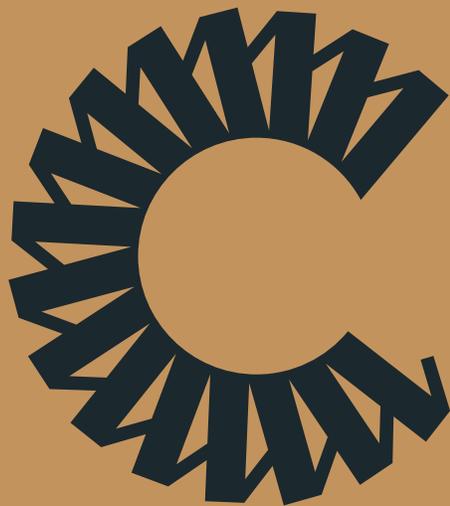


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# Introduction to CloudFirst for Direct Customers

Your Trusted Partner For  
Secure Managed Cloud Services

[cloudfirst.host](https://cloudfirst.host)



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# Document Purpose

This Direct Overview provides a concise introduction to CloudFirst, outlining our company background, core solutions, and comprehensive service offerings.

It is designed to help prospective clients understand the value we deliver, the benefits of working with us, and how our business engagement model ensures a seamless experience from implementation to ongoing support.

## Unlock the Next Level of Cloud Migration

CloudFirst is a leading cloud hosting and IT solutions provider, helping businesses worldwide securely modernize their legacy systems. CloudFirst offers comprehensive cloud hosting, data protection, and business continuity services.

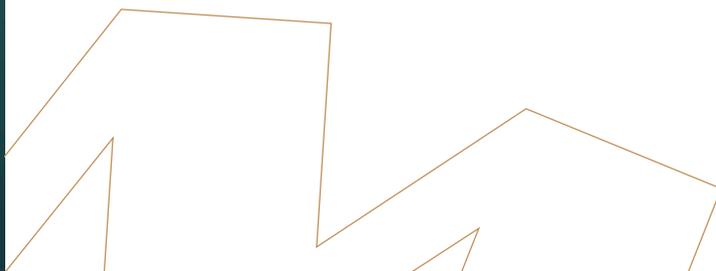
With over 25 years of expertise, we've become a trusted partner for companies facing complex IT challenges, particularly those with aging, mission-critical systems running on IBM Power Servers. We offer a proven technology roadmap to move IBM i, AIX, Windows and Linux to our hosted cloud solutions.

In 2024, CloudFirst expanded into Europe, starting in the UK, where we now offer services from three Tier 3 data centers, ensuring world-class security, reliability, and 24/7 expert support.

Whether you need to migrate essential workloads, protect data, or ensure continuous uptime, we provide the trusted solutions to help your business thrive in a cloud-first world.

At CloudFirst, we aim to help businesses transform their IT infrastructure with reliable, high-performance cloud hosting solutions. Whether you're a startup or a growing enterprise, our fully scalable platform offers seamless performance, enhanced security, and 24/7 expert support, all designed to optimize your business's digital operations.

Let us help you future-proof your business with cloud solutions that grow with you, without the stress of downtime or hidden costs.



# Company Background

CloudFirst is a US-headquartered company that specializes in providing cloud hosting, data protection, business continuity, and automation services to businesses worldwide. As a subsidiary of Data Storage Corporation (a Nasdaq-listed company under the ticker DTST), CloudFirst operates from its headquarters in Melville, New York.

## Key Milestones and Growth

Founded in 2002, CloudFirst has achieved significant growth through strategic acquisitions, becoming a market-leading provider focused on solving complex IT challenges. The company addresses critical issues faced by its clients, such as maintaining customized, mission-critical IT solutions that lack a clear migration path and are often supported by an aging workforce with specific technical expertise.

CloudFirst provides a trusted migration path for organizations to move these essential workloads into a secure, cloud-hosted environment, allowing businesses to protect and extend their investments in their IT infrastructure. This solves a common challenge where legacy systems are flagged on corporate risk registers without a clear modernization strategy.

