

# CLOUD

POWERED BY  
RSAWEB

## NEW CLOUD TRENDS

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HOW SAFARINOW STAYS  
ONLINE WITH CITY FIBRE

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THE BENEFITS OF  
MANAGED HOSTING  
FOR CAXTON

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**CLOUDONOMICS**  
THE ECONOMICS OF **CLOUD**

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RSAWEB HELPS YOUR BUSINESS SUCCEED ONLINE.  
WE CONNECT THE PEOPLE, PLACES, PLATFORMS  
AND APPLICATIONS THAT MATTER TO YOUR  
BUSINESS. IN A WORLD THAT IS CHANGING FASTER  
THAN EVER, YOU NEED TO LEVERAGE TECHNOLOGY  
TO REACH CUSTOMERS, INCREASE EFFICIENCY AND  
REMAIN RELEVANT.

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**ALLAN BOYLE**  
COO, RSAWEB

I recently got back from VMworld in Barcelona. This large scale annual tech conference hosted by VMware (a subsidiary of Dell Technologies), draws over 10 000 IT professionals.

VMware specialize in hypervisor and virtualization software that is a key component of an organization's IT infrastructure and is increasingly being used by cloud providers.

Pat Gelsinger, CEO of VMware, stated in his keynote presentation that public and private cloud adoption is currently sitting at 27% and is expected to grow to 50% by 2021. This cloud adoption is significant considering that in 2006 the term 'cloud' was only being used for the first time and a small company named

salesforce.com had captured 2% of the cloud market as they moved CRM workloads off premises.

Revealed at the conference; VMware are finding that as more companies are leveraging cloud technologies, so virtualisation technologies are becoming one of the key enablers of cloud adoption, a trend that is forcing them to constantly redevelop their business model to support this move.

I attended numerous talks, service provider focus groups and product meetings there and found that there were three key cloud trends that emerged throughout the week, namely: hyper-convergence, Internet of Things (IoT) and Cross Cloud Services.

# NEW CLOUD TRENDS

## Hyper-convergence

In traditional IT systems, networking, servers and storage are procured and configured separately. Resulting in multiple technologies, vendors and a high-level of complexity across the infrastructure and networking layers.

Businesses that want to move workloads off premises need to start simplifying their IT stack in order to get themselves 'cloud ready'. Software and hardware vendors have responded to this by offering hyper-converged solutions. A hyper-converged architecture is a software centric infrastructure system that tightly integrates compute, storage, networking and virtualisation resources into a single control panel or hardware stack.

RSASWEB have already embraced this technology and our cloud customers are effectively able to control their storage and compute needs as well as their preferred security and networking configuration using our Virtual Data Centre (VDC) control panel. Today, if our customers need more resources they can provision more resources. Simple.

## IoT

The Internet of Things (IoT) or now more commonly known as the Internet of Everything is the new technology buzz word. Pat Gelsinger, in one of his keynotes, talked of the device market (mobile, laptop, tablet) maturing with over eight billion Internet connected devices now in the market. We're typically seeing a replacement trend where new versions of the same devices are being released as the top name brands compete for market share.

IoT changes this and new devices are rapidly being connected to the Internet every day. Think smart TVs, wearables and airplanes. But have you thought about irrigation systems, drones, traffic management applications, smart cities and weather systems? By 2020 there is expected to be 50 billion IoT devices connected to the Internet, which will represent a market share of over \$255 billion.

Businesses need to digitally transform to embrace this new technology. Next time you jump into a lift or onto an escalator, think about the Internet connected monitors and sensors tracking all kinds of data and keeping systems running. IoT will quickly become hard to scale and manage, and businesses need to consider how these new devices will be connected to their networks. Companies like Microsoft and VMware are responding to this by extending their cloud technology to the edges of company networks and implementing device management solutions.

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**“Public and private cloud adoption is currently sitting at 27% and is expected to grow to 50% by 2021.”**

**Pat Gelsinger**  
CEO of VMware

At RSAWEB we are already seeing a massive uptake in IoT, particularly with our Mobile Data products. Companies are using our platforms to manage data being sent by irrigation systems, parking management systems and other interesting usage cases. We expect that our cloud platforms will soon be used to manage all this new data being produced by companies and their intelligent machines.

VMware executives, in their discussions around cloud adoption throughout the VMworld conference, reiterated how many applications typically reside in a business and the numbers are astounding.

Take a minute to think about the department or roles you are in and how many work-based system you are using. Google docs, Dropbox, email, messenger and voice? And we haven't even mentioned the core CRM and other customer databases. If you start drilling down into an organisation and consider the different departments from facilities (access control), to HR (leave management), and finance (expense management) you will see in most cases there are over 100 applications in use in companies. Many of these systems are being rapidly migrated to the cloud, and it will come as no surprise that up to eight cloud environments could be in use at any time in an organisation.

Cloud is no longer just a public offering or a subscription based SaaS application. Instances of cloud applications can reside inside organisations or in private clouds in third party data centres. The technology that binds various cloud systems together is fast becoming known as Cross Cloud Services or Cross Cloud Architecture. The widespread use of API's is addressed by VMware, who traditionally would be seen as a competitor to Amazon Web Services, one of the mega cloud providers, by developing the ability to run workloads across multiple cloud providers including Amazon.

RSAWEB can also help enable cross cloud services with its Cloud Connect product. Some of our customers are running blended public and private cloud applications across RSAWEB's multiple data centres using Cloud Connect. Book time with one of our experienced cloud engineers to discuss your multi-cloud system strategy and help us build a scalable cross cloud architecture for your organisation.

As I wrapped up my week in Barcelona and the many discussions I had with my European counterparts, I reflected on how far we've come in South Africa. Barriers such as expensive bandwidth and low speed Internet connectivity have been removed allowing South African businesses to transform and truly embrace cloud services.

High speed Fibre optic networks enable companies to seamlessly move their workloads into the cloud, or subscribe to cloud based applications that would traditionally have to be hosted on their sites. Apart from being a leader in providing Enterprise Cloud services (the first in SA), RSAWEB can also offer you the right solution to connect you or your customers to your cloud.

**At RSAWEB we are already seeing a massive uptake in IoT, particularly with our Mobile Data products.**

**“ Businesses that want to move workloads off premises need to start simplifying their IT stack in order to get themselves ‘cloud ready’. ”**

**ALLAN BOYLE**  
COO, RSAWEB

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# HOW SAFARINOW STAYS ONLINE WITH CITY FIBRE



**SafariNow**

# **“ In the last three to five years the need for super-fast Internet connectivity has grown dramatically.**

**SafariNow is an online travel agency providing accommodation-booking services throughout Southern Africa. With over 22 000 establishments listed on their website and more than half a million monthly visitors, it is no wonder that they need a fast, reliable Internet connection to keep up with the demand.**

**- Matthew Evans, CTO at SafariNow**

Over the past decade the business has grown significantly and they now employ 50 staff members who need to be connected all the time. This put a strain on their previous network and Internet connection.

Another challenge facing the growing online business was that their data transfer simply wasn't fast enough for backups. It was because of these factors that they decided to move to RSAWEB's City Fibre solution with a 100Mbps line speed.

*“In the last three to five years the need for super-fast Internet connectivity has grown dramatically, we've had to keep increasing capacity and line speed to cope,”* says Matthew Evans, CTO at **SafariNow**.

