

Vodafone Private Cloud

Reduce your infrastructure costs and be more flexible, secure and in control, with our dedicated IT platform

Vodafone
Power to you





What challenges does your organisation face?

To be a successful, ready business, your organisation needs an IT infrastructure with the performance to keep you competitive and the flexibility to adapt to your changing needs.

Running your own IT environment may seem the best way to achieve this. You feel you're in control, and you know where your data is. But it ties up your finances and your IT people, and if you need to expand or replace your infrastructure, there's extra expense and disruption.

You may have already considered cloud solutions, and dismissed them as being insecure, possibly unreliable and not providing as much control as you'd like. Vodafone Private Cloud is different.

Welcome to Vodafone Private Cloud

Vodafone Private Cloud provides you with an IT platform that's more cost-effective than your own infrastructure, yet increases your business agility. It's scalable, reliable and provides highly secure capabilities for your critical business applications.

Not all your business apps need this level of security, resilience and performance – and that's where you benefit from our Private Cloud's flexibility. It gives you the ability to move lower level apps such as trialing new business software to public cloud services, putting you in control with an easy to use self-service portal.

Combined with the public cloud, plus our comprehensive and reliable storage and backup options, Vodafone Private Cloud can help you react quickly to rapidly changing markets. This Hybrid cloud solution is exceptionally cost-effective, lowers your total cost of ownership (TCO) and helps make you even more competitive.

With Vodafone Private Cloud, your costs become more predictable and controllable. You no longer need to expand your own infrastructure in line with predicted demand, which tends to result in expensive overcapacity. Private Cloud flexes to match your needs, so you only pay for what you use. And it gives you the option of an unmanaged or fully managed service, to match your requirements and your budget.

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80% of Cloud adopters consider themselves well positioned for the future compared with 56% of non-adopters.

Source: Vodafone, Cloud & Hosting Readiness Research Report, January 2015

How Vodafone Private Cloud works for you

Vodafone Private Cloud hosts your applications on a dedicated platform in our state-of-the-art data centres, accessed via our high-speed international network. It uses software defined networking (SDN) and virtualisation, with standardised architecture and components that are repeatable, easy to customise and quick to deploy.

This means you benefit from an infrastructure that's exceptionally flexible, and accommodates your changes via the self-service portal, within minutes. You still have the security you need, but now you can operate more cost-effectively and your business is more agile. Vodafone Private Cloud helps ensure your business is always ready to respond, with the right resources in the right place at the right time.

25% of businesses have already embraced some form of hybrid services.

Source: Vodafone research into Hybrid Cloud, 2013



With Vodafone Private Cloud, you benefit from:

A dedicated IT platform for your internal and customer facing applications. Private Cloud is easily scalable, so it will always meet your needs without the complexity and expense of expanding your own infrastructure. Using virtualisation extensively makes it highly cost-effective, and as you also benefit from our economies of scale, supplier negotiating power and effective pricing, adopting Private Cloud will reduce your total cost of IT ownership.

Private Cloud also helps you increase your revenue. As we take care of managing the platform, your IT team is free to focus on your core business, instead of being tied up with maintaining and fire fighting on your own infrastructure.

A highly secure IT environment. Vodafone Private Cloud is hosted in our high security data centres, and as your platform is exclusive to you, only your employees and customers can access it.

Security is part of our DNA; in the UK we are part of the Government's Critical National Infrastructure, and we maintain the highest standards of protection wherever we provide our services. Options include DDoS, firewalls and email protection.

A self-service portal, which operates across compute, network and storage resources to give you comprehensive control from a single sign-in. You have the flexibility to make configuration and capacity changes in minutes, which previously might have taken days.

The self-service portal lets you create, manage, upgrade and remove VMs, and manage storage and backup, network changes and load balancing. You can also request non-automated services. Application Programmable Interfaces (APIs) show you the entire service catalogue for Private Cloud and Primary Storage, letting you choose offsite, superfast or tape storage options.