## 2024 Expansion into Europe

In 2024, CloudFirst further expanded its global reach by establishing a European team, beginning in the UK. This expansion includes the launch of operations in three Tier 3 data centers across the UK, providing services to partners and clients. The next phase of expansion will involve strategic locations across Europe, reflecting the growing demand for CloudFirst's services throughout the EU.

CloudFirst collaborates closely with a select series of GSIs, VARs and MSPs to build a strong partner network, enabling these partners to offer a trusted cloud migration pathway to their customers for mission-critical workloads.

## Call to Action

With a proven track record in solving business-critical IT challenges, CloudFirst is ready to help our partners engage with their customers to overcome their IT infrastructure hurdles. Contact us today to learn how we can support your cloud migration and modernization efforts.

# Solutions Overview

CloudFirst offers a comprehensive solutions portfolio designed to address the complex IT challenges faced by businesses. Our solutions are tailored to provide maximum support and are meticulously crafted to meet our customer and partner requirements.

We follow a methodological approach to reviewing the current IT environment, providing a clear, trusted, and proven migration path to our hosted platforms.

CloudFirst's solutions are designed to help businesses modernize their IT infrastructure while ensuring data protection, business continuity, and high availability. We tailor each solution to meet the customers' needs, and our solutions are based on the following areas of expertise:



# Service Offerings

We specialize in providing a trusted migration to the Cloud for customers that have mission-critical applications running on expensive, legacy systems.

We focus on helping our customers protect their data, minimize operational risk and optimize service performance, while leveraging our end-to-end managed services:





## Managed Cloud Hosting

Our multi-tenant managed cloud platform is a perfect solution your all-in-one solution for robust cloud-based managed services for any platform – IBM i, AIX, Windows, or Linux.

Engineered to exceed the benchmarks for Enterprise Cloud Systems, the CloudFirst infrastructure offers unparalleled redundancy. All equipment, systems, and storage assets are housed in Tier 3 highly secure data centers while providing a full suite of managed services.

We provide a managed service solution to enable our customers to eliminate the costs of updating expensive hardware, upgrading software and the constant challenges of patch management.

Your existing service is delivering mission-critical applications on aging infrastructure and with an ever-increasing cost base to keep the service running. We swap these headaches by moving you into our fully managed, highly secure, enterprise cloud solution with a redundant backup service built into the solution.

Swap the upkeep and support expenses of in-house systems for a consistent, predictable monthly cost.

## Managed Backup and Recovery Solutions

We offer a comprehensive set of managed backup and recovery solutions to ensure our customers' data is protected, always backed up and readily available to get the business back to normal levels of performance. Our environment consists of enterprise systems, storage, and network equipment securely housed in state-of-the-art Tier 3 data centers, complete with comprehensive managed services.

This includes Disaster Recovery (DRaaS), Backup (BUaaS), High Availability (HAaaS) and full SAN-based replication solutions.

Managing continuity for critical workloads, applications, VMs (Virtual Machines) and IBM LPARs (Logical Partitions), can be fraught with challenges such as resource limitations, escalating support costs, and complex security threats. Our dedicated disaster recovery cloud service allows you to mitigate these risks, reducing the burden and costs associated with in-house disaster recovery processes.

All solutions are backed by a robust service level agreement (SLA) that ensures 100% uptime, optimal performance, uninterrupted network availability, and full system access.

# Value Proposition

CloudFirst provides seamless, secure cloud migration solutions for businesses with mission-critical workloads, offering:

## **Expertise in Legacy Systems:**

CloudFirst specializes in migrating complex environments, including IBM Power, IBM i, AIX, Linux, and Windows ensuring that critical workloads are transitioned seamlessly and securely, with no disruption to business operations.

## **Comprehensive Cloud Solutions:**

A multi-tenant platform with managed backup, disaster recovery, and high availability, keeping clients' data secure, accessible, and resilient.

## **Security & Reliability:**

A focus on delivering secure hosted environments, giving businesses confidence that their data and operations are protected both during and after migration.

## **Tailored for Mission-Critical Workloads:**

Built for businesses with highly customized, mission-critical applications, offering the performance, availability, and security needed to run essential business operations in the cloud.

## **End-to-End Support:**

Providing a trusted pathway for businesses transitioning to the cloud, with expertise to guide clients through every step of the migration process.

