li>▪ <b>Business Continuity and Disaster Prevention</b> – Our offering goes beyond basic disaster recovery. We provide multiple site redundancy as a standard configuration and automatic failover to an alternate data center should a disaster strike. Our standard Recovery Time Operative (RTO) of 8 hours and Recovery Point Operative (RPO) of 4 hours can be upgraded to provide even more aggressive protection – as low as 15 minutes.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Many other providers consider full redundancy and automatic failover an add-on service. In addition, you will need to contract specific Recovery Time Operative and Recovery Point Operative times.</li> </ul>
<ul style="list-style-type: none"> <li>▪ <b>Predictable, flat monthly billing amounts</b> – Your Concerto cloud is built to flex up as computing demands increase, without overage or additional charges.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Many cloud providers charge overage when the internet traffic traveling from one layer to another exceeds the planned limit or increase charges for peak usage.</li> </ul>
<ul style="list-style-type: none"> <li>▪ <b>Single-Tenant Pods for virtual private cloud</b> – Our single tenant pods and single-instance protocols provide a highly-secure environment, with high performance and capabilities for specific customizations/configurations and security postures.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Other providers promote shared or multi-tenant platforms as a secure and cost-effective solution for all solutions. However, no shared platform can achieve the layer-by-layer security or customization that a single-tenant private environment can.</li> </ul>
<ul style="list-style-type: none"> <li>▪ <b>True Hybrid Cloud</b> – Our private cloud offers the ability to create high speed, low latency private connections between public cloud platforms and infrastructure that resides on premise or in a co-location facility.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Many cloud providers promote hybrid cloud but haven't yet made it production ready. Concerto was one of the first to market with a true hybrid cloud.</li> </ul>
<ul style="list-style-type: none"> <li>▪ <b>Support and Incident Response</b> – Concerto provides unlimited technical resolution for operating system, SQL Server or Cloud Platform with 24/7 support, as well as integration of support plans with your current application support provider/partner. With a current sub-minute time-to-answer track record, no one supports your cloud environment like Concerto.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Many cloud providers don't provide unlimited support, and most don't collaborate with application partners as seamlessly as Concerto.</li> </ul>
<ul style="list-style-type: none"> <li>▪ <b>Phone and Online Support</b> – Our team is available 24x7 through our toll-free support line. In addition, our customer portal, powered by ServiceNow, is the online gateway to submit requests, report incidents and get status updates and compliance documentation all in one central place.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Depending on the provider, some do not offer round the clock phone support or online access to requests, reporting or compliance documentation.</li> </ul>
<ul style="list-style-type: none"> <li>▪ <b>Best in Class Technology Platform</b> – We made the decision up-front to ensure that we created a best of breed technology platform. Cisco, Microsoft and NetApp come together in the Concerto Cloud to offering to provide all customers the best technology platform on the market.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Many providers have taken a different approach to building out a cloud platform, leveraging a variety of other platforms. We strongly believe in the security, reliability and scale of the Concerto platform, inclusive of being the first hybrid cloud powered by Cisco Cloud Architecture for the Microsoft Cloud Platform.</li> </ul>