The migration process from their previous provider to RSAWEB' City Fibre was seamless thanks to the dedicated support team at RSAWEB. *“We moved everything including our hosting and connectivity, so we had to do a lot of forward planning.*

*RSAWEB were very helpful and had dedicated support throughout the process,”* comments Matthew.

Since the move to RSAWEB City Fibre **SafariNow** are able to transfer large volumes of data between the data centre and their office with ease. Matthew says another big change the business has seen since connecting with fibre is that; *“fast, reliable connectivity improves productivity and enables use cases that were impossible before.”*

So how has the way they use the Internet changed since implementing fibre? Matthew explains that **SafariNow** uses their stable, blazing-fast Internet connection; *“for Internet breakout and for backhaul connectivity to the RSAWEB data centre. We have used it for log shipping, and backups.”*

Being able to run log shipping to their offices as well as the additional disaster recovery option have both proved to be beneficial to the business. Matthew goes on to say that without the fibre connectivity, *“we wouldn't be able to run SQL Server reporting services in our office.”*

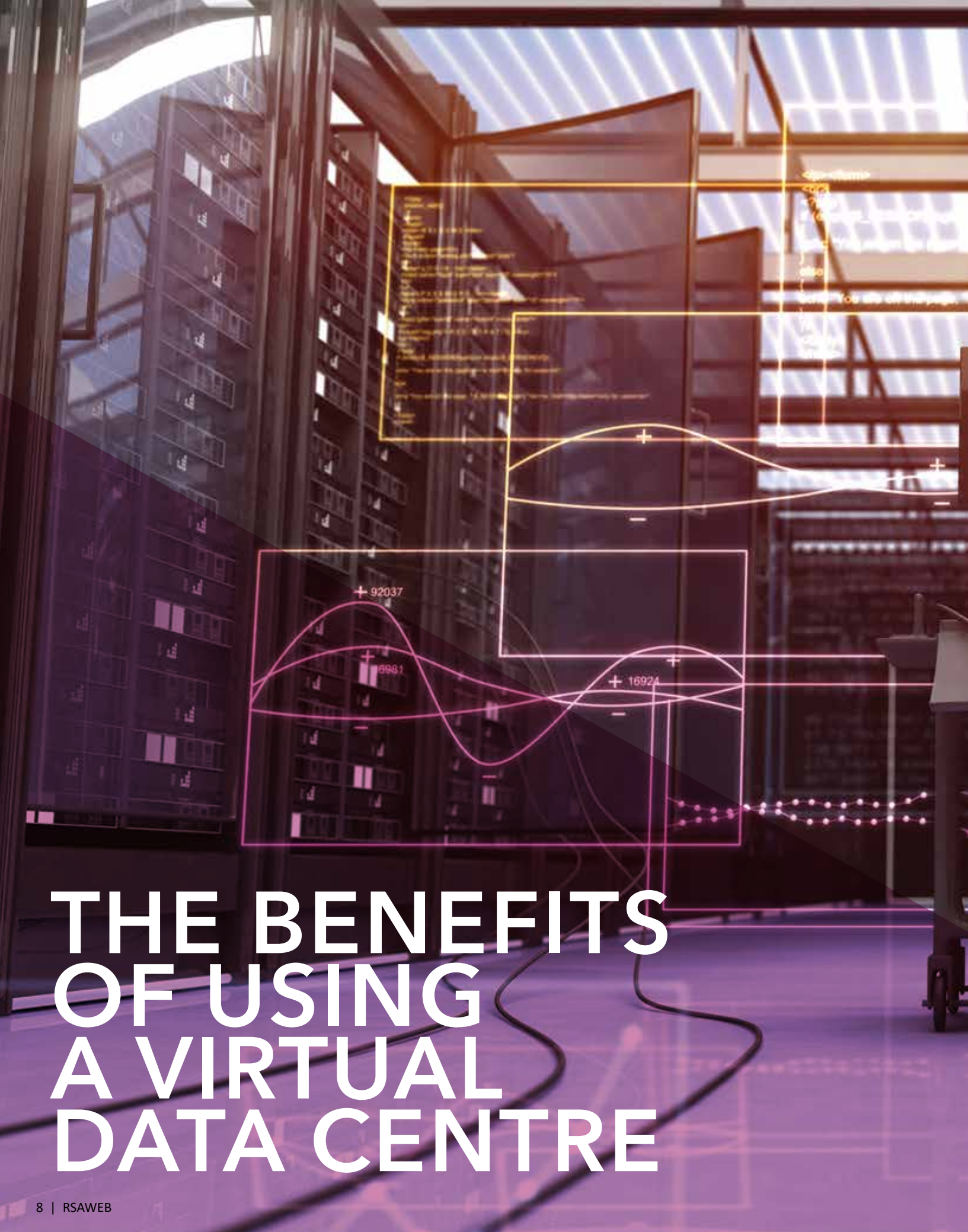
Everyone working at **SafariNow** has benefitted greatly from the improved Internet connection, and it has saved them a significant amount of time. Their IT support team found the connection easy to set up and manage and have yet to have an issue with line saturation.

When asked about how important he thinks a fibre connection will be to the business in the years to come Matthew notes; *“In addition to our apps hosted in RSAWEB, there are a number of cloud services which are critical to our business. Fast fibre is going to be critical. We are hoping to upgrade to a 200Mbps service in the future.”*

Matthew goes on to say that, *“I think most companies would benefit from the speed and reliability of fibre, even if it's not 100Mbps.”*



**JACQUI HANNAFORD**



# THE BENEFITS OF USING A VIRTUAL DATA CENTRE



**BRIAN D'AGNEL**

Sales Manager,  
RSAWEB

As businesses experience aging IT infrastructure and slowed performance, they are looking at alternatives to on-premise computing and are considering the move to cloud computing more than ever before. As a Managed Service Provider (MSP), facilitating this move affords you the opportunity to maintain relationships and add significantly more value to your clients.

While the move to cloud computing and Virtual Data Centres (VDC) might affect the way IT Solutions and MSP's trade with end customers, there are definite benefits to both parties in maintaining their relationship.

Traditionally customers that rely on MSP support (customers that outsource their IT needs) procure computing hardware with capital expenditure (capex) investment and require support for the environment from the provider involved. Going forward however, cloud VDC may change the way IT Solutions and MSP's engage with their customers.

A common misconception is that the cloud eliminates sales and profit margins, thus making support difficult, because customers procure direct and remove the MSP from the equation. However, the real value to MSP's is the opportunity to facilitate the move and provide services and applications, along with VDC compute resources on an operating expense (opex) model. This boils down to having the complete bundle as a service offering, essentially adding value at both ends.

The move to cloud VDC will still require managed services, however these services will have a different slant about them and enable far more innovation and flexibility. The cloud allows MSP's to manage all their clients' services from one central location within a console enabled control panel, enabling them to offer fast and effective support, 24/7.

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## Here is a closer look at some of the benefits of a Virtual Data Centre:

### Business Enablement

Both from the MSP and customer's perspective, there are real benefits when leveraging the power of VDC. From the MSP's perspective, firstly and most importantly, is the ability to subscribe to 'raw' VDC compute and storage, and build tangible products and services as required by the customer. These can be delivered on a managed service model with monthly opex billing. This is beneficial for both the MSP and customer.