## **Full range of Managed Services and AI solutions available:**

Enabling your platform to receive continual patch management, upgrades and the option to add the latest AI technology to the portfolio of services.

CloudFirst empowers businesses to modernize their IT infrastructure while minimizing risks, enabling them to operate efficiently in a secure, cloud-first future.

## **Client Benefits**

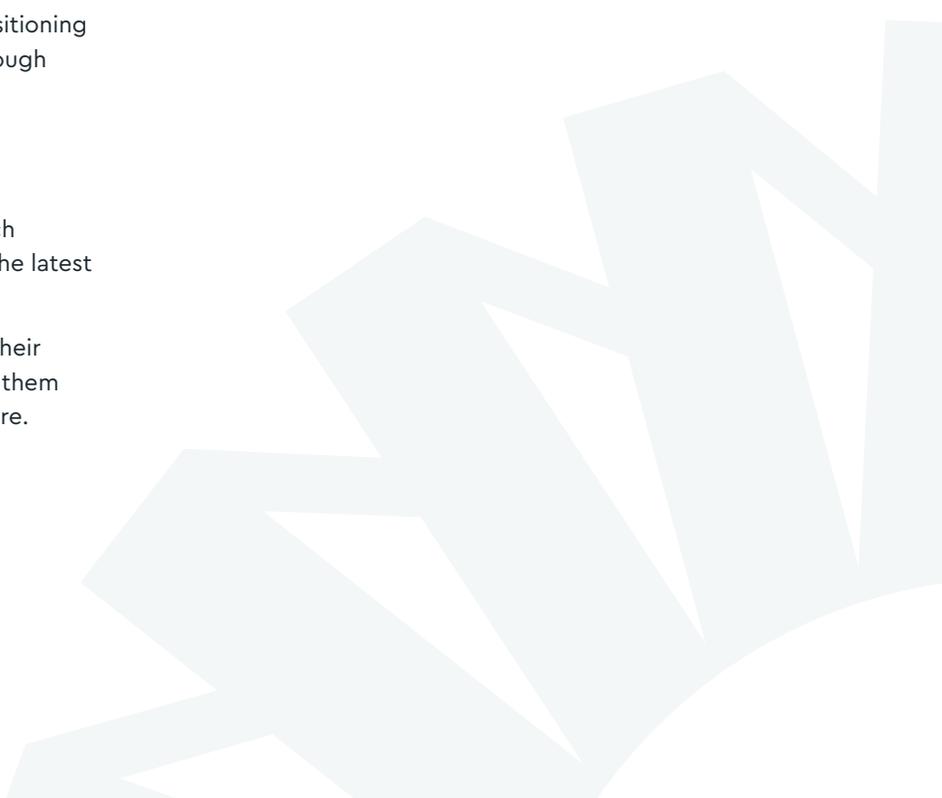
CloudFirst stands apart with key strengths that ensure a superior cloud experience:

### **Unmatched Expertise and Customer-First Commitment:**

Our dedicated, highly skilled team puts your needs at the center of everything we do. This customer-first approach, embedded throughout our company, gives you the confidence to trust us with your most critical IT workloads. With over 25 years of experience, we meticulously plan every migration, using success checkpoints to ensure smooth transitions while minimizing risk.

### **24/7 Proactive Support and Technical Excellence:**

Our technical expertise runs deep. Our 24/7 service desk continuously monitors and manages both our own and customer environments, ensuring your operations are always secure and optimized.



## Key Features of our Solutions

Maximize your environment by utilizing our experience

### Solidify Your IT Governance:

Seamlessly transition mission-critical legacy workloads to the cloud, using our proven and trusted delivery methodology.

### All-Inclusive Support:

Gain access to a full suite of management tools to add additional layers of support for your environment. By adding our managed service options, you can tailor the support required.

