

NaviSite Changes the Cloud Computing Landscape by Offering Cloud-based Managed Services

A Neovise Customer Advisory Report

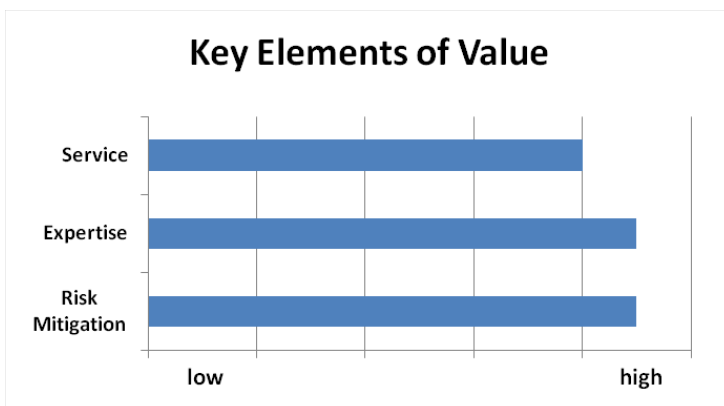
Event Summary

On April 19, 2010, NaviSite, Inc. announced the availability of cloud-based managed infrastructure, applications and messaging services. NaviSite’s cloud-based services are offered with guaranteed infrastructure and application SLAs, predictable usage-based pricing and are delivered on the enterprise-class, highly available, scalable and secure application-focused NaviCloud platform. With more than 300 business applications experts on staff that understand the complexities of managing and running business applications, NaviSite becomes a trusted partner and transparent extension to enterprise IT organizations, mitigating their risk as they move both their infrastructure and applications to a cloud environment.

Target Customers

Initially available in North America to enterprise customers who need customized cloud-based services including infrastructure, applications and messaging services, and to independent software vendors (ISV) with demanding software as a service (SaaS) performance objectives.

Value Proposition



- **Service:** Custom managed services for cloud-based infrastructure, applications and messaging.
- **Expertise:** In depth knowledge and full lifecycle management across broad range of business applications.
- **Risk Mitigation:** Advice, guidance and assistance in moving to a secure, cloud-based infrastructure.

Impact Assessment

	<u>Customers</u>	<u>Company</u>
IT Impact:	● ● ● ● ○	● ● ● ● ○
Business Impact:	● ● ● ● ○	● ● ● ● ○

- Prospective infrastructure as a service (IaaS) customers have another solid cloud alternative in NaviCloud.
- IT organizations now have the option of integrated managed services in the cloud.
- Business organizations will have confidence that their applications are moving to the cloud quickly, safely and securely.

- These new services collectively represent an application-focused approach to cloud computing.
- Short term, managed services from NaviSite means access to more customers who need helping moving applications to the cloud.
- Longer term, the company is building a solid customer base for NaviCloud.

Plus and Minus

Plus: NaviSite has taken a differentiated approach to cloud computing by offering high-value, high-touch managed services in conjunction with NaviCloud.

Plus: To further strengthen its customized services approach, the company maintains deep expertise across a broad range of key enterprise applications and messaging services.

Plus: NaviCloud takes multi-pronged security approach to protect against threats including abuse, insecure interface, malicious insiders, account hijacking and others.

Minus: NaviSite capabilities are quite strong around services and applications. However, not all IT organizations require this level of assistance.

Customer Advisory

- Those considering cloud-based IaaS typically ask which applications should move to the cloud, how they should be moved, and how they should be managed once moved. NaviSite has changed the competitive landscape by not just providing an enterprise focused IaaS offering, but by also providing services that address these questions.
- Organizations taking a do-it-yourself approach to cloud computing can certainly benefit from NaviCloud. However those with complex applications, demanding service level requirements and other specialized needs will benefit most.
- If your organization has so far made slow progress toward the use of cloud computing due to questions, concerns or lack of expertise, NaviSite should be on your short list.

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