

# SmartCLOUD

Bring the cloud down to Earth

# The cloud doesn't need to be mysterious or obscure to work for you.

**A practical, approachable private cloud service is within reach.**

SmartCLOUD is owned and operated by The Missing Link, and it was built with tender loving care for businesses that need a more thoughtful, bespoke solution than what the other guys are offering.

## Key features

The Missing Link's SmartCLOUD offering provides:

- **Scalable packages.** Customise your level of support, so your service is just right for your business. Our fully managed service includes monitoring, patch management, and incident management if you need it.
- **Local flavour.** The SmartCLOUD data centres and friendly support team are all located on Aussie soil. That means guaranteed data sovereignty and premium local service!
- **Transparent billing.** You won't be de-coding complicated invoices using SmartCLOUD. We prefer transparent billing, so you know what you're paying for.
- **Seamless integration.** Get in the driver's seat with our self-service portal which uses VMware's best-in-class platform. Your team won't have a steep learning curve as it uses the VMware technology that your team members already know and love.
- **Improved time to market.** Off-premises SmartCLOUD resources can be easily spun up and scaled within minutes, rather than waiting months for new hardware.
- **Options to support your modern workplace.** Allow your staff to work from anywhere. We're a Microsoft QMTH partner, so you can use existing Office 365 licensing on your Citrix Workspace, Desktops and Applications within our cloud.
- **VMware Cloud Verified.** Rest assured you're getting a partner validated to deliver cloud IaaS with VMware's best-in-class network, storage, and compute solutions.



vmware

DELL Technologies  
PLATINUM PARTNER

EQUINIX

CISCO

SmartCLOUD is a private cloud hosted locally in Australian data centres, offering Infrastructure as a Service (IaaS) and Platform as a Service (PaaS) resources. It's a multi-million-dollar solution leveraging the latest technologies from trusted vendors including VMware, Dell, Cisco, and Equinix.

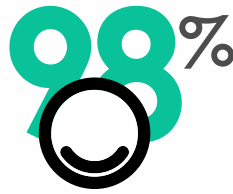
## Why use The Missing Link's SmartCLOUD?

The Missing Link can take the complexity out of the cloud and bring it to your level – wherever that is.



### A trusted local partner.

We have 25 + years of experience and will take care of your cloud so you can focus on strategic business initiatives instead.



### Unparalleled Support.

Our onshore team has achieved a consistent Customer Satisfaction Score of over 98% over the past 12 months.



### 24/7 availability.

Our support model is based on the ITIL framework, and our skilled team is available to support you 24/7 – whenever you need us.

## Reduce security risk.

SmartCLOUD packs a punch with extra security features such as...

**ISO**  
270001

- ISO 270001 certification.
- Highly secure data centres.
- NSX and Fortinet firewalls available.
- Regular vulnerability assessment and penetration tests completed on the platform.
- Optional add-on managed security services to ensure your environment is secure.

## Your current bill vs. the bill the other guys tell you not to worry about (ours)

**Our billing structure makes your cloud invoice simpler and easier to understand.**

We bill in AUD, so you don't need to worry about converting USD or the fluctuating FX rate. It's based on RAM, CPU, Storage, and other services.

We don't bill:

- Outbound data transfer/egress, just a flat rate per Mbps.
- Storage transactions, just a flat rate per GB.
- Data transfer between our data centres.
- Extra for VPNs (limits apply) or the data processed, just a flat rate for the edge gateway.
- Data processed via load balancers, just a flat rate for the load balancer.

**By 2025, over 95% of new digital workloads will be deployed on cloud-native platforms, up from 30% in 2021.**

Source: Gartner.



**Fully managed**



**Partially managed**



**Self service**

## Customisable support

Your organisation's bespoke IT environment deserves a cloud that can meet the requirements of your applications and platforms (and support their growth) without compromise. There are several SmartCLOUD management options available, so you can select the one that best fits your needs.

