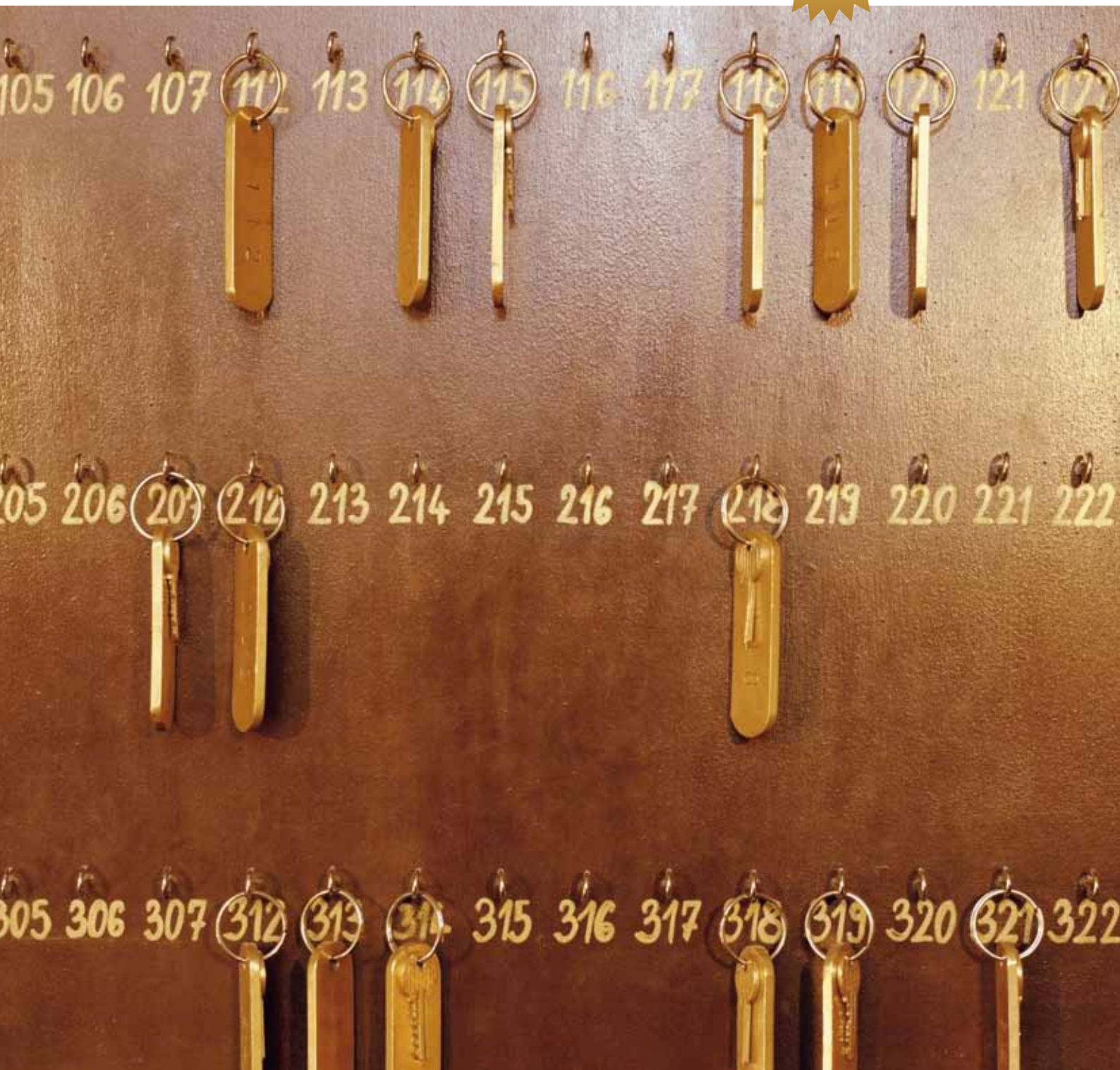


# SVA zHosting

A first class software development environment





## SVA zHOSTING – A FIRST CLASS SOFTWARE DEVELOPMENT ENVIRONMENT

With the new IBM certified offering on a system z server, SVA’s dedicated Hosting Service allows qualified members of IBM’s PartnerWorld/Independent Software Vendors (ISV) programme the ability to transfer their development environment onto SVA’s state-of-the-art computing centre.