Compute (vCPU + RAM) and storage is provisioned and billed only as needed, which means no costly 'over-provisioning' of resources required to support future applications and increased utilisation requirements. This is beneficial for the end customer because they only pay for current requirements and procure additional resources as the environment grows. Similarly, the MSP benefits from economies of scale because the more resources purchased (for resale) the better the pricing. Enabling them to offer the customer fair market related pricing and meaningful support.

We have seen MSP's really thinking out of the box by offering innovative services that add real value to the end customer, such as taking the business applications and back-office systems that they already support, and moving them into the VDC. This becomes a full turn-key service offering, including application support, system administration and infrastructure (within the VDC), planning and management.

The end customer loves it because they are in an agile, high performance environment, which is inherently highly available, and no longer burdened with the concerns associated with onsite hardware. The MSP loves it because they still benefit from the economics of the environment provisioned within the VDC, support becomes a breeze and additional opportunities open up to add further value.

### Outsourced Infrastructure

In a traditional computing environment, the on-site hardware has inherent flaws, for example there can be single points of failure, aging IT infrastructure and performance issues with high operational costs. Outsourcing the infrastructure component to VDC's eliminates these flaws and opens up additional opportunity for both the MSP and the customer.

### Industry focus

Many MSP's focus on specific industry verticals and specialise in the technologies associated with them. This is an advantage to businesses within those sectors that utilise these specialised MSP's for obvious reasons. The move to the cloud for these businesses can be a lot safer and seamless when using specialised MSP's to facilitate the move.

### Data sovereignty

Utilising RSAWEB's VDC, where data resides locally within South Africa's borders, takes care of data sovereignty concerns as well as concerns around other regulations such as the Protection of Personal Information Act (PoPI).

### DRaaS and Backup

Disaster Recovery as a Service (DRaaS) and back-ups are necessary services that are often neglected due to lack of resources or ownership of the responsibility, especially within the small and medium-sized enterprise space. MSP's can easily facilitate these services efficiently, with due diligence and include them in their product set. DRaaS and BackUp are seamless and easy to use add-on products to RSAWEB's VDC.

### Remote support

When supporting servers and applications provisioned within a VDC environment remotely, the experience is far better because connectivity at the Data Centre has far more capacity and the environment is always on.

### Own your own Virtual Data Centre

VDC's essentially allow both the end customer and the MSP to own their own Virtual Data Centre. From the MSP's perspective, subscribing to a VDC means having access to resources on tap to provision services for customers requiring a heavy duty, high performance cloud environment as and when required, without the large upfront investment on infrastructure. The end customer benefits from the flexibility, scalability, guaranteed performance and reliability of being in a VDC with all the required support from the MSP.

“CLOUD VDC MAY  
CHANGE THE WAY IT  
SOLUTIONS AND MSP'S  
ENGAGE WITH THEIR CUSTOMERS.”

# WE BELIEVE IN ENTREPRENEURS.

Bureaux Black Business Services now brings practical on-site, hands-on experts and inspired teams providing services for entrepreneurs and small to medium enterprises.

Our services are focused on start-ups, early stage businesses as well as established or businesses expanding into or innovating within South Africa. Bureaux Black Business Services offer various packages including Hire-a-Business Team which offers you an outsourced CFO and HR management talent as well as virtual assistant from only R5,000 per month.

Alternative specialised services include Hire-a-Sales-Director; Hire-a-Business-Fundraiser; Hire-a-COO and Hire-a-Futurist. Tailor made services matching the unique requirements of your company are also available.

We believe entrepreneurs are key to economic growth. Bureaux Black Business Services supports you in your business journey to allow you to focus on market traction, growth and increased shareholder value.



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# MOVING PERFORMANCE WORKLOADS TO THE CLOUD



**MARK SLINGSBY**  
CTO, RSAWEB

|| **THIS ALLOWS FOR A CONSISTENT  
GUARANTEED STORAGE PERFORMANCE  
EXPERIENCE FOR EVERY APPLICATION.** ||

*Storage is a complex, confusing, dynamic element for a business, and traditional and self-hosted storage methods are, quite simply, not keeping up with the changes required. If you need simplicity, agility, scalability, availability and predictably-performing storage then we would recommend moving your performance workloads across to the cloud.*

We have found that the biggest problems businesses face in today's technology-driven work environment are that they need to know that their workload will be guaranteed when moving across to the cloud, it will be secure and that their database, application or system will perform.

Through our Enterprise Cloud's use of SolidFire, RSAWEB is the first Internet Service Provider on the African continent to provide a storage system with granular Quality of Service that is able to deploy innovative all-flash, scale-out storage to our data centres in Johannesburg and Cape Town.

Enterprise Cloud allows you to easily manage resources on demand with fast, secure, scalable infrastructure that delivers guaranteed and predictable performance and removes the barriers typically associated with the move to the cloud.

Through regular customer engagement, we found that many of our customers felt that the complexity required and high costs to manage their own storage was having a large impact on their business. Increasing risk and costs, storage was becoming a real bugbear. Adding to this, the promise of the cloud - the ability to quickly adjust to business needs - was more often than not stifled.

We found that many businesses are reluctant to consolidate mission critical applications due to concerns over performance on shared resources, while others noted that the delivery of storage performance was a major pain-point within their daily business.

Many businesses feel a huge pressure in having to 'guesstimate' what their storage capacity and performance requirements are going to be in the next three to six months and beyond to two, three or four years' time, with incorrect estimations costing huge capital outlays. Another great concern for storage professionals including CEOs, COOs, CIOs, CTOs and CFOs is performance troubleshooting and the 'time-hog' that logging support calls and downtime creates.

If any of these concerns sound all too familiar, we recommend moving your businesses performance workloads across to the cloud. This move is guaranteed to:

- Reduce risk
- Allow for seamless growth
- Save you money

Let's take a moment to break each of these reasons down further:



## || MAKING USE OF ENTERPRISE CLOUD WILL RESULT IN || **54% SAVINGS ON STORAGE COSTS**

### **Reduce risk**

RSAWEB's cloud environment enables a business to reduce their risk by providing a scalable environment that ensures supply of resources as and when they are required. No longer do businesses need to outlay a massive capital expenditure without knowing precisely what their needs currently are, or will be in the future. With Enterprise Cloud one can increase and decrease resources (I/Os) as required and host different workloads on different performance tiers to ensure seamless zero-downtime adjustment for performance & capacity.

RSAWEB is also able to guarantee performance to every application with real SLA Quality of Service guarantees made possible through ring-fencing of servers, which does away with the issue of 'noisy-neighbours'. This allows for a consistent guaranteed storage performance experience for every application.

### **Seamless growth**

Some of the business outcomes our customers can expect to achieve when buying storage services from us include the ability to scale capacity on demand and change performance on demand with zero application impact.

The ability to scale on demand is an incredibly valuable tool for customers who regularly have an increase in workload at a specific time, such as monthly reporting at the end of each month or when testing an application or an update. With our cloud system we are able to build that high tax requirement into the SLA, even though it is temporary. All that is required to gain more storage is a quick call to increase performance temporarily, then return to the lower-cost daily resource consumption.

