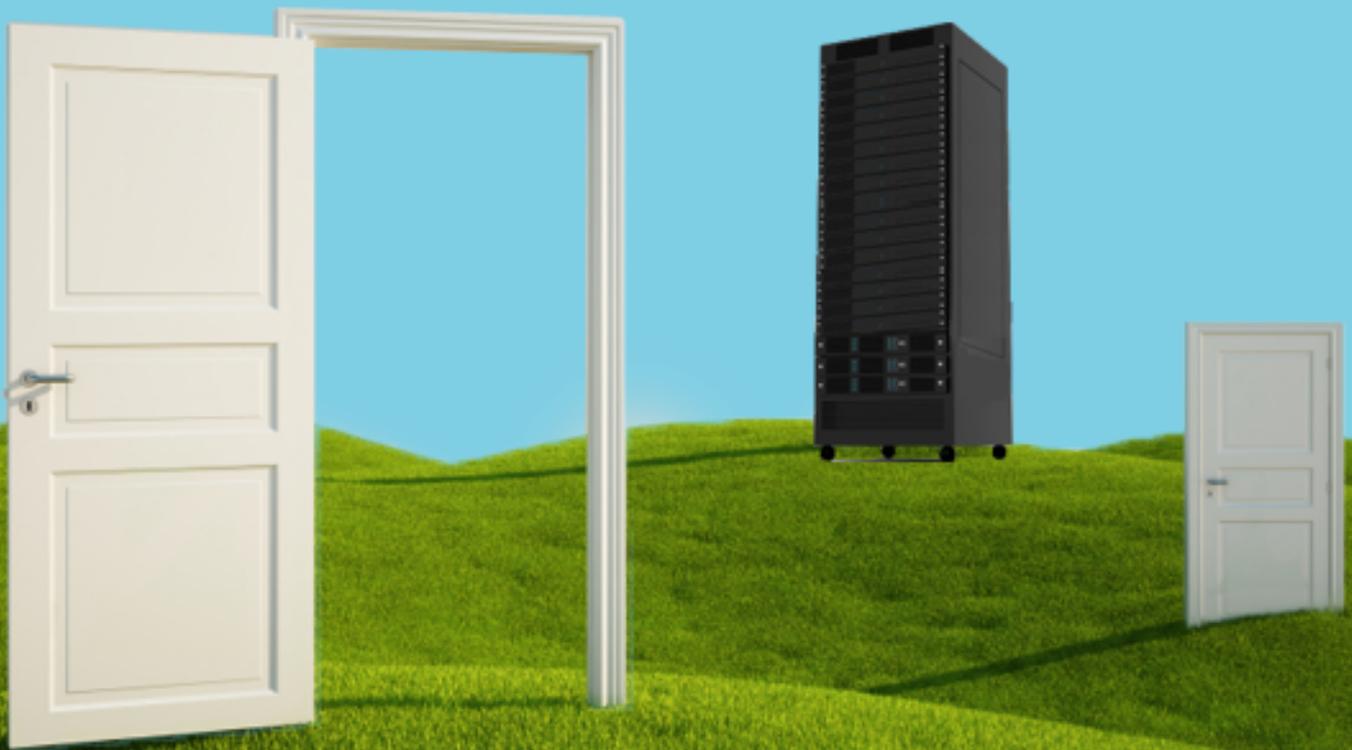


IDEAL HOME FOR IT FACILITIES



Choosing a co-location home for IT equipment

Co-location offers unrivaled geographic advantage



Choosing the right computer room architect

Why you should select a carrier-based systems integrator



For rent: Expertly-managed server hosting facility

Powered by the 234Gbps High-speed connection to the world



Choosing a co-location home for IT equipment

Co-location offers unrivaled geographic advantage

The early bird catches the worm in the commercial community, which means speed is the key to success at a time when IT represents a fundamental operational requirement in modern business. An increasing number of enterprises have begun to consider server co-location, by which a number of server systems share cutting-edge IT infrastructure. This option offers a business advantage, as well as a way of saving costs in terms of an enterprise's data centers and rental commitments.

Choices available can make the selection of a co-location place a difficult exercise. In addition, an enterprise needs to be prudent when choosing a co-location home, because IT equipment and data are important assets. Price and other factors must also be taken into

consideration.

The first is geographic location, because a co-location home should be easily accessible. Second is traffic, as the data center home chosen for co-location must be served by an unblocked network. A co-location home should also be equipped with self-contained infrastructure that benefits from 24/7 management and reliable security.

PCCW's network infrastructure covers the entire expanse of Hong Kong Island and Kowloon – unrivaled geographic coverage that provides the utmost convenience for maintenance and upgrade work.

