

SERENUS
Cloud Networking

NEXT GENERATION
CLOUD
NETWORKING

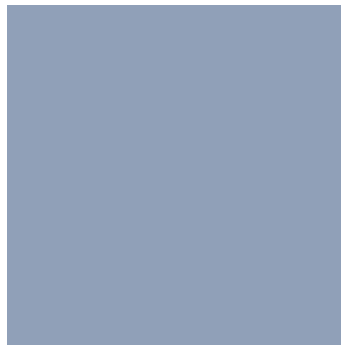
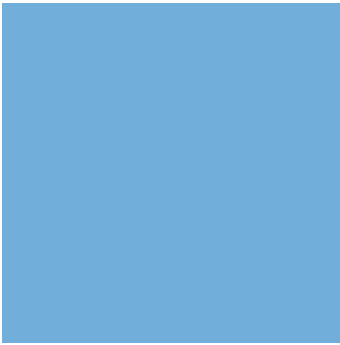
GLOBAL
ACCESS

ONE
SOURCE



SERENUS NETWORK SERVICES

global cloud network services for business
say goodbye to inflexible and expensive Carrier services



CLOUD COMPUTING

what's it all about?

There are many different definitions of Cloud Computing but they all boil down to the same thing: the ability to purchase IT services as and when you need them without having to own and operate the underlying technology.

Most of us already use Cloud services at home, such as Facebook, Dropbox and Skype. These services and others like them give us almost limitless computing power, accessible via our home PC or via mobile devices, wherever we happen to be.

In the business world Cloud Computing is redefining how CIO's and IT departments deliver IT services to end-users. Most progressive companies today are either providers or consumers of Cloud Computing services across a wide range of industries

and applications. Cloud computing is an irreversible trend reshaping the IT landscape.

There are four basic types of Cloud Computing services:

- + Platform as a Service (PaaS)
- + Software as a Service (SaaS)
- + Infrastructure as a Service (IaaS)
- + Network as a Service (NaaS)

As computing increasingly moves into the Cloud, greater reliance is being placed on the network. Physical separation of data sources, computing resources, and end user devices, is driving demand for more flexible connectivity options (Internet and private network) and that's what NaaS is all about.



NaaS explained

network
as a
service

The international telecommunications market has traditionally been dominated by big phone companies. These operators, who are concerned primarily with the consumer market, also offer data network services such as leased lines (IPLC), Carrier Ethernet, and MPLS links to business customers. In many respects the features and price-points of these services haven't changed in decades.

Just as disruptive technologies such as VoIP and Skype changed forever the International Direct Dial (IDD) voice market (where call rates were excessively high), NaaS is similarly redefining the international network services market - and that's great news for business customers.

traditional WAN services

Before NaaS, the excessive cost, complexity and risk involved in international telecommunications, was a major barrier to businesses wanting to expand internationally. The ability to contain operating budgets whilst responding quickly to market forces (whether that means opening a site, increasing capacity, or closing sites at short notice) is of paramount importance to multinational companies.

The traditional approach saw customers buy private network links and specialized hardware, which had to be integrated, constantly reconfigured, and monitored on a daily basis.

On the flipside, companies want to focus on their core business and don't want the overheads of owning and operating a private network – particularly in offshore locations where budgets are tight and local technical support resources are scarce.

NaaS

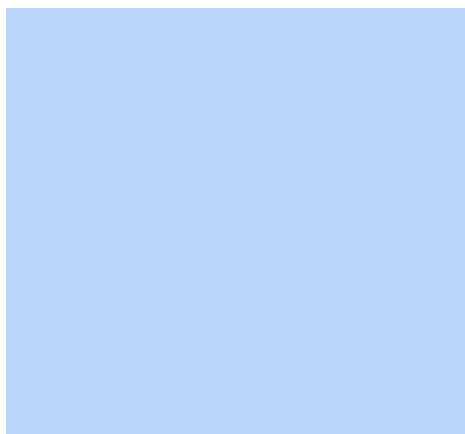
Enter Network as a Service, which, like other Cloud Infrastructure services, offers customers the benefits of a managed service without concerns about ownership or support of the underlying components. All the telecommunications technology - routers, firewalls, Internet access, international connectivity, management, etc. - it's all "in the Cloud". The customer simply gets the capacity and performance they require to support users and applications at their various sites, all covered by a single contract, invoice, and service guarantee.