The portal can match your organisational structure, so that employees in different business units and roles are given appropriate access rights and permissions. The self-service feature also logs and tracks changes, so it's easier to trace any problems or repeat successful actions.

An enterprise-ready solution. We have extensive experience of hosting business critical applications, with infrastructure and service support you can depend on. Private Cloud is delivered from our best-of-breed architecture using industry leading vendor technology, so it's tried, tested and trusted.

Easy accessibility. Private Cloud can be connected to our range of secure, high-speed fixed and mobile network services, giving your people fast and dependable access to your business critical applications and data.

A future proof platform. Private Cloud is built with the latest infrastructure, which we continually update, and as it's scalable it will always be able to accommodate your needs. By combining Private Cloud with our secure networking, public cloud and storage solutions, you'll benefit from a market leading IT service that makes you even more agile and competitive.

Fully managed or unmanaged options. Fully managed includes monitoring, backup, operating patching or anti-virus updates. It takes the pressure off your IT people and lets them focus on revenue-generating tasks. Unmanaged is a basic infrastructure, with optional backups. Its ideal for uses such as development and testing.

Key features and benefits

Feature	What it means for you
We provide the infrastructure, with high levels of virtualisation, economies of scale and competitive pricing.	Reduce your IT TCO and keep operating costs low.
Provided on a dedicated platform protected by extensive security and delivered via our secure network.	Your data is safe yet accessible to those who need it.
Industry-leading technology, combined with our high performance, high bandwidth network.	Helps you be more agile and competitive.
Self-service portal with single log-in per user.	Make key changes in minutes – easily.
Management hierarchies ensure you control who can access the service catalogue, and at what level.	Only more senior technical staff can make major changes.
Change log captures any service changes made.	Keep track of changes to trace faults or repeat successful changes easily.
Uses best of breed, industry-leading technology.	Tried, tested and reliable.
Available fully managed, including 24/7 monitoring or unmanaged as base infrastructure only (with optional backups).	Managed version frees your IT people to focus on their core activities. Base infrastructure version lets you use your own anti-virus software, etc.
Built with the latest infrastructure and designed to grow with your needs. Option to integrate our other Cloud & Hosting services.	A future-proof solution, with the opportunity to move to benefit from even greater agility to increase your efficiency, responsiveness and cost-effectiveness.
Our Professional Services team will design the best Private Cloud solution for you, help you build a business case, then manage your migration.	Maintain business continuity with a safe and seamless transition.
Software defined networking.	Enables the network to adapt to the needs of the business applications running in the cloud.

One in four Western European business prefer to source cloud services from a network service provider.

Source: IDC, Western European Enterprise Communications Survey, 2014

Where does your business go from here?

The answer is, anywhere you want it to. Choosing Vodafone Private Cloud is the first step on our Hybrid Cloud roadmap, which brings together the best of managed private cloud and public cloud services.

As you adopt Hybrid Cloud, you'll be able to respond quickly and cost-effectively to your organisation's changing demands, by using the infrastructure environments that deliver the best and most appropriate levels of price, performance, security and compliance for all your various application and data needs. Hybrid Cloud also safeguards your business continuity, by enabling automatic disaster recovery of all your virtual infrastructure environments onto a second site.

The automation and self-service portal features that are part of Private Cloud will play an even greater role in Hybrid Cloud. You'll keep full visibility and control of what you use and how you use it. And by choosing core services supplied by Vodafone,

you can be confident you're getting the best of performance, reliability and price.

Full support from Professional Services

However you decide to deploy Private Cloud and our other cloud solutions, you'll benefit from the full support of our Professional Services.

For example, we'll audit what you currently have, help you build a solid business case for moving to our cloud services, design exactly the platform you need and ensure the safe, seamless migration of your applications and data. Our support eases the burden significantly on your own IT people, and eliminates one of the major obstacles to moving to a more effective platform.

