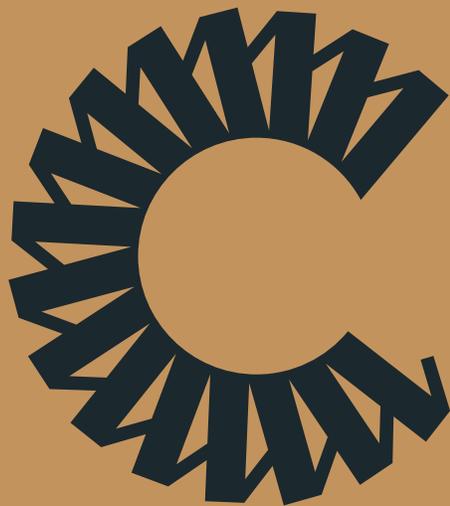


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# Introduction to CloudFirst for Partners

Your Trusted Partner For  
Secure Managed Cloud Services

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



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# Document Purpose

This Partner Overview is designed to help our partners quickly understand who CloudFirst is, the solutions and services we provide, and the value we bring to our clients.

It outlines our company background, core offerings, and engagement models, while highlighting the benefits of partnering with us. By reviewing this document, partners will gain a clear view of how CloudFirst supports client success, drives new opportunities, and equips partners with the tools and knowledge to grow together.

## 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.

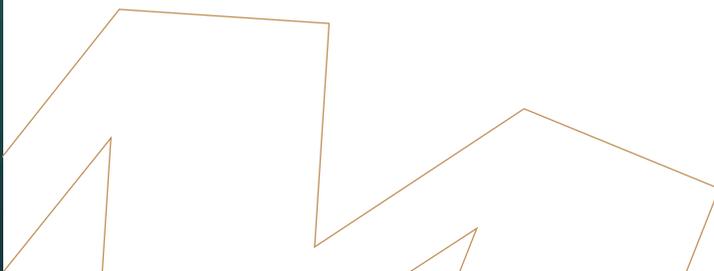
With over 25 years of expertise, we've become a trusted partner for companies facing complex IT challenges, particularly those with aging, mission-critical systems running on IBM Power Servers. We offer a proven technology roadmap to move IBM i, AIX, Windows, and Linux to our hosted cloud solution.

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. CloudFirst now provides services across 10 data centers in the USA, Canada and the UK, with further planned expansion into Europe in 2026.

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 included 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 customer's 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 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 with an ever-increasing cost base to keep the service running. We erase 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 – powered by our unique flexible consumption-based pricing solution.

## 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 (HA) 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 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 IT environments including IBM Power, IBM i, AIX, Linux, and Windows ensuring that critical workloads are transitioned seamlessly and securely, without 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.

# Partner Model

## The Best Partner Program in the Industry

At CloudFirst, our business is built on a strong, channel-led sales model designed to help you succeed. By partnering with us, you'll gain the full support of our proactive enablement approach, designed to boost your sales efforts and drive growth.

Our flexible engagement model lets you choose how to best serve each customer, giving you the control to tailor solutions and close more deals. Join the CloudFirst Partner Program and unlock a simple, powerful way to increase your profits while building sustainable, recurring revenue. We offer 2 contractual models:



### Option 1: We become part of your Managed Service Offering:

Following a period of joint qualification with the customer, our proposal is delivered to you to become part of your managed service offering to the customer. Your company retains the customer ownership, contracting, project management, service management and billing.

We deliver our solution with a generous discount off list price to enable healthy accretive margin to your bottom line.

We offer our partners the option to connect to our service desk via an API to make the passing of tickets as smooth as possible. We have extensive experience connecting our ticket system to a multitude of service desk solutions, and we are happy to discuss the options available.



### Option 2: A Referral Model

If you identify a customer that suits our business model and do not wish to engage with your own proposal – we have a referral solution designed to reward your company for a qualified introduction to CloudFirst.

Once we have deployed the solution and billed the customer for the first month of service, we will pay a generous referral fee direct to you company. The fees are paid annually in advance.