### **Save money**

Making use of Enterprise Cloud will result in 54% savings on storage costs as one is now able to directly align the resources required with business needs, removing the guessing game and reducing the risk of needing to pre-buy capacity. You therefore no longer need to worry about outlaying massive capital expenses in order to gain the storage you require, as we are able to turn more storage on or off as required.

Through Enterprise Cloud you no longer need to worry about slow disk performance as we can guarantee mission critical application performance by having various systems running on different tiers of the product.

If you are looking for an easy to manage, cost effective storage solution why not chat to us?



# HOW WE UTILISE THE VDC ENVIRONMENT TO RUN RSAWEB

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Nearly a decade ago Mark Slingsby, Rob Gilmour and the RSAWEB management team made the decision to move the business processes into the Cloud. Destined to become the leading Cloud experts in South Africa, Mark explains the reason for the move; “It seemed like a no-brainer to us... If you have a business where you are faster to market and more agile, at the end of the day, you win.”

RSAWEB makes use of our own products and by using our Virtual Data Centres, our developers are able to write their own software in a new and exciting way by using new methodologies and by embracing ‘Continuous Delivery’ and a DevOps organisational culture.

*“The move to the Cloud made a massive impact on the way we do business,” says Mark, “quite simply, we can now write and produce everything differently. Through the Cloud, our developers can now build software and actually check that it is working properly, as they go!”*

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### A DevOps culture

The once clearly defined boundaries and roles of Development, Sysadmin and Operation teams are slowly changing and morphing due to the rapid uptake of the Cloud and the flexibility and scalability that this brings to a development team. This change and growth has neatly set the stage for the DevOps culture, which has rapidly gained traction in forward looking companies in South Africa.

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### Faster product development and delivery

*“Moving RSAWEB systems into the Cloud has not only enabled us to scale resources as we have required but the scaling of these resources can also be accomplished without any disruption. Our in-house development teams are now able to continuously create and deliver, pushing products, features or updates to market at a far more rapid speed that was previously possible,” explains Mark.*

Through the use of the Virtual Data Centres (VDC) the RSAWEB development team are able to rapidly deploy solutions with Orchestration/Automation tools such as Chef, Ansible and Jenkins. The readily available Cloud resources also allow us to dramatically reduce the time it takes to on-board new engineers, which is achieved through scripted orchestration or using VDC templating features. New development, production and the staging of environments now takes a matter of minutes instead of days to configure.

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### Agility and flexibility

While the use of the VDC has enabled extremely rapid deployment of software, they have also promoted agility and flexibility within the business as the development team no longer needs to wait for four to six weeks for the software to arrive before it can be tested and bugs fixed.

Through a DevOps environment RSAWEB strives to bridge the barriers between the various sections of the business so that we can align much more closely around business goals. “We have found that this can be a game-changer if done correctly,” says Mark.

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### Added security

Making use of the VDC’s EdgeGateway has also provided complete control over the security of the RSAWEB system. With the VDC we are now able to publicly expose only that which is necessary, shielding our core infrastructure like database and file storage from malicious traffic. This added security feature is not only beneficial in shielding the system from attacks but it has also saved us numerous hours in support and development.

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### Access to cutting edge methodologies

Through our use of the cloud, the RSAWEB team has been able to leverage the power of cutting edge development methodologies such as Service Object Oriented Architecture (Micro Services) to solve business problems in new and exciting ways.

We know that it would be impossible to conduct software development as we do without Cloud. These design patterns isolate business requirements into respective domains or services, allowing us to not only scale resources but also manage business complexity in ways unique to this model.

The Service Object Oriented Architecture (SOA) enables the RSAWEB development team to be truly agile, strategically positioning the business to rapidly adapt to ever changing market conditions, requirements and trends. By abstracting business requirements and computing resources in this manner RSAWEB are able to swap out whole components of the development ecosystem for more effective solutions with minimal disruption to the business. The move to the Cloud and evolved models of development have also placed the business in the prime position for the coming migration to Containerisation and Platform As A Service (PAAS).

With VDC, RSAWEB is looking to realize hosting cost reductions of up to 50%, which would ultimately be a true cloud solution that offers incredible uptime benefits and effective management of computing resources.

Ultimately the move across to the Cloud has fundamentally impacted on the business from a variety of levels and has helped to place RSAWEB as the leaders in Cloud-based technology in South Africa. If you are wanting to move your business across to the Cloud why not speak to one of our experts today?



KATIE FINDLAY

# THE CHANGING NATURE OF THE WORKING WORLD

**"WORK IS NO LONGER A PLACE."**

*Work is no longer a place. With the rise of flexitime, remote working and working from home, the nature of work is changing - becoming more flexible and more collaborative.*

As Internet infrastructure and availability becomes faster, more secure and more reliable, it is becoming increasingly easier for people to connect with their jobs and work from virtually anywhere in the world. This is changing not only the nature of work, but how we think about the very concept of work itself.

With this in mind we thought we'd take a look at the top trends that are changing the working world:

### Flexibility

Work is no longer about clocking in for the 9 to 5. Rather than being about showing up, work is increasingly about results. As an upshot of this, 'flexitime' is a concept that was introduced to help people get around having to waste time sitting in rush hour traffic. Extended office hours mean that some employees can start early in the morning and leave early, while others arrive late but stay late into the evening.

Flexitime has an added advantage for companies who have clients across multiple time zones, as extended office hours mean that clients have more opportunity to have their issues dealt with in a timely manner. If staff are available earlier and later in the day, then the drag in turnaround time is reduced for overseas clients as they don't have to wait until the next day for someone to respond to their queries. As we increasingly participate in a global economy with a 24-hour time zone this change is becoming essential business practice.

Not only that, flexitime benefits employees as well, as they are able to structure their work day to better suit their lifestyles, plus they waste less potentially productive time sitting in traffic.

### Mobility

It is no longer a requirement that employees need a physical space to store computer equipment and files. (Remember filing cabinets?) Nowadays all company data can be stored on a portable laptop or on servers in the Cloud. This means that employees can work from virtually anywhere in the world provided they have a reliable Internet connection.

Companies are also benefitting as they no longer have to find the best person for the job within a fixed location. Now required skills and expertise can be outsourced virtually to people anywhere in the world. This also enables people to choose where they live based on their own personal requirements rather than needing to be in proximity to an office.

### Collaboration

Freelancers or 'solopreneurs' are on the rise globally as more people realise that instead of working for one company they can contract their skills to different projects as desired and have more control over how they work, who they work with and what they work on.

The rise of co-working spaces also allows people with different backgrounds to collaborate on different projects as they are required. Voice over IP (VOIP) connections, like Skype and virtual conference calls, allow people to meet and discuss ideas and projects virtually from anywhere in the world. Meanwhile enterprise collaboration tools like Slack allow workers to manage projects, share files and give feedback and input collaboratively, without the need to be permanently based in the same location. Even office spaces are becoming more about being a place to connect and collaborate on projects, and less of the isolating 'cubicle farms' of the past.

These changes are becoming so widely used and accepted that there is even a new term for people and companies who embrace these trends called 'digital nomad'.

