

Quest[®] STRATEGIC ADVISOR

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What Quest's Global Reach Means for You

No matter where in the world you do business, Quest's expanding network of Service Delivery Centers (SDCs) stands ready and able to help you with the same commitment to cost-effective delivery of information technology services you've come to expect.

odology Quest uses to acquire and provision its worldwide base of SDCs.

"Our capabilities may be global now, but our focus is still local — on each customer," says Tim.

"We discuss with a client what's best for their particular business," he explains. "And no matter which continent we're working on, we build into every facility what's needed to transform it into a Quest Service Delivery Center ready to deliver the functionality each customer requires."

Consistent customer experience
Across a neighborhood or across an ocean, customers can trust Quest to

QUEST'S GLOBAL REACH (Cont. on p. 2)



THE BOTTOM LINE

Quest's customer-centric business model has gone global, and its many and varied Cloud, Managed Services, and IT operations capabilities are now available anywhere, anytime.

Quest has been expanding the number of SDCs it operates around the nation and, increasingly, around the world. Now Quest SDCs reach into both Asia and Europe.

Of course, Quest's 24x7x365 SDCs have been provisioned with a flexible, scalable, leading-edge technology infrastructure and the professional experts needed to operate it.

And all SDCs are capable of providing Quest's many and varied Cloud, Managed Services, and IT operations capabilities — every one of which is designed to be customizable so it can meet each client's unique requirements.

Global reach, local focus

Quest's global SDC expansion is driven, says Quest CEO Tim Burke, "by the needs and requests of our customers and our vendor partners. We're not in the business of acquiring more data center space to fill simply for its own sake."

It's a distinction that makes all the difference for Quest's customers. Unlike so many other service and solution providers who try to force you into a pre-defined solution based on their data center capacity and the services they offer, Quest listens and responds to each customer on their own terms.

This commitment to long-term relationships is built on understanding and responding to each customer's strategy, goals, expectations, and constraints with flexible, custom IT solutions — and it's what defines the customer-centric meth-

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meet high standards of performance, availability, and security.

And each SDC provides the same level of quality, customizable Cloud services, Managed Services, and operations services that enable all the elements of each customer's IT to work together seamlessly and cost-efficiently.

"Our capabilities may be global now, but our focus is still local — on each customer."

As always, people are the key. At the heart of Quest's ability to create and sustain a consistent customer experience is its deep commitment to maintaining an ecosystem of experienced, responsive, dedicated teams of technical experts.

"It all comes down to people," Tim notes. "You can have a top-notch facility and all the right services, but it's not going to ensure your customers' IT operations run smoothly. That happens only if you have people you trust to provide the technical support and on-site expertise your clients' business success depends on."

"Investing in staff is as important to us as investing in leading-edge

FROM TIM BURKE...

Data Center Shopping: Dig Deeper

Data center discussions inevitably come around to the issue of standards. And while I agree that standards, like the recently released SSAE 16, are good to consider when you're data center shopping, you should never rely on a facility being "in compliance" as the exclusive determinate for your selection.

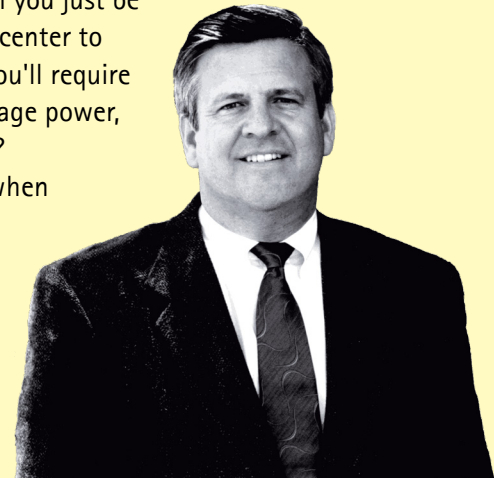
Standards should be the place where you begin your search. After you've checked off the boxes that ensure compliance with whatever standards your industry requires, dig a bit deeper.

