

# phoenixNAP **OVERVIEW**

**Your Global IT Services Provider**

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[www.phoenixnap.com](http://www.phoenixnap.com)

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## ABOUT phoenixNAP

phoenixNAP is an award-winning global IT services provider, offering cutting-edge technology solutions from strategic locations worldwide. We offer a new approach to security-focused cloud infrastructure, cloud backup and replication, dedicated servers, colocation, and specialized Infrastructure-as-a-Service (IaaS) technology solutions.

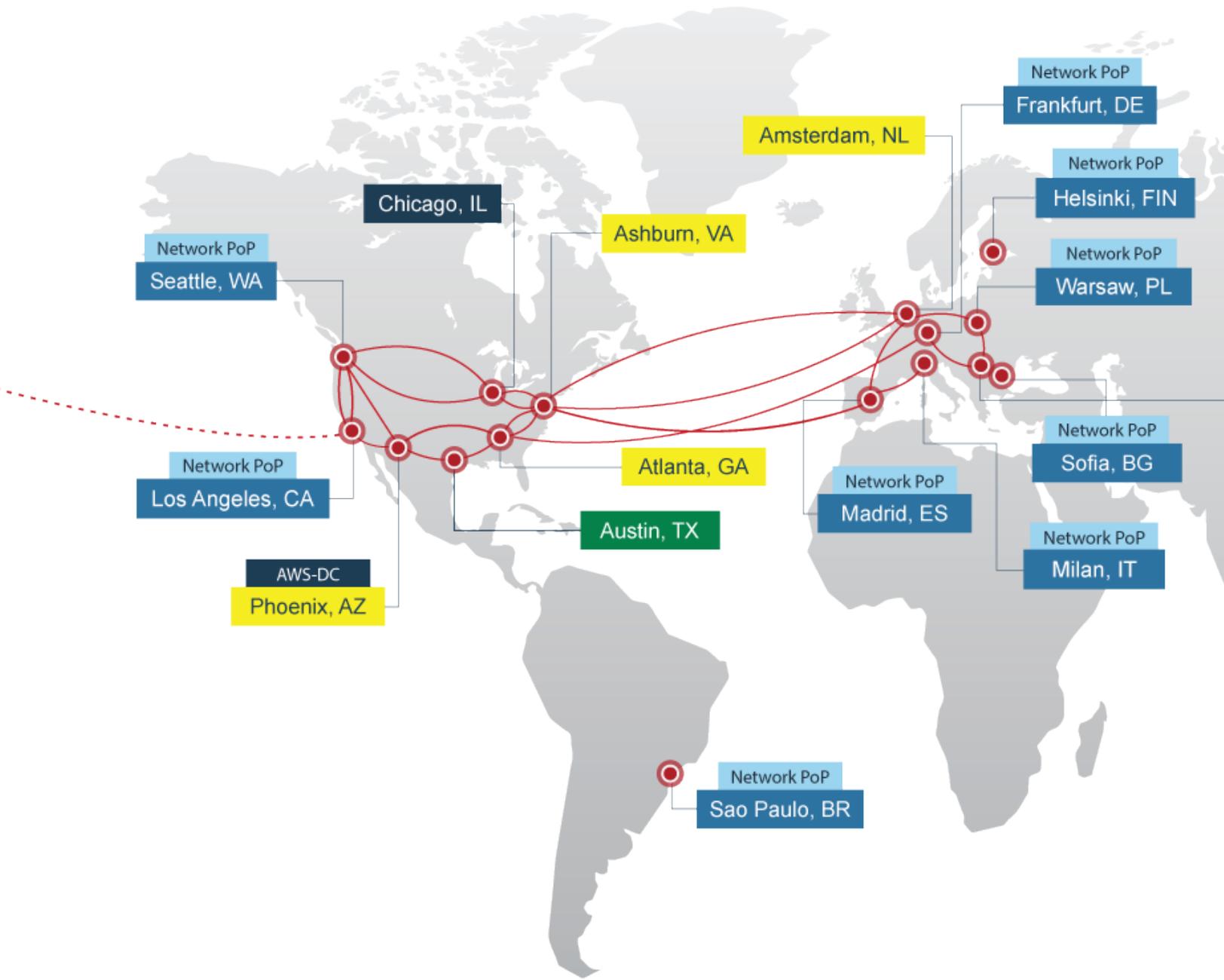
Our mission is enabling you to provide complementary services to what you're already selling/servicing today and to help you add new revenue streams. We do the heavy-lifting for your business and complement your in-house teams by delivering a complete portfolio of enterprise-grade IT solutions with competitive, opex-based prices. Our team of expert engineers are here to provide you with the best security and peace of mind for your business, 365/24/7.