With all these trends being adopted by more and more companies, it is clear that physical roads become less important as online virtual 'roads' and infrastructure are adopted by people and business. This is why RSAWEB is committed to supplying the very best in Internet connectivity products to businesses throughout South Africa. If your business is following the path of the digital nomads, then you can be sure that RSAWEB has a connectivity solution to meet all your requirements.

For mobile employees, RSAWEB's Mobile Data allows you to manage and monitor all of your employees' mobile connectivity needs. With companywide pooled data you never have to worry about employees getting capped as data can be shared and reallocated to those employees who need more. Our fast and simple online management tools mean you are always in control, and you are even able to choose between MTN and Vodacom as service providers or use both according to your employee's preferences.



**LEIGH MATHER**





# POPI AND THE CLOUD

## WHAT YOU NEED TO KNOW

*With the introduction of the Protection of Personal Information (POPI) act, big organisations and small businesses alike need to ensure that their systems are compliant with the new legislation.*

The Protection of Personal Information (POPI) Act No.4 of 2013 states:  
*A Responsible Party in the Republic may not transfer personal information about a data subject to a third party who is in a foreign county.*

### **How does this affect cloud computing?**

Some cloud providers use overseas data centres for their data storage. As a result they cannot guarantee the level of software and hardware security that is implemented at a data centre that is in a different geographical location, and this is where things can get complicated under the POPI regulation.

According to POPI, companies need to obtain consent to store personal information outside of South Africa. This consent needs to be given at the time the data is gathered. This means that you need to know where your data is stored at all times in order to obtain the right type of consent when gathering data.



One way to minimise the paperwork and the possibility of being fined for non-compliance is to use a cloud provider that makes use of data storage facilities within the borders of South Africa.

RSAWEB is one of these providers, and you can sleep easy with the knowledge that your data is safe and secure on home soil when using any of our Cloud products or Enterprise Cloud.

#### **Who is responsible for the compliance?**

In order to understand the roles of the client and the cloud providers you need to understand the difference between a Responsible Party and an Operator as set out by POPI.

A Responsible Party means a public or private body or any other person, which, alone or in conjunction with others, determines the purpose of and means for processing personal information. In this case the client.

An Operator means a person or company who processes personal information for a Responsible Party in terms of a contract or mandate, without coming under the direct authority of that party. In this case the cloud provider.

According to POPI the responsibility lies with the client (the Responsible Party) to secure the integrity and confidentiality of personal information, while the cloud provider (the Operator) processes the information on behalf of the Responsible Party who has given the authorisation to do so.




**SEAN ROSE**  
New Business  
Development, RSAWEB



# Making the move to cloud?

Not just any cloud will do.  
Make sure you choose solutions  
that will propel your business  
forward, not hold it back.



# Here are the 5 critical factors to consider as you move your workloads to cloud data centers.

## **Scale Out**

Scale-out cloud solutions allow providers to add resources seamlessly and transparently — without disrupting any existing applications. When your provider is enabled with a scale out architecture, you can be certain your workloads will not experience interruptions from data migrations or hardware upgrades.

## **Guaranteed Performance**

Raw performance is only half the solution for maximizing your applications in the cloud. And performance alone is not a feature on which to base your decision. Ask your provider if they offer quality of service controls across their entire infrastructure to guarantee performance to all your applications and adjust performance on the fly as your applications need.

## **Automated Management**

Automation across the stack is vital to your business success. If your cloud provider hasn't enabled policy-driven provisioning and resource allocation, their IT is getting in the way of your innovation.

## **Data Assurance**

No one has time for degraded mode during RAID rebuilds common at legacy data centers that rely on expensive, custom hardware and pass those costs along to customers. Modern cloud providers are built on a resilient, secure infrastructure that manages failures in an efficient, self-healing, RAID-less architecture.

## **Global Efficiencies**

Today's leading cloud providers improve the utilization of their server platforms, networks, and storage protocols by consolidating people, software and processes into one efficient solution that ensures optimal performance for your workloads.



ShapeBlue are expert designers and builders of cloud environments. With local expertise and field experience, talk to us about your requirements and to arrange a demo.

# HOW IOT COMPANY USES **MOBILE DATA**



**Robert Henshilwood**  
Co founder, Olarm



**James Robertson**  
Co founder and  
Senior Engineer, Olarm



*Olarm* is a South African based technology company specialising in the manufacturing of products that make use of the Internet of Things.

The Internet of Things (IoT) is changing simple homes into smart homes, enabling everything from your locks or your watering system to your lights to be controlled from your smartphone. Making use of this technology, *Olarm* enables their clients' mobile phones to speak to their house or office's alarm systems from wherever they are. Essentially it makes the alarm system 'smart' by enabling it to connect to and speak to a mobile phone.

*"Our view was that alarm systems are being left in the 'dark ages' while everything is going digital,"* says James Robertson, one of the founders of *Olarm*. In doing their research *Olarm* found that while security is a priority for South Africans, home security is often seen as a grudge purchase and convincing people to replace their alarm system with something more up-to-date is difficult to say the least.

Most alarm systems fulfil the basics of home security in the form of armed sensors that go off when movement is detected. But there are a number of shortcomings to these systems and false alarms play a big role in the effectiveness of the technology. A major shortcoming is that in most cases when an alarm goes off the armed response team are unable to identify which zone the alert was triggered. This is why Rob Hensliwood and James Robertson decided to develop *Olarm's* digital approach.

Once *Olarm* is installed it gathers all of the alarm system's sensor data in real time and feeds it to the server. This means that every single 'zone event' is pushed through by the device instantly, and can be monitored in real time. By digitising the data, *Olarm* makes the alarm system smarter and gives the owner complete insight into their alarm. This enables owners to know at a glance whether everything is in order, without having to wait for armed response to peer over the wall and check. This upgrade effectively brings any home security system out of the 'dark ages' and into the digital age.

With *Olarm's* technology one is able to manage any alarm system from any iPhone or Android device. There is no need to replace the existing alarm system as the *Olarm* technology is compatible with most systems. The easy-to-install, exciting new technology enables users to view a history of all events and activities logged by the alarm system as well as receive alerts through push notifications, such as loss of power. Made in South Africa, the system is also protected from load shedding.

*Continues on next page*



Founded in early 2015, *Olarm's* offering is unique as they not only provide the IoT app software but they also supply the SIM card with the device, saving the customer time and money as they no longer need to worry about purchasing a SIM card or loading data. With *Olarm* a customer simply needs to pay the once-off installation fee, download the software and they will be ready to go, the first years subscription is free. As James explains; *"The beauty of Olarm is that you receive your device, turn it on and it just connects for as long as the customer needs."*

As the supplying of the devices' SIM cards is an essential part of the business offering, James and Rob are soon expecting to be managing thousands of SIM cards and their data usage on a daily basis. While the data requirement for the device is minimal, *"the sheer scale of alarm systems connected throughout the country was seriously daunting,"* says James.