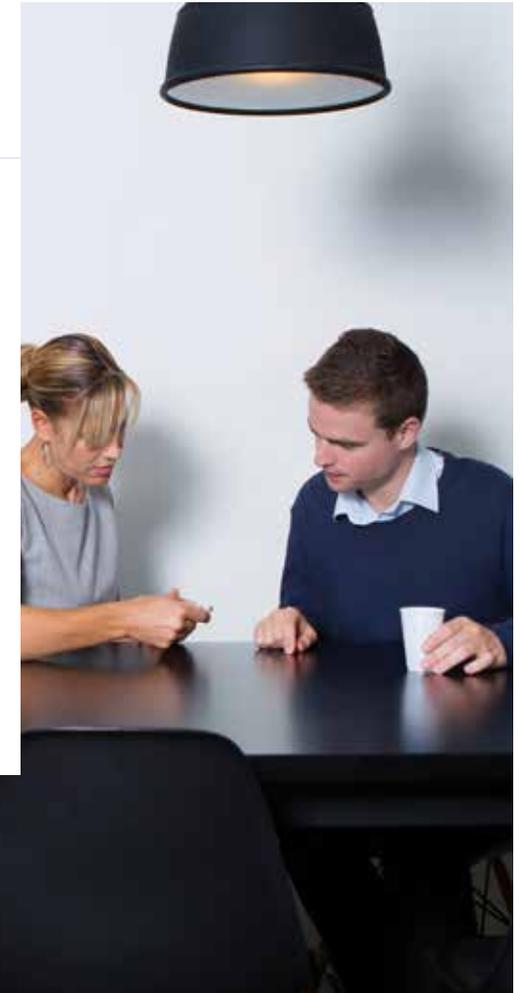
60% of CIOs believe that technology skills shortages prevent their organisation keeping up with the pace of change.

Source: Harvey Nash: the 2014 CIO Survey.



For **PruHealth**, we defined the roadmap to migrate their test and development platforms to a private cloud environment for production, specifically to meet their strategic demands. This included a resilient, highly available reference architecture, deployed across two data centres and built in months.

With our fully managed IaaS capabilities, PruHealth can take advantage of a robust private cloud environment combined with a resilient, high performing and secure next-generation network, both assured with stringent Service Level Agreements (SLAs). As we will look after the IT infrastructure, PruHealth can properly focus on its core business.



Why Vodafone?

Vodafone uniquely owns the building blocks of future IT services – mobile, fixed and cloud. We are the only supplier to provide all these elements from a single source, making it easier to create your future-proof IT platform.

Choose our award-winning Cloud and Hosting services and you'll benefit from highly secure SLAs, supported by a dedicated service team of more than 300 experts. They spend over 4,000 hours training each year to ensure you benefit from the latest technology, delivered reliably. We serve 3.5 million on-net users, with over 41,000 servers in 840,000 sq ft of data centre space.

However ambitious your business goals, we have the scale to help you realise them, with 1 million km of fibre network worldwide, extensive in-country networks in 15 markets and links to 60 countries through partner agreements. Whether it's in transit or at rest, your data is safe with us; our network and data centres are highly secure, and we have over 800 people across Vodafone focused on security.

As your business evolves, Vodafone will be ready with the technology to maintain your competitive advantage. We invest £38m per working day in next generation capabilities, over £300m each year in R&D and by 2016, we'll have committed £19bn to enhancing and developing our market-leading services. Vodafone Private Cloud and the self service portal provide a path to a fully hybrid cloud for maximum customer flexibility.

By 2017, 69% of global data centre traffic will come from cloud services and applications.

Source: Cisco Global Cloud Index.

Next steps

For more information about how our Private Cloud can reduce your IT estate TCO and provide you with a more agile, future-proof, secure and reliable infrastructure, please visit our website cloud.vodafone.com or call us on **0800 096 5838 (UK)** or email us at hostingenquiries@vodafone.com