Our solutions are scalable, flexible, simple to manage, built-in compliance & security, allowing you to grow easily and maintain an edge over competitors.

phoenixNAP started in 2009. as a colocation data center operator and owner in Phoenix, AZ, with the vision to be the most connected data center in the region. Today phoenixNAP has every Tier 1 provider in the region installed with over 30 carriers having a point of presence in our datacenter delivering flexibility and scale for customers in every vertical to meet their demanding network requirements. As our vision quickly became a reality, phoenixNAP soon recognized a shift in the market and acted upon it by pivoting and expanding its cloud &

Infrastructure-as-a-service solution portfolio to include Bare Metal Dedicated Servers, HaaS, Managed Private Cloud, Backup & Disaster Recovery Solutions.

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- All Services
- Bare Metal Servers
- Network PoPs
- Bare Metal Cloud Edge Location

phoenixNAP is a Premier Service Provider in the VMware® Cloud Provider Program and a Platinum Veeam® Cloud & Service Provider partner. phoenixNAP is also a PCI DSS Validated Service Provider, and its flagship facility is SOC Type 1 and SOC Type 2 audited.



Belgrade, RS

Singapore, SG

Network PoP  
Sydney, AU

# phoenixNAP DATA CENTER LOCATIONS

- PHOENIX, AZ
- 
- ATLANTA, GA
- 
- ASHBURN, VA
- 
- BELGRADE, SRB
- 
- SINGAPORE
- 
- AMSTERDAM, NL

phoenixNAP Colocation Metros

## COMPANY INFO

### Number of employees: 500+

Founded in 2009, **phoenixNAP's mission has always been to provide outstanding value and service**, using state-of-the-art technology, while continually improving our technical and human assets.

It is through these methods that we are able to maintain an incredibly customer responsive experience. We remove the stress from IT management, so our customers can focus on their core business.



*The phoenixNAP team has continued to extend and improve our service ahead of us. In turn this has let us offer highly efficient solutions to our customers without the significant burden of having to build out it infrastructure ourselves. This has strongly contributed to our company realizing double- to triple-digit growth in the time we have been using phoenixnap.*

**Forrest Blair, President AirDesk Solutions,  
AirDesk Solutions**



### Headquarters in Phoenix, AZ, USA

When you work with phoenixNAP, you don't just get state-of-the-art Data Centers, you gain access to our greatest asset - our people. phoenixNAP employees are highly skilled professionals who maintain leading-edge knowledge of our hardware, software, and security measures. The phoenixNAP team is always here waiting to help. From our sales experts to our support team, we have one goal in mind: your success. Phoenix is Arizona's Only Amazon Web Services Direct Connect Edge Location



## CUSTOMERS

phoenixNAP continuously works on improvement and innovation in order to meet the growingly sophisticated needs of our partners and their clients. With each new service, location or technology addition, we are looking to respond to a specific market gap and help our partners overcome some of their greatest challenges. This involves constant collaboration and communication with our clients and partners to ensure that every step we take as a growing company will make a difference for companies we work with.






*"In today's world where technology is changing and improving faster than ever, you need to be aligned with a partner that you can always get in touch with; someone who will be honest with you and not try to sell you the latest and greatest which might be unnecessary. You need someone with a highly skilled engineering team that can understand your needs and also step in to troubleshoot efficiently."*

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**Christos Viores, Esquire,  
Chief Operating Officer, Ligris**





## ENTERPRISE GRADE RELIABILITY

Our partnerships with industry leading hardware and software vendors allow us to design and build a platform infrastructure using the latest technologies. These relationships also open the door for us to offer you early access to the latest comprehensive product suites of hardware, and robust software for our Infrastructure-as-a-Service offerings.



Arizona's First AWS Direct Connect and Google Cloud Interconnect Location



Cloud Service Providers who display the Cloud Verified badge offer services based on the most complete VMware-based cloud infrastructure technology available, providing compatibility, choice, and control of VMware Cloud infrastructure at data center locations where this service is offered.