## The benefits of using private cloud

The cloud is an essential foundation for supporting the modern, post-pandemic workplace. But, managing it in-house and/or on-premises is easier said than done – especially considering lack of resourcing and cloud platform expertise in some teams, pressure to reduce costs, slow time to market, and other regulatory requirements.

**Here's six benefits of private cloud you can use to make the case for investment in your organisation.**

### 1. Enhanced security.

Public cloud providers are exposed to a higher risk of malicious traffic as they handle millions of users and transactions at any time. With a dedicated private cloud solution, your organisation has complete control over your server, network, and application security – and you can opt to boost your protection with other optional managed security services.

### 2. Reliable performance.

Say goodbye to unpredictable availability and performance. Private cloud offers users the same agility, scalability, and efficiency as the public cloud, but will meet the demands of unpredictable and heavy usage. The speed, reliability and flexibility delivered by private cloud mean you don't have to worry about downtime or complex migrations.

### 2. Greater control over configuration and hosting.

You can choose exactly where your data and software reside and how they are accessed. That means you have control over the configuration and hosting of individual elements in your cloud when compared to public cloud solutions. This is a clear benefit to organisations that must meet strict regulatory requirements regarding data protection and security – for example GDPR or ASD-8.

### 4. Shift CAPEX to OPEX

Less hardware and software upfront means a reduction in capital costs, including warranties and update fees. Decreasing overheads can help improve cash flow for your business.

### 5. Data Sovereignty

There are no data sovereignty issues with private cloud. You can confidently transfer, store, and use sensitive data and mission-critical apps in a location of your choice. Our two data centres are in Sydney and Melbourne!

### 6. Predictable costs.

Using a public cloud can be challenging, as costs are typically very unpredictable based on fickle usage, storage, and data egress charges. Private cloud can minimise bill shock and provide simplified, transparent invoices which are easy to understand.

# Level up your SmartCLOUD solution

The Missing Link offers a wide range of options that combine to make your IT environment even stronger.

Here's what we recommend to boost your SmartCLOUD service's back-up, disaster recovery and connectivity.



## SmartPROTECT

**Take advantage of our owned and operated Backup-as-a-Service (BaaS) platform.**

Built with Veeam, the leading modern data protection platform, SmartPROTECT prevents loss of primary copy of backups or tampering.



## Disaster Recovery

**Safeguard your business against IT failures, security breaches and disasters with optional Disaster Recovery.**

In the event of a disaster at one of our data centres, the mirrors of your virtual machines can be spun up and made available to you from our alternate data centre.