## Key Features of the Partner Program

Maximize Your Revenue and Strengthen Client Relationships with the CloudFirst Partner Program

### **Solidify Your Trusted Advisor Role:**

Help your clients seamlessly transition mission-critical legacy workloads to the cloud, positioning yourself as their go-to expert.

### **All-Inclusive Support:**

Gain access to a full suite of sales and marketing resources, from training materials, qualification models, and marketing templates to our exclusive partner portal, empowering you to effectively engage clients and promote CloudFirst's services.

### **Build Recurring Revenue:**

Our program is designed around a monthly subscription model, enabling you to generate sustainable, recurring revenue. Watch your profits grow as contracts renew and expand.

### **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.



## CloudFirst Service Non-compete Model

CloudFirst have a commitment to our partner ecosystem and will be specific at the point of engagement to identify the services our partners would like us to provide as part of our solution design.

Often, our partners have the capability to offer certain services that we offer (e.g. Managed Backup and Recovery Services) so we will be categorically clear as to where we add value and qualify which services we are providing to ensure we have no confusion or overlap from the start.

## Engagement Model

CloudFirst will align a Partner Manager and a Systems Engineer to work closely with your sales and solutioning teams in all engagements.

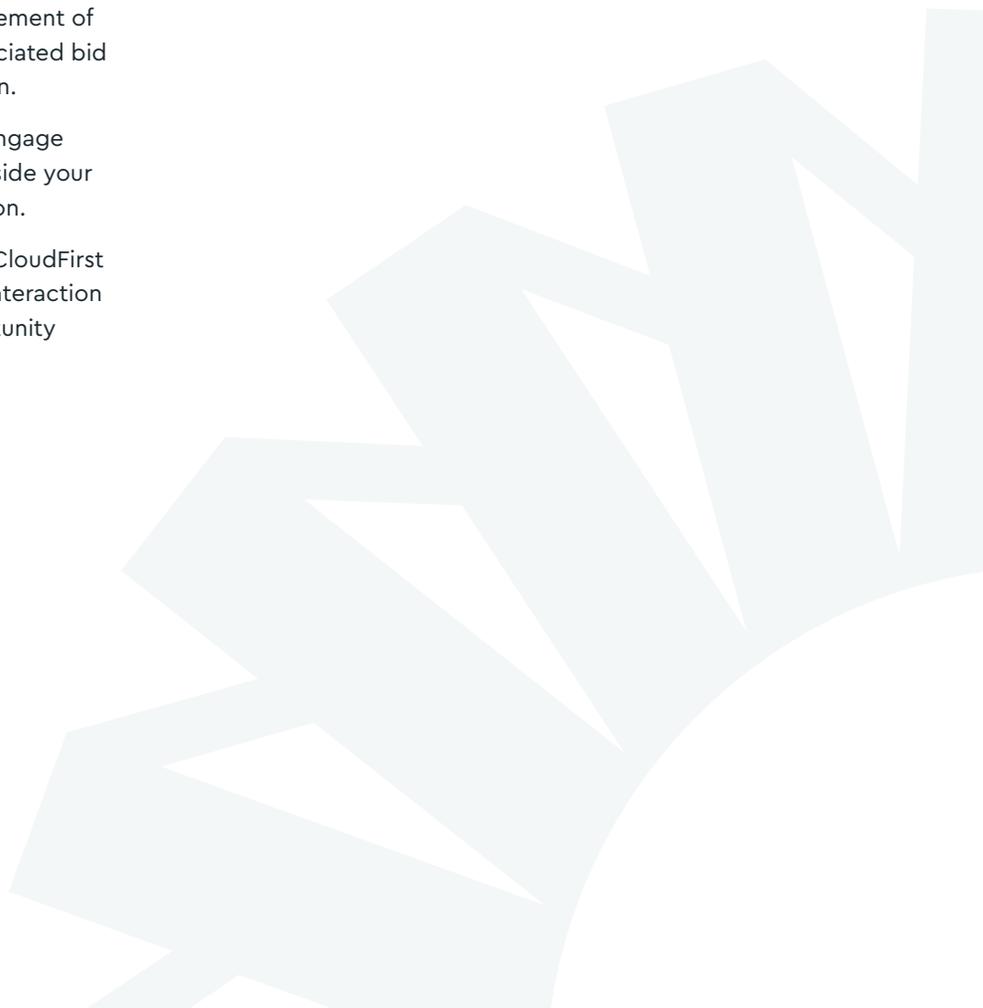
1. Partner identifies opportunity and follows the CloudFirst deal registration process.
2. Once CloudFirst confirms deal registration, the official engagement process starts.
3. Partner qualifies the opportunity by positioning the solution and completing the easy, five question qualification document.
4. CloudFirst Partner Manager engages with your sales team to further remotely qualify the solution. This includes the start of our discovery process, where we will engage with the customer, request additional technical information and, potentially, require access to the customer's IT environment.
5. Joint sales activity begins with customer meetings to enhance the qualification process and establish confidence for the end customer. This joint activity is vital for deal success.
6. Solution design is prepared to include overall solution plan, pricing, timescales and delivery plan. This includes creating the CloudFirst statement of work (SOW) for the partner and any associated bid text required to add value to your solution.
7. At the point of contract, CloudFirst will engage our solution delivery team to work alongside your project delivery staff to deliver the solution.
8. If the opportunity is a referral deal – The CloudFirst Partner Manager will own the customer interaction from Step 4 onwards and lead the opportunity through to closure.