James and Rob therefore realised that the business needed a stable network off which to operate. *"We needed a service where we could achieve uninterrupted data service,"* says James, *"reliability is one of the cornerstones of the product and the alarm needs to always be connected to our servers. We therefore decided to look for a management tool that would assist us in monitoring and managing all our SIM cards."*

In July 2015 *Olarm* signed up to RSAWEB's Mobile Data platform. James comments; *"using RSAWEB's Mobile Data SIM card management system has made our lives a lot easier. Each device now has an RSAWEB SIM card in it and our servers are also based at RSAWEB for a full turnkey solution."*

Regarding their use of Mobile Data, James ends by noting; *"the pooled data feature is essential to our business as it gives us the ability to see which SIM cards are piling up the data. RSAWEB's Mobile Data tool is so useful it has now become the backbone of our business."*



# Your alarm made SMART

Protect what is most precious to you

Olarm brings your entire alarm system online,  
putting you back in touch with whats going on  
at home



## FEATURES

### One device to rule them all

The Olarm device easily fits to your current alarm system, making it instantly smart



#### Control

Arm and disarm easily  
from where ever you are



#### Multiple Users

Give all your loved ones  
access to the alarm



#### Intelligent

Works with all alarm  
systems, young and old



#### History

View all events including  
who controlled the alarm



#### Be Notified

Instant notifications  
sent to your phone



#### Know Everything

All zone info sent to your  
app to view in real time



*"No more irritating your neighbours with false alarms while you're away"*

www.olarm.net  
info@olarm.co



Olarm is available to purchase  
online at [www.olarm.net](http://www.olarm.net)





**ALLAN BOYLE**  
COO, RSAWEB

*When we initially released our Mobile Data product to the market, we were expecting it to be used almost exclusively for connecting mobile workers such as sales employees to the Internet while they were traveling for their daily jobs. However, since the launch of the product we have been pleasantly surprised with all the creative ways Mobile Data has been used by our customers.*

Here are a few innovative ways in which Mobile Data has been used or applied by our customers. We hope this gives you some ideas for your business:

# INNOVATIVE WAYS COMPANIES USE MOBILE DATA



“

WITH OUR MOBILE DATA PRODUCT YOU WILL BE  
ALERTED BEFORE THE DEVICE RUNS OUT OF DATA

”

**Wi-Fi for Cabs:**

Thanks to our Mobile coverage being available over most of South Africa's major road networks, cab operators have been able to install a Mi-Fi device in their cabs (powered via the lighter or frontloader USB input) as a value added service to their riders.

By bolting on our private APN service, our clients are able to restrict usage to certain sites only and avoid high data costs from things such as torrents or heavy streaming services.

**Cold Storage Truck Monitoring:**

For cold storage food truck owners it is vitally important to have peace of mind that there are no issues that could result in wasted product such as mechanical failures or human errors across any of their delivery trucks.

With Mobile Data and the use of some specialised monitoring hardware our clients are able to keep tabs across their fleet of vehicles and always know that the storage temperatures are correct.

**Vending Applications:**

You might have noticed that more and more small businesses such as coffee shops and electronic stores are moving away from traditional cash registers (till slips) and paper invoices and onto the equivalent electronic versions.

These electronic tills typically run on a single iPad that has been locked down to a single vending application that will email you a receipt rather than print it out. This means less moving parts, instant Online data and no need for paper or ink. A Mobile Data enabled SIM card will keep that device Online 24/7.

**Point of Sale (POS) Devices:**

Going hand-in-hand with the vending applications mentioned above, point of sale devices also require an Internet connection to authorise a transaction. This is one of the most popular uses of our product as having these devices go offline due to running out of data can be catastrophic!

With our Mobile Data product you will be alerted before the device runs out of data and with our Online Control Panel you can top up the device in seconds.

These are just a few of the ways our clients are using Mobile Data to enable innovation, improve customer experience and drive cost savings within their businesses.



# CLOUDONOMICS

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## THE ECONOMICS OF CLOUD

There is a common thread that runs through almost every discussion we have with our customers, and it centres around three core business outcomes: risk mitigation, revenue growth and cost efficiencies. These business outcomes are not particular to the technology component of business operations – they extend to every aspect of it. However, technology is an integral part of today's business DNA and therefore plays a vital role in achieving these outcomes.



**SEAN ROSE**

New Business  
Development, RSAWEB

The value proposition that is cloud – or better referenced as either Infrastructure as a Service (IaaS), Platform as a Service (PaaS) or Software as a Service (SaaS) – is borne out of these business outcomes in the context of technology service delivery to business end users and customers.

Technology innovation is increasingly driven by end users seeking instant gratification, time efficiencies and value for money. In order for businesses to remain relevant and compete for market share, they have had to evolve and innovate their respective service and product delivery to meet end-user demands and expectations.

In the context of technology operations, the pace of business evolution, market trends and consumer behaviours point towards a need for an agile, flexible and scalable Tech Ops and Dev Ops environment. The cloud offers the solution.

The adoption of Infrastructure as a Service, to alleviate the constraints of in-house technology service delivery, can and should be determined by testing the value proposition against the core business outcomes of risk mitigation, revenue growth and cost efficiencies.

IaaS provides a case for the mitigation of operational risk by enabling your business through enterprise grade and (depending on your choice of provider) global standard virtualisation platforms.

These environments ensure that resource utilisation is maximised through the ability to scale as needed, minimising cost exposure. The ability for Tech Ops teams to deliver resources-on-demand ensures not only agility, flexibility and scale but also a consistent end-user experience and customer experience with ‘zero impact changes’, and in the case of RSAWEB’s Virtual Data Centre, guaranteed minimum performance levels.

The ‘always on’ and global availability of an IaaS environment provides consumer and business end users with an enhanced user experience, as well as instant access to information or services. Underpinned by business-continuity features, revenue growth is enabled.

Finally, cost efficiencies realised through the adoption of an IaaS environment centre around the ability to manage utilisation of dedicated infrastructures. Technology refreshes are no longer onerous, and revenue and cost alignment are balanced. The pay-per-use coverage model that enables the auto-scaling of production environments creates an agile business, offering instant access that enables revenue growth and revenue assurance.

RSAWEB’s Virtual Data Centre is designed to deliver on these business outcomes. Our upstream partnerships with globally recognised “best-of-breed” brands underpin this commitment and design.

RSAWEB operations run out of our Virtual Data Centre environment because our business outcomes are the same as every other business. Our business has become infinitely more agile, flexible and cost-efficient and we have the scope to innovate and grow while achieving revenue growth.

Technology solutions are in a state of constant change: the current discussions of Hyper Convergence, the Internet of Things (or Everything) and Cross Cloud Services all represent opportunities for businesses. Opportunities for innovation, change and growth.

This is why we get out of bed in the morning, this is why we at RSAWEB do what we do... help our customers succeed online.



# THE BENEFITS OF MANAGED HOSTING FOR **CAXTON**



## **CHRISTO GOUWS**

Cloud Team Technical  
Lead, RSAWEB



## **FABIEN BELLER**

Cloud Engineer,  
RSAWEB

*Caxton & CTP Publishers & Printers Limited is one of the largest publishers and printers of books, magazines, newspapers and commercial print in South Africa. Collectively they publish a variety of newspapers and magazines and employ approximately 5 500 people in more than 40 different divisions within the business.*

As one can imagine, keeping operations running smoothly and storing and securing all of *Caxton's* data is a mammoth task. About four years ago, *Caxton* realised that their existing environment

wasn't able to scale to meet their ever-increasing requirements. It was then that they approached us to guide them in the adoption of a more scalable and flexible solution. This is what we implemented for them:

### **Cloud Servers managed hosting**

Our Cloud Servers infrastructure means that *Caxton* doesn't have to deal with the hassle of physical hardware and it enables them to work off fast, secure, scalable and highly redundant servers. In addition, we provide a managed service for the *Caxton* environment, running the back-end infrastructure as well as the operating systems of the servers that are required for all the daily operations of the company's sites. With our Cloud Servers managed hosting, we go beyond offering a data storage solution and provide customers with the support they need to ensure that their environment is always up and running optimally.