### Increased Developer Demand

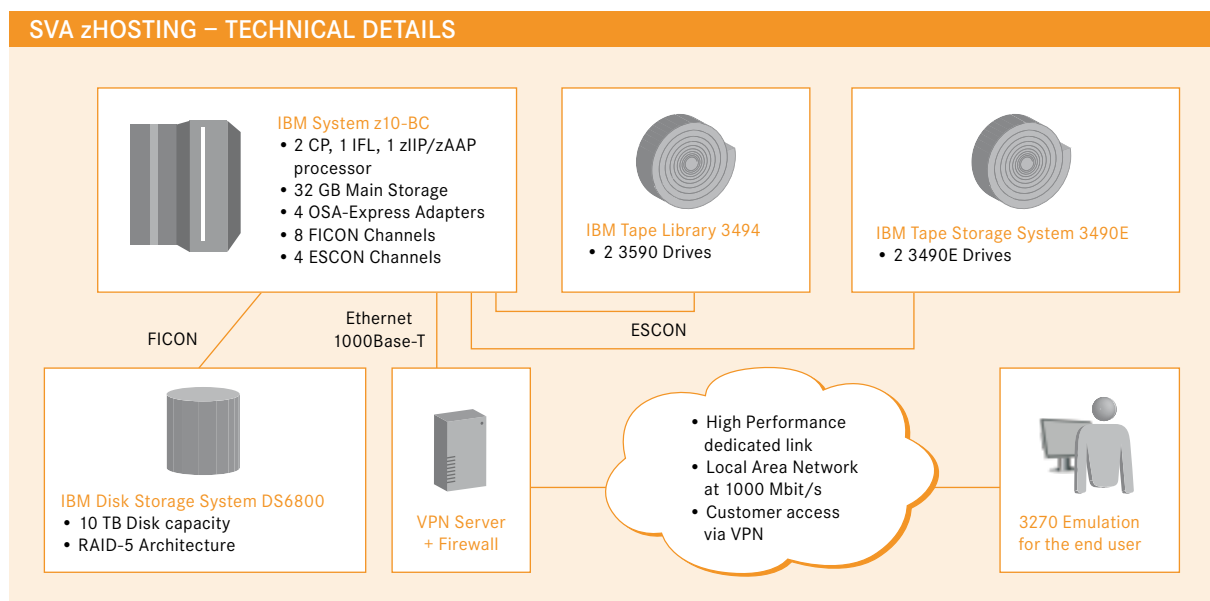
With the need for more capacity, availability and security to support their development environments, many IT enterprises have opted to outsource their resources. Despite global communications allowing for such resources to be thousands of miles away, some of these solutions often show up weak points, particularly in terms of human communications and support issues. Capacity, availability and timescales are often compromised, and as such, not totally suitable to the customers’ requirements. This results in reduced capabilities and flexibility.

What is missing is a “comfort factor” – a convenient environment accompanied by perfect service, akin to the service offered by a First Class Hotel.

### A First Class Working Environment

The high availability and reliability of the IBM system z is an ideal platform for members of IBM PartnerWorld/Independent Software Vendors (ISV) programme.

At the heart of SVA’s state-of-the-art computer facility lies an IBM zSeries system, offering up to 24/7 availability with capacities that can be tailored to individual customer requirements. The choice is the customer’s – just like at a hotel – a single room, luxury room or a suite! All adapted to the customer’s needs, whether transferring an existing development environment or creating a new one.



### SVA's zHosting Service

The service offered can be compared to that of a smooth running Five-Star Hotel, with SVA never being obtrusive, but always there in the background and available if need be. Highly qualified systems engineers combined with IBM's legendary technology with its proven reliability and high availability makes SVA's zHosting a great solution.

### World-wide service for all needs

Thanks to SVA's "Full Service" philosophy and work ethic, customers will have access to consultation and migration/installation planning for the best solution. SVA will transfer and administer the development environment for ISV members who will still qualify for the free AD/CD.

In the meantime, for customers with existing FLEX-ES systems, there will be special benefits.

### Better facilities for less money

A permanent top-class hotel suite is obviously going to be more expensive than one's own home. With SVA's zHosting, the opposite will be true.

This is due to the fact that the initial costs of purchasing the hardware (including peripherals) and the recurring maintenance costs will be high. With SVA's offering, overall costs can be significantly reduced and all operational aspects become cost efficient.

### OUR FIVE-STAR SERVICE

- ★ Comprehensive financial and technical consultation: we plan the most efficient individual solution together with our customers. We will work with the customer to determine the workload, migration and security of the system.
- ★ Installation of all systems according to your requirements and migration of your development environments: start working effectively and securely on an IBM zSeries system.
- ★ Administration of the system in conjunction with the customer and IBM's support. For your development environment, we offer the basic system (z/VM and RACF/VM security product).
- ★ For your development environment, we offer the basic system (z/VM and RACF/VM security product). ISV members can choose their own operating system, z/OS, z/VM, z/VSE and/or Linux for zSeries, under SVA's z/VM.
- ★ SVA's 'Full Operation Service' includes backup processing using tape and disk sub-systems.

## SVA: TECHNOLOGY INTEGRATION FOR THE DATA CENTRE

SVA GmbH is the largest IBM Premier Business Partner and one of the largest systems integrators of data centres in Europe. We employ over 170 professional staff at 10 locations with an International Office at Birmingham in the UK. SVA's business objective is to link the high quality professionalism of the respective ISVs with our experience, knowledge and our flexibility to ensure the most advantageous solution for customers. Our main aims are:

- High availability architectures
- High performance computing
- Data protection, integrity and Disaster Recovery
- Storage Area Networks
- Virtual solutions in the server and SAN environments.

For over 11 years, SVA has offered ISV members System/390 solutions as well as z emulation on Intel platforms using FLEX-ES. A team of highly experienced sales managers and systems engineers will be available to share their knowledge of both of these environments and assist customers plan their future needs.

With the growing interest in the Linux environment, SVA has a wealth of knowledge to assist PWD members address their customers' requirements.

In 2009, SVA expanded its Data Centre capabilities to offer Hosting capabilities to Commercial Customers as well as PWD members, who enjoy a high level of RAS. Our Data Centres offer full Disaster Recovery capabilities. We have shown that we can reduce the TCO of a company by employing our Hosting service, and customers are already benefitting from server consolidation. Please see our website for details of our Commercial Offering.

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