## TECHNOLOGIES

phoenixNAP works with industry leaders to put high performance and scalable storage, compute and networking solutions at our clients' fingertips. By building long-lasting relationships with our technology partners, we ensure constant innovation and accelerated business growth opportunities for our clients and partners.

[WATCH VIDEO](#)

INTEL

VMWARE

VEEAM CLOUD CONNECT

SUPERMICRO

SOPHOS

ALERT LOGIC

ARISTA

MICROSOFT

## WHAT MAKES phoenixNAP DIFFERENT?

Due to the wide breadth and depth of product lines, phoenixNAP does not compete with a single entity but competes with very distinct companies based on a specific solution. What makes phoenixNAP unique is the ability to offer product that covers a wide spectrum with a strong depth of knowledge, most phoenixNAP products have gone through several product enhancements and phases of maturity based on client feedback.

We have teamed up with **Alert Logic, Sophos, VMware, Intel, and Veeam** to bring to market a turn-key secure, compliant-ready private cloud solution. AWS has recognized us as a trustworthy Data Center – Colocation provider for its Direct Connection Service.

**We develop solutions with our customers in mind.** Our **New Bare Metal Cloud** solution is combining the features of dedicated cloud infrastructure at affordable prices, and API-First Approach - pay for what you-use Infrastructure model. The environment integrates with various APIs to let your clients deploy, configure, and scale their IT resources easily.



# PNCP – phoenixNAP’s Client Portal

Customer Account	Location	Storage Allocation	Permanent Storage	
			You Pay	You Charge
	Ashburn	1.0 TB Permanent, 10.0 TB Burst	\$ 100.00	\$ 150.00
	Phoenix	1.0 TB Permanent, 1.5 TB Burst	\$ 200.00	\$ 200.00
	Ashburn	1.0 TB Permanent, 1.0 TB Burst	\$ 500.00	\$ 8.00
	Phoenix	1.0 TB Permanent, 2.0 TB Burst	\$ 1,000.00	\$ 8.00
	Phoenix	2.0 TB Permanent, 2.0 TB Burst	\$ 200.00	\$ 220.00
	Amsterdam	1.0 TB Permanent, 0.5 TB Burst	\$ 100.00	\$ 8.00

PNCP is an infrastructure management solution for easy monitoring and managing of your clients’ VMs. PNCP simplifies resource management for partners that are reselling Veeam Cloud Backup, Replication and Veeam O365 BaaS. Built to enable seamless management of storage, network, backups, and billing, PNCP provides users with critical capabilities to achieve IT efficiency. PNCP is not just a comprehensive end user and reseller infrastructure management tool, but also a resource that focuses on security features such as multi-factor authentication and role based access control, which create additional layer of protection for all its users.

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**Usage**

Used  
 Available Storage

**Available**

Permanent Storage  
 Burst Storage

Your bill will reflect the total Storage Allocation. You will be charged \$100.00 for your 1.0 TB of Permanent Storage at a unit price of \$100.00/TB per month and \$150.00 for your 10.0 TB of Burst Storage at a unit price of \$15.00/TB per month. These charges will appear on your upcoming bill.

The amount of permanent storage shown reflects what you previously purchased. If you would like to change this amount or cancel your Cloud Backup service, please contact your seller at 1.855.336.1506. If you have any questions, please contact Support 1.855.336.1506.

# WHO DOES phoenixNAP SERVICE?

phoenixNAP targets two very distinct market segments – **Business Solutions** and **Bare Metal/Dedicated Servers**. One on end phoenixNAP's Business Solutions targets mid-market enterprises (\$50 to \$500 Million revenue organizations) who utilize phoenixNAP as a supplemental IT department. Mid-market enterprise engagements start with their CIO/Director or Manager of IT.

The decision-making process follows multiple groups outside of the IT department and in most cases lands on the CFO for final approval. phoenixNAP does not displace existing IT department, but rather solves the following business problems.

Our highest priority is to provide you with immense value through the channel. We have a tightly integrated secure cloud infrastructure that would be nearly impossible to find with other vendors. These are priorities we're deeply committed to because our channel partners mean everything to us.

## 1. FUNDING ISSUES

- C-Suite will not approve CAPEX expenditures
- C-Suite is demanding more predictable OPEX spending

## 2. LACK OF EXPERTISE

- IT departments that don't have the required staff to leverage newer technologies, they may not be able to retain talent or even find the talent necessary.
- IT department may not have the budget to go to market to augment the necessary staff.