### **Real-time server status**

In order to ensure that the systems are performing optimally at *Caxton*, our team of cloud experts constantly monitors *Caxton's* environments in order to track the performance of their servers. This enables us to resolve any issues that may occur as and when they happen. *Caxton* can focus on their business, while we ensure that their platform is always in working order.

With Cloud Servers, real-time server status allows our team to see the health of an environment at a glance and thereby identify memory or space issues immediately. It also provides us with an in-depth understanding of where improvements can be made to the system. *Caxton's* IT team is able to call our engineers who will investigate and troubleshoot any problems they may be experiencing, saving time and improving efficiency in the process.

### **Additional benefits of being in the cloud**

In addition to the benefits of the Cloud Servers managed hosting, *Caxton* also enjoys all the added advantages of operating in a cloud environment.

**These include:**



1

**No physical servers to manage.**

*Caxton* never has to worry about maintaining and managing physical infrastructure.

2

**Constant performance monitoring.**

*Caxton* has continuous insight into what is happening in their environment.

3

**Access to a team of experts.**

RSAWEB is always on hand with technical knowledge and recommendations to advise *Caxton's* IT team, including troubleshooting, problem-solving and advice on new project builds.

4

**Data back-ups to highly redundant servers.**

RSAWEB's Cloud Servers offer highly redundant systems that are low risk – the back-ups ensure the environment and provide increased data protection.

RSAWEB's Cloud Servers are trusted by thousands of cloud-server owners using petabytes of storage and terabytes of RAM.

Is your company situated in a business park or multi-tenant complex? We have good news! Getting Fibre installed into business parks or multi-tenant areas is just as simple as it would be for individual businesses. If your business is situated within the city centres of Johannesburg, Durban or Cape Town then you can benefit from the blazing-fast speeds of City Fibre. City Fibre offers a high-speed, low-cost Internet alternative for companies located in and around major cities in South Africa. Bringing you blazing-fast connectivity without breaking the bank!

Here are some of the benefits of City Fibre for your business:

- Increased Internet speeds of up to 500Mbps!
- Capped and uncapped options available depending on your business requirements.
- Faster transferring of offsite backups, media files or large data reports.
- Uninterrupted streaming of audio and video becomes effortless and crystal clear, ideal for video conferencing and call centres.
- Large workforce support so you no longer have to worry about the strain on the network and Internet connection as your business grows.
- Faster page load times means that there's no more wasting time waiting for website pages to load.



LEIGH MATHER

#### How does installing Fibre Internet into a business park work?

In order to connect your business park or building to a Fibre network you need to have a central 'node' installed. There are multiple options available to business parks to go about this process:

# HIGH SPEED FIBRE FOR BUSINESS PARKS

# 1

One or more ISP's (Internet Service Providers) can provide connectivity to the business park and then also deploys the 'last mile' of fibre between the node and client's offices. The 'last mile' refers to the portion of the fibre that physically reaches the end-user's premises. The cost for this would be covered by the ISP, and they would then typically provide the service to multiple tenants in the business park.

# 2

The landlord or owners of the business park can pay to deploy the 'last mile' Fibre into the business park. This enables the business park to have a 'meet me room' or node on premises from which multiple ISP's can offer their services. Tenants can then choose which ISP they would prefer for their business based on their individual requirements. If you are the owner of a business property, then having Fibre access to your building can also increase the value of your property as more and more people are choosing where to work based on the availability of high speed Internet.

# 3

The landlord or owners have an Open Access Service Provider install both the 'last mile' and back haul to the business park. The Open Access Service Provider would then pay to install all infrastructure and bill the ISP to use accordingly. Open Access Fibre Network providers lay Fibre cables into the ground and then install a Fibre 'node' directly into a common area within the business park. Most Open Access Fibre Network providers will install a node into a server room or basement of a business block or complex at no cost to the individual tenants, building owner or body corporate. All you will need to do is gain landowner consent or permission from the body corporate for the Open Access Fibre Network providers to do the installation.

If your business park has a body corporate, then you can ask your ISP to submit a proposal to the body corporate so that they can choose an option that suites their business model and tenant requirements best.






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**RSAWEB**

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# BUILDING UNIQUE ONLINE SOLUTIONS IN THE CLOUD



Publicis  
Machine

## **Publicis Machine and Nurun build unique online solutions**

*Publicis Machine* is a global network agency that specialises in building leading brands. In a world of accelerated change, brands are under increased pressure to compete due to new technologies, empowered customers, shifting attitudes and fresh contenders in the market place. *Publicis Machine* helps create leading strategies and powerful ideas that allow their clients' brands to become unique, indispensable and stand out in the crowd.

As part of the *Publicis Africa Group network*, *Publicis Machine* is intricately linked to *Nurun*, a specialist technology business with more than 17 offices around the world, and represented locally through an expert suite of web, SEO, media, content and data competencies.

Nurun's development team specialises in building online product ranges for clients. These vary from 'in-house' product builds for Incentiv and Answered to client project builds that range from long-term projects such as Sanlam's Reality to shorter builds such as campaigns for Nando's, ADT and PSG.

*Publicis Machine* and *Nurun* both make use of RSAWEB's Enterprise Cloud Virtual Data Centre to effectively store and manage data, build online sites and develop new technologies.

*Continues on next page*

### Upgrading from outdated infrastructure to the cloud

Since *Nurun* was launched in South Africa, they have grown considerably, tapping into resources within different agencies. They are also looking to expand their technology division during the next few years. When Johan Steyn joined *Publicis Machine* and *Nurun* as CTO he realised that the data management solution that was being implemented up until then was not meeting the standard they required as a company. At the time *Publicis Machine* was operating with stand-alone servers that were kept on site.

### Publicis Machine and Nurun build unique online solutions

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Johan explains: *"Gone are the days of running a single server rack mounted in mom's basement. We needed to become more professional in how we provided services to clients. This meant ensuring that at every level of our technology stack we were able to cover the necessary basics, from scalability and high availability to disaster recovery and security."* It was then that *Publicis Machine* decided to move to RSAWEB's Enterprise Cloud.

With Enterprise Cloud we take care of the infrastructure so that you can take care of your business. You will no longer need to worry about managing your own data centre or investing in infrastructure as we provide the solution for all your hardware and maintenance needs, while giving you scalable resources on demand for any workload.

### Meeting client requirements with scalable solutions

*Publicis Machine* and *Nurun* are always working with multiple brands, which means that they are constantly managing multiple websites for their clients at any given time. Johan says that these client site requirements also vary in scale as 'some will only have 100 page views a month, while others can reach over 500 000 page views a month, depending on the nature of the project'.

In order to meet all these requirements, *Publicis Machine* and *Nurun* have a number of content contributors who are constantly uploading content onto sites according to their clients' various requirements, and developers who are creating specialised platforms for clients' brands. The benefit of Enterprise Cloud is that it enables *Publicis Machine* to easily scale their requirements and implement new technologies as and when they are required.