### Cloud Hosting options:

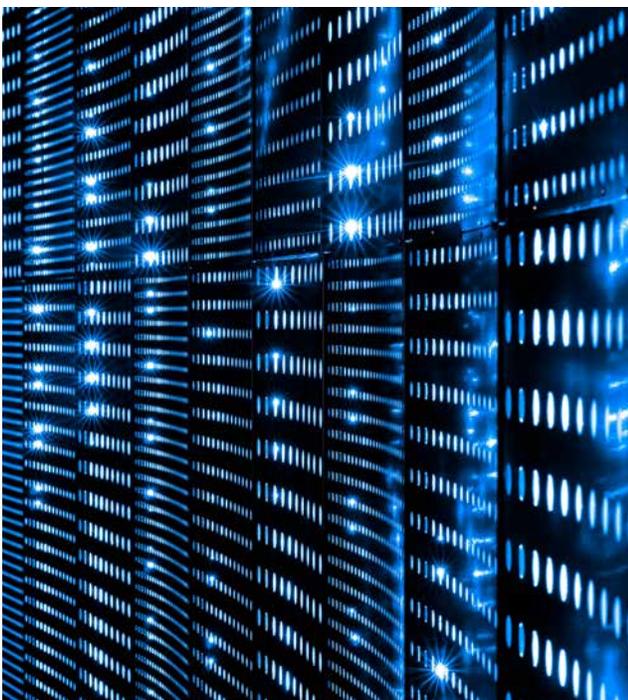
Our solution is designed to support our own dedicated hosted platform or support the IBM Power Virtual Server solution with the added benefit of our Managed Service Support Model.

### Leverage Legacy System Expertise:

Tap into the high-demand market for cloud migration and modernization, for mission-critical systems like IBM Power, IBM i, AIX, Linux, and Windows.

## Business Engagement Model

CloudFirst will align a Partner Manager and a Systems Engineer to work closely with your team to discuss and design the perfect solution.



1. Our Partner Manager will ask a series of questions to identify the current solution and uncover the key business elements to design a CloudFirst solution.
2. The Partner Manager will also engage our Systems Engineering Team to start our discovery process, where we will engage with your technical team to request additional information. This includes asking for a series of scripts to be run from within the environment to ascertain the current system configuration and workload data.
3. Our solution design is then prepared to include overall technical plan, pricing, timescales and delivery plan. This includes creating the CloudFirst proposal documentation including the draft statement of work (SOW).
4. At the point of contract, CloudFirst will engage our solution delivery team to work alongside your project delivery staff to deliver the solution. This will include our Project Manager and Service Manager
5. The Service Manager will then work alongside our Partner Manager to carry out monthly and quarterly business reviews to ensure the solution is performing to our joint expectations.

## Example Customer Use Cases:

### Client #1

Need to move critical IBM Power systems to stable environment

#### Issues/Problems

- ▲ Expensive to upgrade and maintain current environment
- ▲ Often one of few remaining on-prem solutions in the customer IT environment
- ▲ Ageing workforce with the skills to manage the existing environment, with no internal replacements identified
- ▲ The continued use of this system appearing high on customers' risk register with board pressure to resolve plans for the platform future
- ▲ Costs for space, power and cooling in existing on-site environment

#### Current Solution

- ▲ Highly customized, mission-critical IBM i/IBM Power environment
- ▲ IT Leaders are expected to deliver improved service performance annually, often with budgetary constraints.
- ▲ Often the current IT estate requires costly upgrade to maintain compliance/support.

#### CloudFirst Solution

- ▲ Our Infrastructure as a Service (IaaS) is designed to meet the demands of modern enterprises, ensuring your production workloads are always on and ready to perform.
- ▲ Full Security solution to protect your environment

#### Direct Benefits

- ▲ **Always-on availability:**  
Designed to handle full production workloads seamlessly, ensuring that your operations run smoothly without interruption.
- ▲ **Predictable subscription model:**  
Reduce capital expenditures (CapEx), manage your budget more effectively.
- ▲ **Scalable multi-tenant hosting:**  
Scale system processors, memory, and storage at will.
- ▲ **Secure and redundant data centers:**  
Providing resilient solution.
- ▲ **Isolated environments:**  
customer data is completely partitioned and secured within our solution.
- ▲ **24/7 Proactive management:**  
options for operating and systems admin support as needed.
- ▲ **Flexible licensing options:**  
Use your own licenses or let us provide the best option for your needs.
- ▲ **Comprehensive OS support:**  
IBM i, Windows, AIX, and Linux.
- ▲ **Regulatory Compliance:**  
ISO 27001, PCI, HIPAA, and SOX standards