## 3. CONVENIENCE

- IT department does not want to deal with hardware deployments, finding the right vendor, dealing with multiple vendors, racking and stacking equipment and then having to support it.

## 4. GLOBAL SCALE

- As customers grow and expand phoenixNAP makes it easy to scale with them. Customers do not need to find new vendors, deal with complex import laws, or local staffing regulations.

## 5. REFOCUS ON CORE COMPETENCIES

- Helps customers avoid having to sacrifice time to "keeping the lights on".

On the other end of the spectrum (Bare Metal/Dedicated Servers) phoenixNAP targets highly technical SMB/startup clients and Resellers. Typically, our conversations in the segment happen directly with the person who will be doing final approval. PhoenixNAP solves the following business problems:

## HIGHLY TECHNICAL SMB OR STARTUP CLIENTS

### **1. Their software relies on being highly available so virtualization is not needed.**

- Next generation software that is designed to be robust from the start, no need to rely on virtualization for high availability.
- While software systems “designed for failure” forgo virtualization needs to achieve high availability, they do strongly rely on the resilience of phoenixNAP global network and enterprise-grade hardware.

### **2. Their software needs as many resources as can be made available**

- Memory, cpu, bandwidth, and/or storage hungry applications that need as many resources as possible. Their software is built to scale out and utilize as many resources as can be made available.
- Inability to scale resources in a timely manner can come at a great costs of missed opportunities in a highly competitive IT market space, phoenixNAP helps its clients mitigate that risk

### **3. Their software requires optimization and can be tiered into multiple providers. This is classified as a graduated client from one of the hyperscale cloud providers such as Amazon, Google, or Microsoft**

- phoenixNAP can provide significant cost savings compared to one of the big three, while offering more transparency to what infrastructure they are getting.
- phoenixNAP is able to save money as compared to the big three, between 40% and 50% cost savings.
- phoenixNAP is able to provide hardware that is better optimized for specific IT workloads than general hyperscale cloud.
- Key part of the cost savings and optimization is the fact that phoenixNAP engineers and architects work hand-in-hand with its clients to truly understand their IT and business needs.



phoenixNAP's **Partner program** is designed to support technology companies and individuals around the globe. We offer IT Service providers, two ways to partner for in-demand high-growth as-a-service solutions such as Security-Focused Cloud Infrastructure, VMware-Powered Private Cloud, Veeam Cloud Backup, and Replication Solutions for Disaster Recovery-as-a-Service. We deliver to our partners the ability to refer or resell these services to help you grow your revenue by filling common service gaps. The program is designed so you can create new opportunities with ease and recurring revenues. phoenixNAP is investing in new channel resources to allow you to leverage cutting-edge solutions and grow your business! Our commitment to investment in our channel partner program lets us design superior solutions for you and allow you to build and grow your business right along with us!

## WHY PARTNERS VALUE DOING BUSINESS WITH US?

- **Trusted Advisors** – phoenixNAP team can be trusted to represent partners professionally and to the highest standards.
- **Diversify & Grow** – Deliver new Services, fill gaps, create new revenue streams with simple to attach service every time you sell to or support a Veeam customer!
- **Earn more Revenue**, up-sell & cross-sell and leverage your service portfolio with phoenixNAP IaaS offerings.
- **High Touch Consultative** – Responsive dedicated channel management team helps you offer the right solution to your clients.
- **Pre-sales & Post-sales Support** – Provides you with pre & post-sales engineering support from phoenixNAP's team, as well as the support of our technology partners.