## Training and Sales Enablement

We will provide comprehensive training to your Sales and Solution Design team members to help them initially position our services as part of your solution. This is augmented with a solutions overview and qualification document to enable your team to gather information that enables our team to qualify the solution at a high level.

At this stage we recognize the impact our sales team members can have when supporting your team in the sales process. We have analyzed the deal success rate when our team attends customer meetings as a part of your sales team, and we have a 60% success rate in closing the qualified opportunities when we are fully involved. The success rate drops to 5% when our team are not an integral part of the team interacting with the end client during the qualification and sales process.

All customers benefit from the detailed approach we take to have the confidence to move such vital workloads to the cloud. We can create sales documentation with your Sales Enablement Teams to become a seamless part of your approach to the customer.



## 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
- ▲ Aging 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) ezHost platform 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 a 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, Linux and 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 backup 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. Whilst disaster recovery is within the same local systems, with little to no redundancies.
- ▲ 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 Solutions is 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.



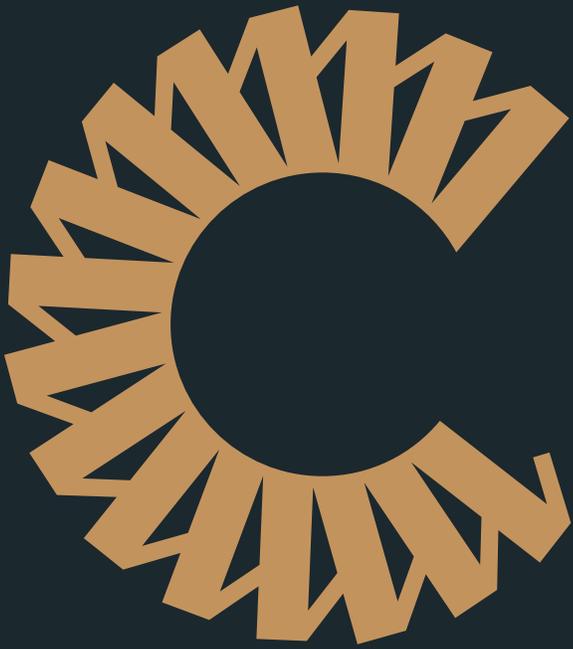
## **In Summary:**

CloudFirst are perfectly positioned to add value to you and your Partner Ecosystem.

We offer you the opportunity to expand your conversations within your customer base and offer a solution that is troubling a lot of organizations globally. The question is how can I 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 your customer to realize the cost benefits of not having to upgrade costly hardware, and fund the staffing costs to provide 24/7 management cover. Most importantly, not having the mission-critical business applications that power their business appearing on their corporate risk register as a potential threat to operational resilience.

We welcome the opportunity to discuss our partnership opportunities in greater detail and look forward to our next conversation.



## Contact us

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

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