## SmartPATH

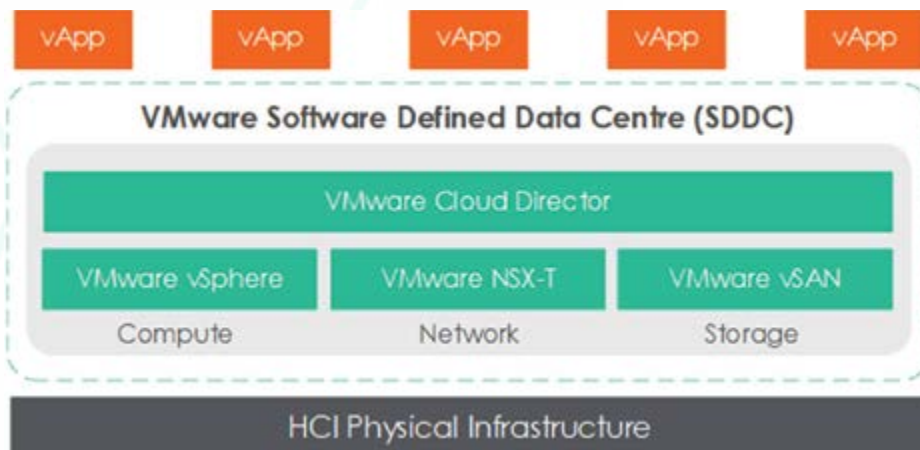
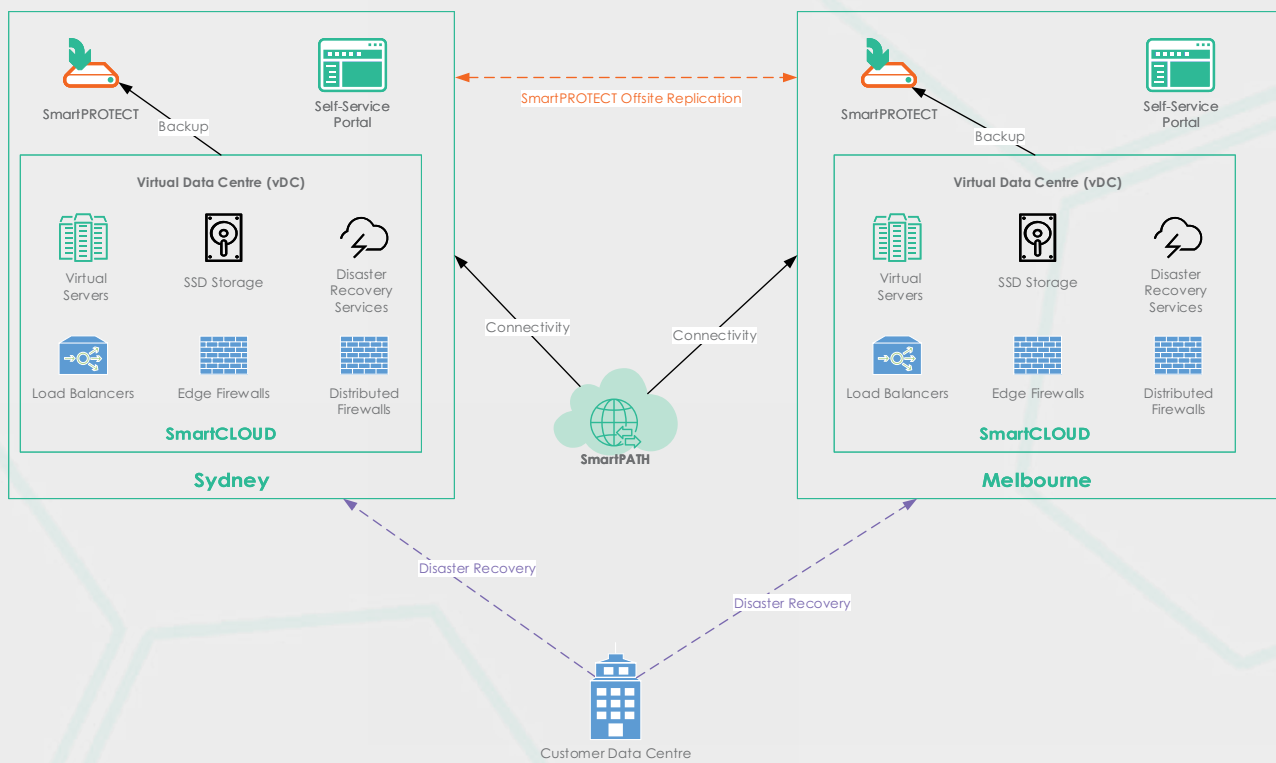
**Get dedicated connectivity from your offices to SmartCLOUD using SmartPATH.**


The Missing Link is an Internet Service Provider and can provide you with private and dedicated connectivity to SmartCLOUD as a stand-alone service or part of a wider SD-WAN.



# How it all comes together

How The Missing Links' Smart solutions integrate into a secure, scalable platform for your business needs.





**You need Smart, not  
complicated. Reach out and  
get SmartCLOUD today.**

**GET IN TOUCH**

Or call 1300 865 865