As a data center is connected to the external environment, it could be compared with land transport,



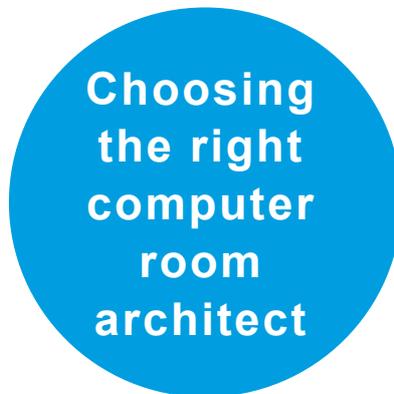
in as much as the network should be highly efficient without involving multiple redirections. A variety of routing enables bypasses to be made instantly available and ensures unblocked transmission at all times. In the same way that buildings occupy areas over subway stations, all PCCW data centers are located within the network and benefit from direct connection to transport hubs and immediate access to the Internet, as a super highway, without reliance on upstream connections. Even if one route is jammed, alternative routing provides high-speed connectivity to the intended destination.

PCCW owns large numbers of IP

network in the Asia Pacific region, with a backbone that enjoys many private and public peering arrangements to enable direct contact. All data runs at full speed on the super highway without being slowed down by narrow paths. This means users can rely on superior speed as well as extremely low latency.

Co-location offered by PCCW is based in facilities owned by Hong Kong's largest local exchange carrier, which translates into extremely high availability. All server racks are of carrier grade in terms of space, power supply, cooling, fault tolerance and UPS backup and are capable of accommodating high-density blades and storage arrays. In addition, the data center is protected by tight security, with a real-time CCTV system monitoring servers, while remote management and debugging tools enable users to check server system status at any time.

Sylvia Lee, Head of Commercial Sales in PCCW's Commercial Group, said: "As a leading telecoms operator, PCCW provides time-critical industries with network services, in addition to management of IT equipment. This helps enterprises to increase competitive strength, reduce costs and make business easier to conduct."



Why you should select a carrier-based systems integrator

One of the challenges faced by enterprise IT departments is the construction of different-sized server rooms and fully-equipped computer rooms, in order to meet the needs of business operations and future expansion.

Setting up a computer room involves considerable equipment, which together with ongoing maintenance of wiring, security, fire prevention, power supply and air-conditioning, complicates planning. Some systems integrators focus on selling equipment, rather than planning a computer room with an holistic approach – a tendency that often leads to a disappointing result. The root cause of the problem is in choosing the wrong "architect".

Why is a carrier-based systems integrator different from other candidates for the project?

A computer room is the heart of an enterprise's IT infrastructure and the responsibilities of a systems integrator are similar to that of an architect. In fact, a competent systems integrator is expected to demonstrate the following attributes:

Anticipation – the systems integrator should consider current needs and anticipate future applications in order to avoid insufficient capacity in the future, caused by inherent design limitations.

Accuracy – the systems integrator should calculate with precision and implement a project with a high level of discipline in order to avoid service delivery problems, as well as adverse effects on an enterprise's business operations.

Acumen – the systems integrator should plan for the client, provide suggestions to satisfy the client's preferences and understand the client's exact requirements.

A carrier-based systems integrator is uniquely positioned and able to provide an insight into technology

trends. As a user in its own right, a systems integrator understands the requirements and preferences of clients very well and possesses all the “3A” attributes of a competent computer room architect. In addition, a systems integrator is experienced in designing, constructing and operating data centers – and is adept at choosing and purchasing quality IT equipment. Such a vendor’s one-stop service ranges from design to execution to ensure a smooth construction process.

PCCW holds unrivaled and extensive experience as a computer room architect, and has the unique advantage of being a telecommunications carrier. Whether working on small server rooms or larger computer facilities, we are able to evaluate details that include electricity distribution, wiring and cooling. We also design computer rooms that can be upgraded to keep up to speed with business development, as well as technology trends.

Larry Wong, PCCW Commercial Group’s Senior Vice President of Marketing and Products, said: “PCCW possesses extensive experience in designing, constructing and operating data centers, whether for our own projects or for clients’ projects. We are therefore able to provide a unique service portfolio

in respect of the construction of computer rooms, enabling clients to expand, upgrade or relocate IT equipment easily, and to meet the requirements of operations while keeping abreast of business development.”



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How should we make a choice when reading hosting advertisements in an IT magazine? Just like renting an office, we should consider our strict requirements in terms of property management and support facilities when looking for a place to host our servers. After all, renting inadequate office premises served by low level or zero maintenance support could be catastrophic to a business.

Business NETVIGATOR Server Hosting service operates according to international standards and our

carrier-grade data centers have obtained TL 9000, ISO 9000 and BS 7799 certification. In addition, PCCW’s robust network backbone, combined with powerful 234 Gbps international bandwidth, tight security system and double power supply equipment, ensures that clients enjoy a smooth experience whether relying on website hosting, an email system, database or system backup.

Led by a seasoned and reliable management team, our technical support team is highly experienced, well trained and hold qualifications that include CCIE, MCSE and CISSP. Able to offer strong 24/7 support, the team also provides hardware monitoring and maintenance across a variety of platforms.

Business NETVIGATOR Server Hosting service is well equipped and offers different systems for clients to choose from. They can choose a dedicated server system or a virtual server system, based on the demands of a business. Specific applications and operating systems can be installed on request in the event of a dedicated server, while memory capacity and storage can be increased in response to market dynamics. In addition, systems can be upgraded and resources utilized efficiently at any time to address rapid changes in business trends.