Johan says that the Enterprise Cloud network configuration and VM set-up interface features have been incredibly useful to his team. Another major benefit Johan notes is that, because all the data is online, it can be accessed from anywhere, whenever it is needed. One of the biggest successes Johan and his team have had since implementing Enterprise Cloud is that they have been able to produce a T3 architecture solution for one of their in-house clients.

Enterprise Cloud provides *Publicis Machine* with a logically isolated, private environment that is secure, infinitely scalable and incredibly fast. It allows *Publicis Machine* and *Nurun* to design bespoke solutions and constantly innovate to help their clients remain at the cutting edge of their industries.



LEIGH MATHER



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# DIGITAL TRANSFORMATION

## DRIVING BUSINESS GROWTH



**DARYN EDISON**

Managing Director,  
Ants Never Sleep

*It is without a doubt that technology has had a massive impact on the way we do business, how we interact socially and how we use it in our personal lives. We also know that the pace at which it is happening is accelerating, however, there are still many businesses that are lagging behind in using technology to improve such things as efficiencies and profitability. If you own or manage a business and have yet to leverage the opportunities that digital technologies can provide, then this is for you.*

### **What is “digital transformation”?**

Digital transformation (DX), specifically digital business transformation, is the advancement of business processes and structures through the use of technology - in a strategic and prioritized manner. Transformation also includes innovation, new ways of thinking, products, services and customer engagement.



### Driving factors

Digital transformation is propelled by technology innovation, customer experience, and economic forces. Technology innovation, or “disruption”, must bring value and efficiencies to the business. Customer experience is at the heart of digital transformation. Customers are in control of their interactions with businesses in the digital age, they demand technological advances while making it all easy to use. Economic forces and other external factors such as laws and market competition are all major challenges that must be overcome.

### Reaping the benefits

The transition to digital tools and processes has its challenges but it's hugely beneficial in driving business performance. These are the top 10 major benefits that digital transformation can bring to your company.

1. Enhanced customer experience
2. Eliminate errors and reduce risks
3. Efficient product distribution
4. Creation of new digital products and service
5. Faster and automated processes
6. Real-time supply chain visibility
7. Improved management systems and decision making
8. Increase sales and return on investment (ROI)
9. Cultivates a company culture of creativity and innovation
10. “On-the-go” operational efficiency

### Strategy for change

Simply implementing technology will not bring about change. In order to keep up and stay ahead of your competitors, it's vital that your business embraces innovation and bring in fresh ways of thinking. It is not a one-time thing! It requires a culture of constant improvements and collaboration. Strong leadership from the top, company-wide buy-in and education on digital transformation must be made part of the strategy.

### No template for success

Your company must be willing to take risks and learn from mistakes. However, the path to digital maturity doesn't have to be a painful and lonely one. Most businesses leverage the resources and expertise of third-party solution providers. These strategic partners constantly provide innovation and fresh ways of thinking; implementing new capabilities over time.



**WE HELP COMPANIES AND BRANDS TRANSFORM THEIR BUSINESS AND GET CLOSER TO THEIR CUSTOMERS THROUGH THE USE OF TECHNOLOGY.**

#### **FOR BUSINESS:**

WE IMPLEMENT DIGITAL TRANSFORMATION TO INCREASE PROFITABILITY AND EFFICIENCY.

#### **FOR BRANDS:**

WE CREATE DIGITAL TOUCH POINTS THAT BRING YOU CLOSER TO YOUR CUSTOMER.

# HOW FUNDAMENTAL SOFTWARE USES ENTERPRISE CLOUD



*Fundamental Software provides specialised investment management software to both local and international clients. They are recognised as the leading players in this space in South Africa and their clients include fund managers, wealth managers, pension funds, multi-managers and service providers such as Allan Gray, PSG Asset Management, Taquanta, Personal Trust and Global Independent Administrators (GIA).*

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LEIGH MATHER

Experts in software solutions for the Financial Markets, the team at **Fundamental Software** have developed Fundamental Portfolio Manager (FPM), a modern investment platform that differentiates them from the competition by providing easy to use, efficient and cost-effective solutions. Today **Fundamental Software's** FPM system is considered to be one of the most technologically advanced Investment Management platforms in the market.

In 2014 **Fundamental Software** partnered with RSAWEB and implemented an Enterprise Cloud Virtual Data Centre (VDC) solution so that they could provide their software as a hosted (cloud) service. This means that their clients no longer require any internal IT spend or IT skills to utilise the FPM software. The move across to RSAWEB's VDC also ensures that **Fundamental's** customers can access FPM from any location.



The scalability of the Enterprise Cloud service enables us to ensure the speed of the application meets the expectations of our clients as they grow. ”

**Fundamental Software** went live with their first hosted client towards the end of 2014 and there are now more than 50 users of **Fundamental's** hosted solution.

Michael Ross, the head of IT at **Fundamental Software** says that; *“the hosted service offered in partnership with RSAWEB is an important part of our strategy as it allows investment firms to make use of our market-leading software from multiple locations without the need for any internal infrastructure spend.”*

Aside from saving their clients time and money, RSAWEB's Enterprise Cloud gives **Fundamental Software's** clients all the benefits of owning a Virtual Data Centre (VDC) without any of the maintenance or capital costs. With Enterprise Cloud resources are available on demand so you never have to worry about buying and setting up new software. Additionally, the VDC has a fully redundant, multi-datacentre setup that ensures high uptime, data security, availability and automated disaster recovery.

Enterprise Cloud enables **Fundamental Software** to implement their software for new clients more quickly and effectively. Clients do not require any infrastructure or IT skills to set-up and implement the software and they can access the software immediately after signing up.

One of the biggest benefits of this is that **Fundamental Software** can support their clients more effectively by taking control of the underlying infrastructure and optimising it for their software requirements. The scalability of RSAWEB's Enterprise Cloud Virtual Data Centre (VDC) enables **Fundamental Software** to seamlessly ensure that the infrastructure grows with the needs of their clients.

Michael says; *“the scalability of the Enterprise Cloud service enables us to ensure the speed of the application meets the expectations of our clients as they grow.”* In addition to the quick implementation time, **Fundamental Software's** clients have also experienced a stable and responsive service without the need for any internal IT spend, maintenance or effort.

As Michael explains; *“we keep our product offering evolving with our clients' needs, and have some of the country's best developers with specialised financial markets knowledge on hand to guarantee that the FPM platform remains relevant in an ever-evolving landscape.”* This enables **Fundamental Software** to constantly adapt and improve FPM to keep it in line with the latest available international technology. The hosted service offered by RSAWEB's VDC is an increasingly important part of **Fundamental Software's** business and they expect it to grow significantly over the next few years.



**READY  
TO MOVE  
TO THE  
CLOUD?**

IS YOUR BUSINESS MAXIMIZING  
**TECHNOLOGICAL INNOVATION?**

JOIN US FOR OUR CLOUD BREAKFASTS.

Let RSAWEB and our partners advise on solutions which will help your business transform digitally. Making you more efficient and profitable.

If you'd like to find out when the next talk is in your city  
contact us on **087 470 0000** or **[rsvp@rsaweb.co.za](mailto:rsvp@rsaweb.co.za)**



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