

## ***Cloud Services for Startups***

If you're a start-up, building your business in the cloud makes total sense. Gone are the days of forking out massive amounts of money for over-specced IT infrastructure. Now you can use the cloud to start small and scale as fast as you need to, both easily and cost effectively.

Whether you're a tech start-up or you're selling craft beers, we can demystify the process, starting with a clear explanation of what cloud services are and an assessment of what it could deliver for your business. We won't speak to you in technical jargon (unless you want us to) and we'll always pick up the phone or take you for a coffee if you need to speak to us.

If you're wondering how you can capitalise on the opportunities the cloud offers for start-ups just like you, then we can tell you that you'll:

- Only pay for what you use, keeping costs low
- Get an easily scalable solution to grow with your business
- Spend less time worrying about your data and more time building your business

Storm ID is leading the market in designing, building and hosting cloud-based services, applications and infrastructure. We have a wealth of experience drawn from working with a wide variety of clients over many years and are both Microsoft Gold Partners and a Microsoft Cloud Solution Provider (CSP).

We are particularly passionate about sharing our knowledge and experience with start-ups to enable them to easily grow without the pain and cost of traditional IT. Having been there ourselves when we first set up back in 2001, we fully understand the challenges you are facing.

## COST-EFFECTIVE AND SCALABLE

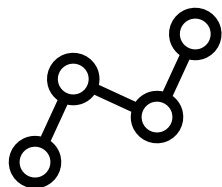
We offer flexible and cost-effective cloud-based solutions for start-ups. This means you can reduce wastage whilst keeping control of your budget and retaining the flexibility to grow quickly when you need to. Unlike traditional IT solutions, you only need to pay for what you use and, when you need to upgrade, it's easier and cheaper.

## INCREASED SECURITY AND REDUCED RISK

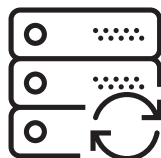
Cyber security continues to be a key issue for all organisations and we know that your data is your most valuable business asset. That's why all our cloud solutions come with inbuilt security and privacy. We partner with Microsoft so that we can offer our clients world-class cloud infrastructure, guaranteed SLAs and 24/7 monitoring and alerts.

Cloud IT also exists across many secure and resilient data centres so, unlike traditional 'on-premise' IT, your data is at less risk from fire, theft and vandalism.

Our cloud solutions are:



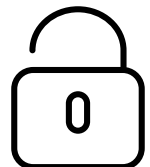
**Scalable**



**Redundant**



**Highly Available**



**Secure**

- Highly available — This means increased uptime and availability, reducing the risk of service outages
- Redundant — Data is easily recoverable with safe storage across multiple data centres and regions, reducing the risk of data loss
- Scalable — Scale up for down quickly to keep costs in check, reducing the risk of overspend, but safe in the knowledge that you can always meet customer demand
- Secure — Data is encrypted at rest and in transit, reducing the risk of interception or unauthorised access

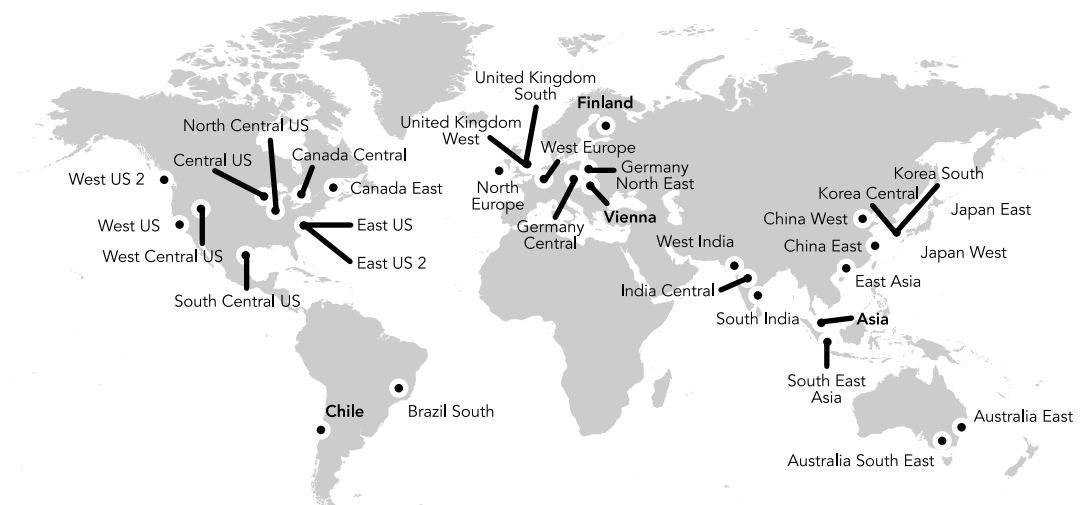
Our solutions use industry-standard protocols to encrypt data in transit and at rest. We also employ state of the art cloud storage and backup techniques to ensure high availability and redundancy.

### HOW DO I GET MY DATA BACK?

We backup to the cloud to protect data, whether it's on-premises or in the cloud. Because we utilise Microsoft Azure's backup service we can guarantee 99.9% availability. The backup store can be geo-replicated to ensure maximum availability for recovery in the event of a disaster.

### WHERE IS MY DATA HOSTED?

We can host your data pretty much wherever you want. We use Microsoft Azure which has dozens of data centres across the world, with more being added all the time. If you need to keep your data in the UK, then we can do that.



### WHAT ABOUT DATA SOVEREIGNTY?

Enforcing privacy regulations is a key concern for many businesses.

Geographical barriers have been broken down by cloud computing, resulting in many countries introducing new compliance laws that require customer data to be kept within the customer's country of residence.

To address this issue, we utilise Microsoft Azure for data storage and backups, enabling us to keep customer data in many geographic regions (Europe, Americas, Asia Pacific) if required.