## Client #2

Need to upgrade the corporate Disaster Recovery/Backup solutions

### Issues/Problems

- ▲ Time to restore service after failure is too high
- ▲ Multiple backup options across the IT estate but no plan to support IBM Power Solution
- ▲ Aging Workforce with the skills to manage the existing environment
- ▲ Rising costs of recovery and back-up solutions with multiple services and providers
- ▲ Issues appear high on customers' risk register with board pressure to guarantee availability

### Current Solution

- ▲ Legacy tape and virtual libraries are outdated and need upgrading.
- ▲ Current backup solution is designed for existing on-prem solution
- ▲ Current solution is not designed for the Cloud hosting environment

### CloudFirst Solution

- ▲ Our comprehensive suite of integrated solutions for Managed Backup and Recovery are designed to provide your business with a tailored recovery plan that meets your specific needs.
- ▲ Cloud Backup solution to replace existing Tape/File retrieval options.
- ▲ Recovery solutions with Managed Standby Compute, Storage and Network Infrastructure available.
- ▲ High Availability Solution with option for SAN-based replication
- ▲ Full security solution to protect your environment
- ▲ Fully monitored and managed by our 24/7 Service Management Team

### Direct Benefits

- ▲ **Cohesive approach:** establish agreed levels of replication and recovery, align perfectly with your operational requirements.
- ▲ **Industry-leading technology:** Confidence workloads are safeguarded with cutting-edge technology, expertly managed by our dedicated teams.
- ▲ **Flexible scalability:** Allows your business to scale compute and storage services responding to changing demand.
- ▲ **Protection against disruptions:** Support growth with the assurance that you are protected against potential disruptions, allowing you to adapt and flex your services as required



## In Summary:

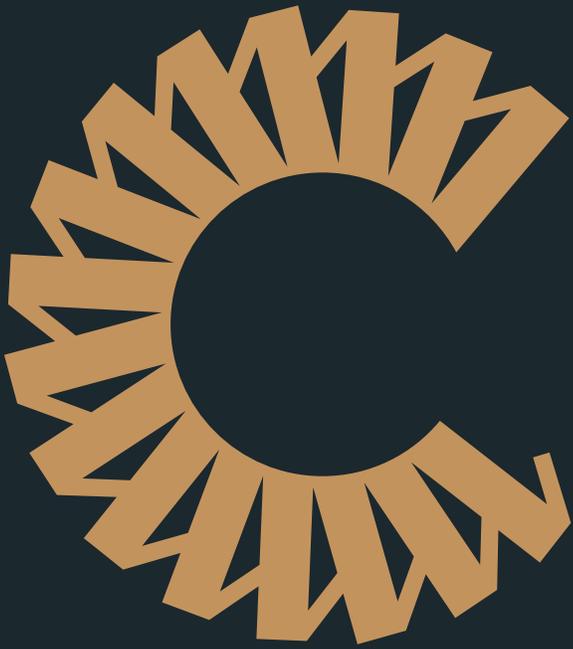
CloudFirst are perfectly positioned to add value to your business.

We offer the opportunity to migrate your current infrastructure to our modern, managed multi-tenanted cloud solution. We offer the option to secure your solution with our managed backup and recovery services to ensure the operational resilience of your applications.

We appreciate that you will be asking the question that is troubling many organizations globally. The question is how I can migrate from our onsite or colo hosted IBM i/Power solution and move to a more cost-effective, state-of-the-art fully managed solution.

This solution allows you to realize the cost benefits of not having to upgrade costly hardware, not having to fund the staffing costs to provide 24/7 management cover and importantly not having the mission-critical business applications that power your business appearing on your corporate risk register as a potential threat to operational resilience.

We welcome the opportunity to discuss our solutions in greater detail and look forward to our next conversation, where we will explore the additional benefits we can bring to your business.



## Contact us

**Email:** [contact@cloudfirst.host](mailto:contact@cloudfirst.host)

**Visit:** [cloudfirst.host](http://cloudfirst.host)