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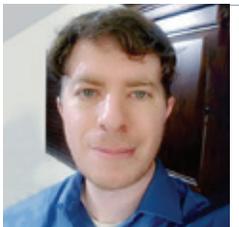
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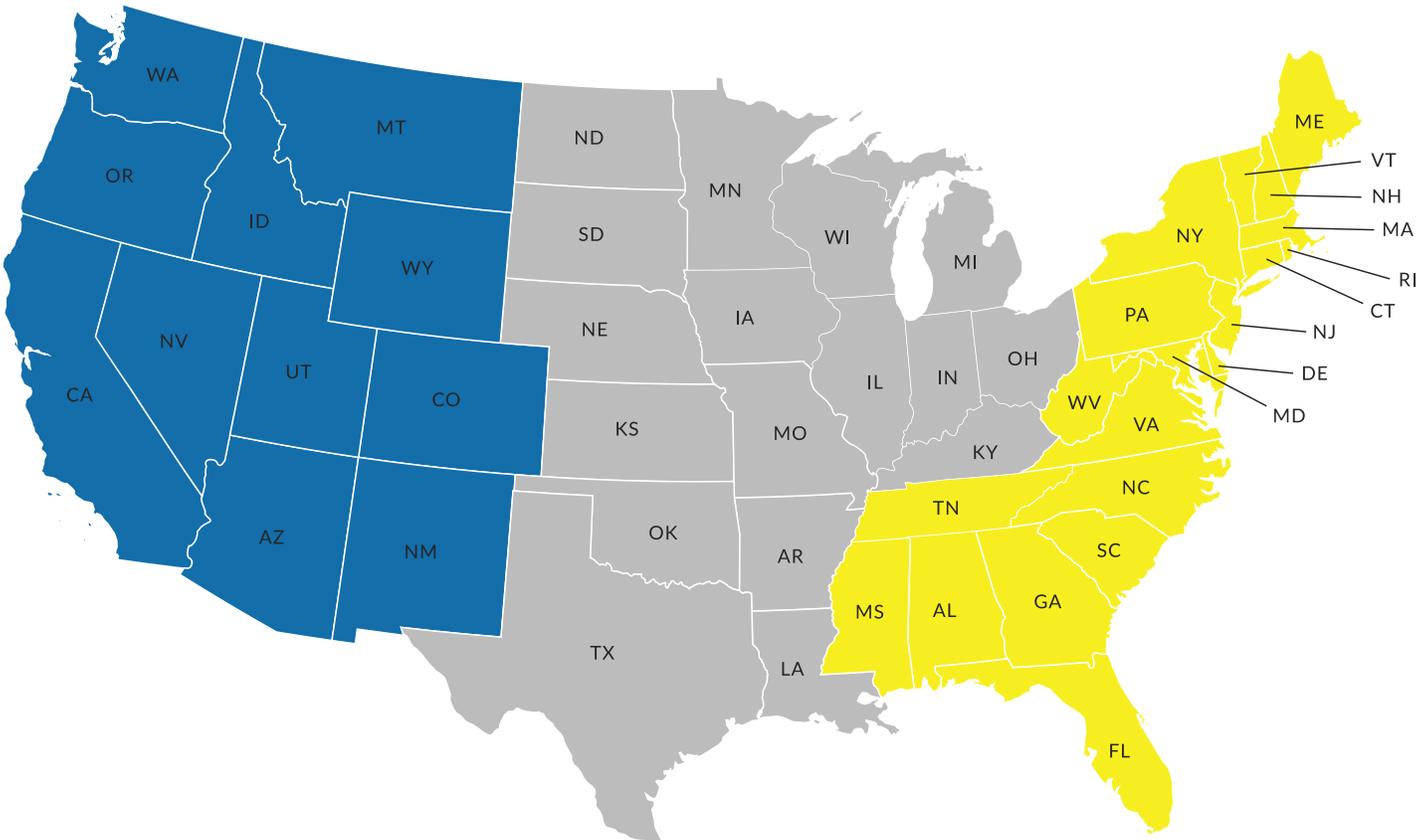
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# PRODUCTS ARE DEFINED INTO TWO CATEGORIES

## 1. BUSINESS SOLUTIONS

### COLOCATION

Space and Power in highly secured facilities that also have multiple largescale internet bandwidth providers available. Multiple global strategic edge locations are available with a wide range of customizable power density and broad carrier options in each region.

Our facilities are strategically located around the world. Each facility provides high performance networks and many carrier options; all with fully redundant built-in power, cooling, compliance, and security.

### HARDWARE AS A SERVICE (HaaS)

Powerful storage and compute resources to support every type of workload. phoenixNAP's HaaS (hardware leasing) is an enterprise-grade solution without the capital investment that gives you access to industry-leading data center technologies. Highly specialized systems equipped with GPU server technologies designed to run artificial intelligence, machine learning, and deep learning workloads, gaming, media and streaming services, as well as virtual desktops.