Another significant advantage of Serenus' NaaS is scalability to suit a wide range of business applications. With the choice of both private-IP and public Internet Cloud platforms, the network can be tailored precisely to support the customer's application and end-user demands. Latency sensitive services such as voice, videoconferencing and client-server applications are also fully supported.



SCALABILITY

network solutions for all businesses



“Overlay VPN”

Overlay VPN is a secure managed Internet based VPN overlaying the customer's existing Internet services to interconnect all sites. IPSec and encryption technologies are used to ensure security and isolation from public Internet traffic.

This option is ideally suited for deploying “extranets” where the sites to be connected are not necessarily owned or controlled by the customer, however it is necessary to connect to corporate applications or databases via a secure access network.

Business uses include EFTPOS for retail franchises, and centralized ordering and dispatch for distributors with remote agent networks.

Overlay VPN also provides optional Cloud-based application acceleration to prioritize and expedite traffic flows over the Internet.

“Internet VPN”

Internet VPN is a secure managed Internet based VPN which includes all site access services. A broad range of access speeds and service types are available in 200 countries, including:

- + Broadband Internet
- + DSL Internet
- + Dedicated Ethernet
- + Wireless and 3G/4G

This option is ideally suited to customers wanting a single trusted source for all their global Internet and VPN services. Internet access can be partitioned to share between web and VPN access.

Business uses include the full range of enterprise business applications.

Internet VPN also provides an optional managed WiFi service, which includes all WiFi Access Points (WAP) and controllers.

“Private VPN”

Private VPN is a secure high-performance VPN deployed over a dedicated private IP/MPLS backbone. Like Internet VPN, Private VPN also includes all site access services.

This option is ideally suited to customers with mission-critical applications, which require guaranteed low latency and high throughput network performance. MPLS technology provides discrete classes of service (CoS) to support voice, video, and interactive data applications.

Business uses include high capacity connectivity between Datacentres, Head Office, and Regional hub sites.

Private VPN can also be used in conjunction with Overlay VPN and Internet VPN to form a hybrid network model to suit the different requirements of large and small sites.



we do the network and you do whatever it is you do



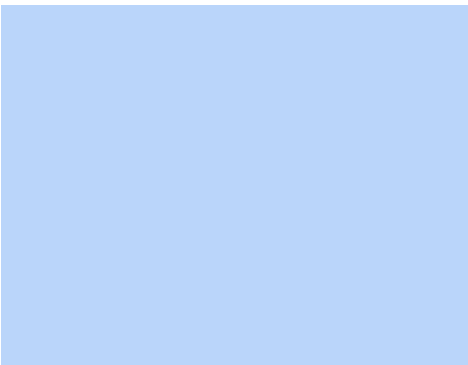
Twenty-four by seven network management.

Working in an international environment requires networks and IT systems be available 24x7 to support end-users across different timezones. Serenus' service includes around-the-clock proactive management over all sites connected to the network. Through its international partner network, Serenus provides toll-free access to a global Helpdesk, which has visibility over all service elements and escalation points with in-country providers, to ensure incidents are detected and resolved in the shortest possible time.



Security and performance monitoring.

Businesses today cannot risk exposing their data and systems to the increasing threats coming via the public Internet. However, it's becoming increasingly expensive to keep pace with the technology and the specialist staff needed to guard against such threats. With Serenus' Cloud-based security and performance monitoring, customers are not only protected by world-class security technologies and professionals, but also retain full visibility and control over their network at all times.



Single agreement and bill and currency.

Dealing with multiple vendors and Telco's can be a severe drain on resources for businesses operating internationally. At one level there's the overheads of multi-vendor management, maintenance and support agreements, and operational inconsistencies. Then there's the monthly grind of reconciling invoices and accounting for foreign currency movements. Serenus helps streamline all this by consolidating global network and Internet services under a single contract, invoice, currency, and service level guarantee.

Global service level guarantee.

Nobody wants or expects service outages but, in rare events such as natural disasters, you need to know that your provider has all possible safeguards in place and your service will be restored without delay. To back up our claims of world-class performance, we offer customers a global service level guarantee, which includes financial penalties for non-performance. Clear service-level benchmarks are set for all customer sites and performance can be monitored via a web-based reporting portal.



we do
the
network



Serenus Network Services

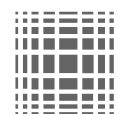
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