For example, do you know how the power is delivered to the facility? Is it important not to be in a seismically active area or within range of a fault? What about a flood plain? And do you really need to pay that premium for a Tier 1 environment?

How much support will you need? Will you just be buying space or will you expect the data center to provide you with the skills and services you'll require to populate your cabinets as well as manage power, deliver support, and maintain equipment?

It can be a bit of a jungle out there when it comes to acquiring data center space — there's a lot to consider beyond standards. As always, my advice is to have chat with an experienced technology professional you trust.

CHECK OUT MORE OF TIM'S THINKING AT www.questsys.com/ceoCorner



technology," says Tim. "This investment in people defines Quest, and it's

key to our ability to extend our global reach on behalf of our customers."

Quest Service Delivery Centers: IT Capabilities When and Where You Need Them

Quest's global network of Service Delivery Centers offer an impressive range of capabilities and services, all of which can be customized by Quest's professionals so you can get exactly what you need. Every Quest Service Delivery Center houses ...

- A **Network Operations Center (NOC)** that delivers
 - > **Quest's Cloud Services**, including Infrastructure-as-a-Service, Desktop-as-a-Service, Data Protection/Security-as-a-Service, Disaster Recovery/Business Continuity-as-a-Service, Messaging and Collaboration-as-a-Service, Application Development/Test-as-a-Service,
 - > **Managed Services** provided to clients who have chosen to locate their IT assets there,
 - > **IT Operations Services**, including monitoring and management of networks, remote access, servers and applications, and security, plus other services that ensure proper integration and seamless functioning of clients' various IT assets and operations,
- **Business Resumption Center (BRC) facilities** that meet or exceed current disaster recovery and business continuity standards, so customers can continue operations there after a disruption, and
- **Colocation facilities** designed to provide 100% network uptime in secure, environmentally controlled conditions.

The Quest Cloud: Infrastructure-as-a-Service — at the Heart of Quest's Cloud

As Cloud computing displaces traditional, siloed IT and many service providers scramble to "cloudify," the search for a true Cloud provider becomes both a bit more complicated and much more essential.

Rather than cobble upgrades of a traditional architecture into something cloud-like, a true Cloud provider fields an infrastructure that's not only natively virtualized but also is designed to function as a unified fabric that supports LAN, SAN, and management networking in order to effectively support resource pools and application mobility.

Quest's state-of-the-art Cloud infrastructure

Quest's true Cloud infrastructure has been built this way with state-of-the-art products from leading IT vendors. The result delivers the exceptional synergies of a simplified, unified Cloud architecture that's highly available while ensuring unsurpassed end-to-end security and isolation in virtualized environments.

Monitoring, provisioning, and management have been simplified, thanks to functionality embedded in the infrastructure's network fabric. A single, redundant, uniform pool of resources can be configured on demand, and every aspect of the servers and their I/O connectivity is automatic, so they're put to use in minutes instead of hours or days.

Infrastructure-as-a-Service — customized by Quest

Quest's Infrastructure-as-a-Service combines the greater agility, lower cost, and minimized risk inherent in this true Cloud infrastructure with flexible service delivery customized to each customer's particular needs and delivered via Quest's global network of Service Delivery Centers.

Whether you need shared or dedicated hosting or you prefer a private, public, or hybrid Cloud environment, Quest delivers the operational IT efficiency your business needs.

The Cloud you want without sacrificing control

Quest Infrastructure-as-a-Service ...

- Streamlines your IT environment without the hassles of overseeing a significant infrastructure transformation or adding staff,
- Kicks up the performance and manageability of your business-critical apps while maintaining 99.999% uptime,
- Improves your data and applications security,
- Comes with the consistent, reliable technical expertise needed to customize your data center capabilities both initially and as your needs evolve, and
- Reduces IT capital expenditures with sensibly customized pay-as-you-go QuestFlex® service plans.

DID-YOU-KNOW?