# MANAGED PRIVATE CLOUD, VIRTUAL PRIVATE DATA CENTER, DATA SECURITY CLOUD

Simple to deploy with VMware at its core, phoenixNAP private cloud services are the perfect fit for many client use cases. We deliver a predictable monthly spend, less gotcha's, a familiar UI, uptime, security, network, and high performance.

**Data Security Cloud (DSC)** is a PCI compliance-ready, multi-tenant private cloud for the most demanding customers. Secure, high performance compute bundled with security services such as Threat Protection and MDR with managed backups for ease of use and without large upfront human or capital investments.

**Virtual Private Data Center (VPDC)** delivers a cost effective multi-tenant cloud computing architecture that allows customers to share the underlying computing resources while each tenant's data is isolated and remains invisible to other tenants. We deliver high performance, a fully redundant architecture for uptime and is our most cost effective hosting solution.

**Managed Private Cloud (MPC)** provides a fully dedicated VMware powered IaaS stack tailor fit to the clients requirements. Ideal for application stacks or clients that require vCenter access.

**Hybrid-MPC** combines dedicated and multi-tenant cloud services for even greater deployment flexibility. Ideal for application stacks or clients that require vCenter access.

## DATA SECURITY CLOUD (DSC) AVAILABLE IN ASHBURN & PHOENIX!

Partners can help their clients achieve new capabilities in Data Security Cloud! With the addition of our Ashburn node, customers now have:

- **Backup and Fail-Over capabilities** between both DSC regions (Zerto / Veeam / VMware Cloud Availability)
- **Single pane of glass (portal)** for DSC customers with optional access to multiple DC regions
- **Lower latency** for east coast US or Europe

The new build of DSC in Ashburn will provide all services and capabilities already available in Phoenix in **Essentials & Advanced** version.



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## VEEAM CLOUD CONNECT BACKUP

Leveraging the inbuilt Veeam Cloud Connect feature of Veeam Backup Software, phoenixNAP is a leading Veeam Cloud Service Provider (VCSP). Hundreds of MSPs and Clients point their backup copy jobs to one of our five Veeam powered Cloud Backup storage locations every day. Extremely cost effective, turn-key, and fully integrated with Veeam unlike many public cloud solutions.

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## DISASTER RECOVERY AS A SERVICE (DRaaS)

Replicating workloads to deliver a low RTO & RPO all at an affordable monthly spend. phoenixNAP doesn't just back up the data, our tools and technology simplify meeting business continuity and disaster recovery outcomes! Replicated VM's are at the standby ready to be powered on in minutes. A runbook is created with each engagement that outlines clear instructions on how the new environment will power on, failover and failback testing is included for 7 full days at no added cost to the client, 7 days runtime in the event of a disaster are included as well. Veeam, VMware vCAv, and Zerto plus other tools allow us to deliver a turn-key co-managed service to give you peace of mind.

[WATCH VIDEO](#)

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## CLOUD SERVICES (VPDC/MPC, BaaS AND DRaaS)

With current market trends focusing on digitalization and business cloud solutions adoption, phoenixNAP Cloud Services are the fastest growing product lines and are also extremely channel friendly. These solutions and services are all easy to consume and are purely based on a pay-as-you-go opex model and thus require no upfront investments for our reseller/channel partners or end users. At the same time, next to complete control over costs these environments offer control over location, tiering of information access and storage, as well as connectivity to internal and external deployments allowing not just for improved availability, but predominantly improving data security and compliance requirements.

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## O365 BACKUP AS A SERVICE (BaaS)

O365 is a great service, we use it too! However there are gaps with data protection and archiving that many companies need to fill. Our managed backup as a service solution for O365 powered by Veeam fills those gaps to protect critical data and achieve compliance.

## 2. BARE METAL SOLUTIONS

### BARE METAL DEDICATED SERVERS

Dedicated servers that are deployed through heavy automation, utilizing flexible ordering and customization. Systems can be deployed with stock open source operating systems, Microsoft Windows server flavors, or complete custom Operating systems.

Our Bare Metal Platform comes with deployment possibilities in multiple world locations and is backed with solid phoenixNAP global network and robust DDoS protection system. phoenixNAP clients on this platform gain access to cutting-edge technologies such as the latest Intel CPU and GPU's and a wide range of local storage with varying capacity and levels of performance from traditional HDD's, SSD's to NVMe drives.