Reports Say Partly Cloudy, Suggest Cloudier Future

A recent issue of *InformationWeek* offers some useful insight into the current state of Cloud use by IT shops as well as, in the last three bullets, hints about what's in store — all culled from assorted recent *InformationWeek* surveys:

- 11% of IT departments have a major cloud implementation in place [*Global CIO Survey*, February 2012].
- 20% have a formal company policy to evaluate cloud options for any new services or systems; 27% prefer to use the cloud [*Cloud ROI Survey*, November 2011].
- 25% of IT departments use infrastructure-as-a-service (servers or storage) [*Cloud ROI Survey*].
- 26% plan a major cloud implementation this year [*Global CIO Survey*].
- 38% of those using or evaluating the cloud express concern about runaway costs if a service scales up unintentionally, such as by error or mismanagement [*Cloud ROI Survey*].
- 40% say flexibility to meet new business needs is a top infrastructure requirement [*2012 State of the Data Center Survey*, April 2012].
- 58% expect demand for data center resources to increase somewhat compared to last year, while 15% expect a significant increase — but 38% say budget constraints are the major trend impacting data center operations [*2012 State of the Data Center Survey*].

Source: <http://reports.informationweek.com/abstract/5/8859/Cloud-Computing/informationweek-june-12-2012.html>

Coming in the next issue of *Quest Strategic Advisor*:
A CLOSER LOOK AT CLOUD HD VIDEO CONFERENCING

What's New...

Quest offers new Cloud HD Video Conferencing Solution

Tackling the high costs and daunting complexities long associated with traditional video conferencing systems, Quest recently announced availability of its Cloud-based HD Video Conferencing Solution.

Providing a secure, simple-to-use HD multipoint conferencing experience, Quest's new video conferencing capability spans mobile, desktop, room systems, and immersive telepresence environments.

In fact, this latest addition to Quest's stable of Cloud services and solutions is accessible to anyone via any IP device. It's easy to dynamically scale to changing business requirements and growth, and it reliably enables multiple face-to-face connections via widely available IP, 4G, and satellite channels to boardrooms, desktops, and mobile iOS, Android, and Windows devices.

Based on the latest SVC (Scalable Video Coding) standard, Quest's Cloud HD Video Conferencing Solution is designed to perform in lossy real-world network environments without need for pricey network upgrades or complicated bandwidth management.

Its intuitive web-based interface provides self-service convenience and ease-of-use, and makes simple work of escalating from audio-only conferencing (e.g., chat, VoIP call) to HD video conferencing, hosting meetings, and recording them and/or broadcasting them online.

Quest's Cloud-based HD Video Conferencing Solution starts at less than \$100 per seat per month.

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IN THE MEDIA ROOM

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(www.questsys.com/CEOCorner/)

THE QUEST YOUTUBE CHANNEL

(www.youtube.com/QuestTechUSA)

Master Your Disaster, parts 1-4
DR for the Day ... and much more

QUEST WEBSITE VIDEOS

(www.questsys.com/media.aspx)

Who We Are: Colleagues describe how Quest helped them.

Service Delivery Centers: They're why you can count on Quest.

Business Resumption Center Online Tour: Secure, seismically-stable 24x7x365 availability – Quest's BRC is the ultimate in disaster preparedness.

Business Continuity Planning/Disaster Recovery: More than 25% of businesses damaged from natural and/or man-made disasters never recover. Ensure your future.

DR for the Day®: Find out if you're ready – at NO CHARGE.

Data Security: The FBI, security experts, and your peers on today's security issues and how Quest can help protect you.

Overview of our Infrastructure Services

QUEST EXECUTIVE BRIEFS

Getting the Most from Cloud Computing (3-part series):

Learn what it is and how it can help your business thrive (<http://www.questsys.com/getMostCloud/>).

10 Strategic Essentials for Boosting Business' IT Security:

Key strategic security steps every organization should take (<http://www.questsys.com/BoostITSecurity/>).

Protecting Your Critical Business Data: The Data Loss Prevention Payoff: How data loss prevention (DLP) technology can protect corporate data from misuse, malicious or otherwise (<http://www.questsys.com/PowerofDLP/>).

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