### BARE METAL CLOUD

Bare Metal Cloud (BMC) allows for automated provisioning of physical servers in minutes using its own API and CLI or popular Infrastructure as Code tools. As a cloud-native ready IaaS platform, BMC delivers high-performance, non-virtualized servers for optimum performance of even the most demanding workloads. Now clients can deploy, scale, and manage physical servers with cloud-like ease and simplicity, bringing their apps and services closer to their customers. The phoenixNAP Bare Metal Cloud offers all the elasticity and flexibility of a Public Cloud, but with dedicated resources BMC gives the user more control over performance and security.

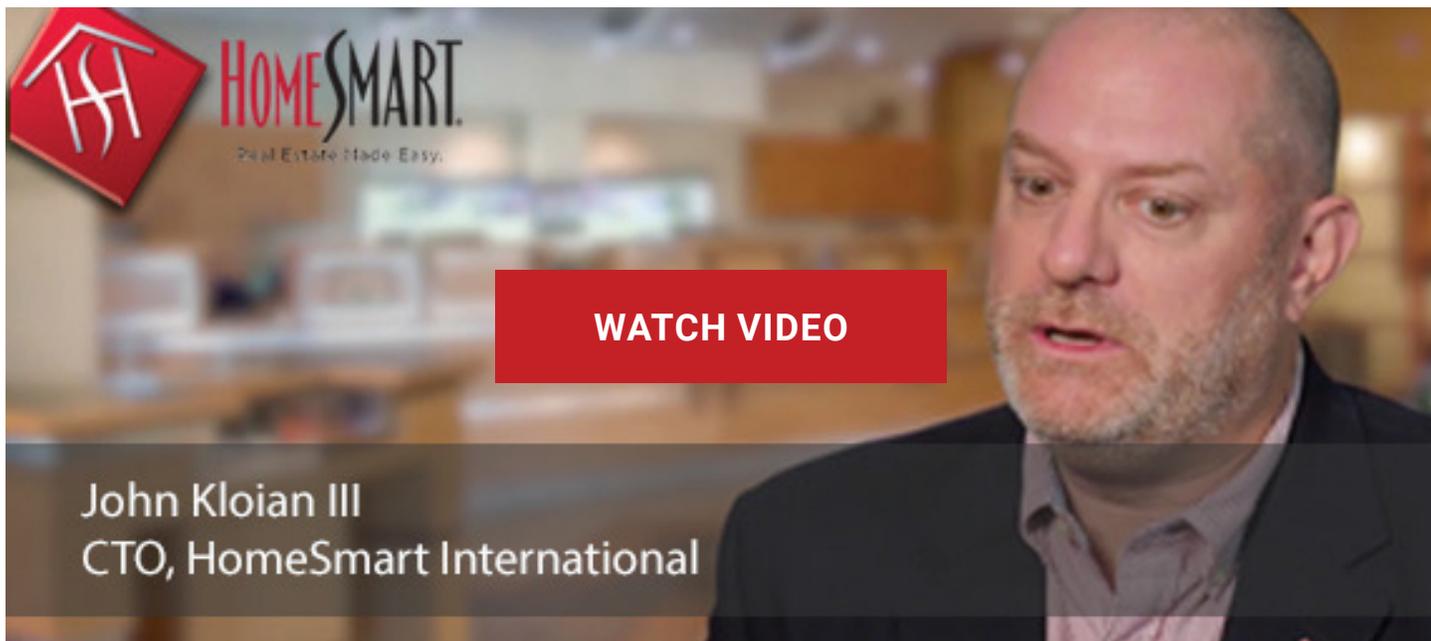
[WATCH VIDEO](#)

## phoenixNAP CUSTOMER EXPERIENCE

Find out how companies like yours are using phoenixNAP's solutions to enhance their business processes! Take a look at our case studies!



## HOMESMART INTERNATIONAL MAKES REAL ESTATE EASY WITH phoenixNAP'S VMWARE-BASED CLOUD



## TGEN TESTIMONIAL

Find out how companies like yours are using phoenixNAP's solutions to enhance their business processes! Take a look at our case studies!



## phoenixNAP's VMWARE CLOUD INFRASTRUCTURE ENABLES DIGITAL TRANSFORMATION AT MAKE-A-WISH FOUNDATION



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## **APPLY FOR OUR PARTNER PROGRAM**

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## **VISIT OUR PARTNER WEBPAGE**

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