



The Evolution of IT Hosting Services: What's Next?

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Cloud Fundamentals

- On-Demand
- Consumptive Billing
- Automated
- Scalable
- Real time – No Down Time
- Flexible
- API Driven
- Global

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The Future of Cloud/Hosting

- Hosting MUST shift and adapt to the customer needs and demands
- Existing technologies will continue to be the foundation
- New technologies will emerge and be adapted quickly
- Successful Businesses (end users) will use a hybrid of technologies
- Successful Hosts – shift from simple hosting to being the fundamental platform
- What technology wins?—All of Them!

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BUILT FOR **INTERNET SCALE**

Global, interconnected platform

Network performance

Modular, automated infrastructure

Full-featured API

Global Footprint



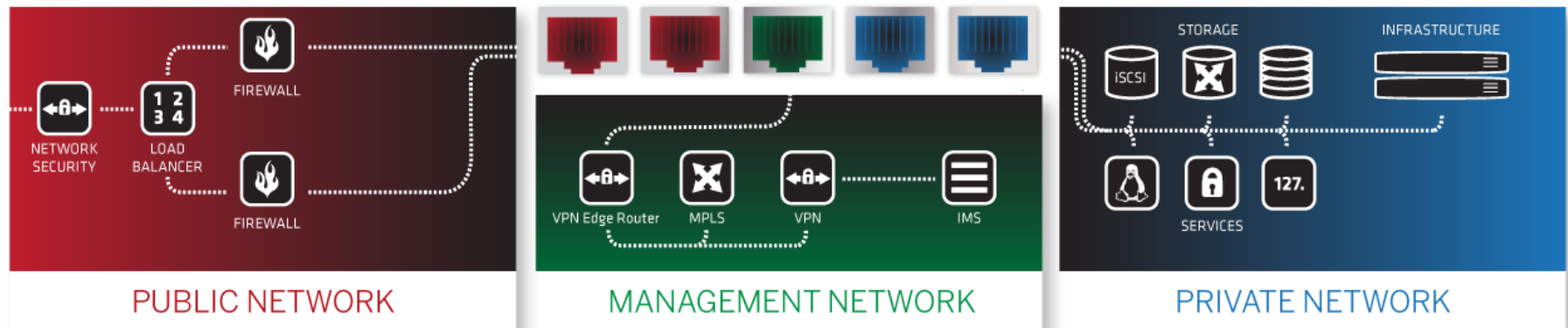
13 data centers
16 network points-of-presence
100,000 servers under management

20 Gb fiber between data centers
24,000 customers in **140** countries
22,000,000 domains hosted

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High-performance Network

- 2,000 Gb of connectivity
- Multiple Tier 1 carriers
- < 40ms latency target
- Native IPv6 support
- Network-within-network architecture



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Modularity & Flexibility

STANDARD ARCHITECTURAL PLATFORM

Deploy dedicated and virtual servers

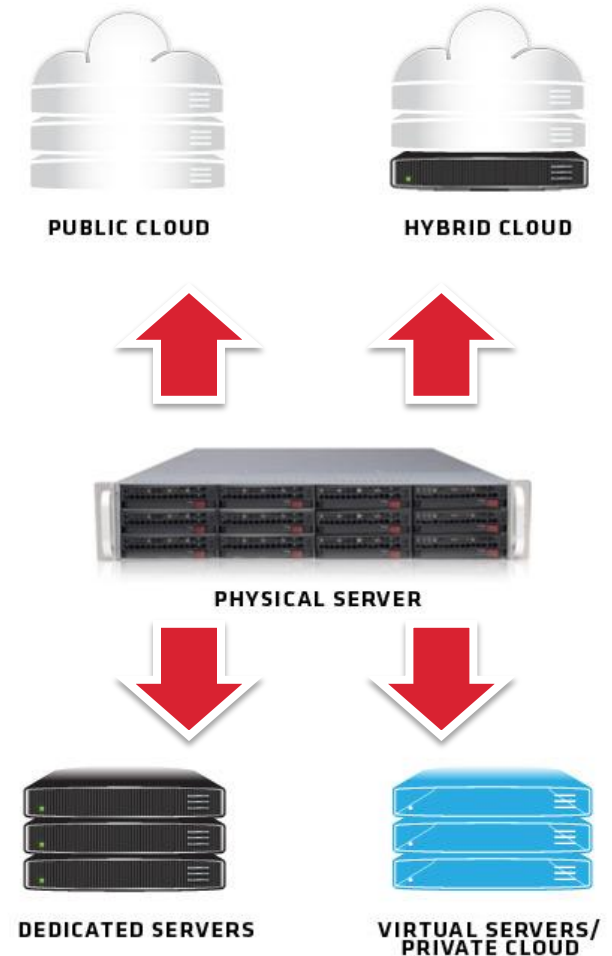
Blend public and private clouds

Connect it all together

Integrate multiple storage solutions

Add discrete managed services

- Monitoring
- Managed hosting
- Security
- Email
- Network
- Backup



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Modularity & Flexibility

TECHNOLOGICAL FLEXIBILITY

- Provision from a single API
- Deploy from a common image library
- Manage from one portal
- Organize into Virtual Racks
- Communicate over the same network

BUSINESS AGILITY

- Rapid deployment
- Highly customizable
- Month-to-month contracts



3 KEY PRECEPTS

1. Build for Internet Scale
2. Think platform first
3. Automate, automate, automate

INTRODUCING **FLEX IMAGES** BETA

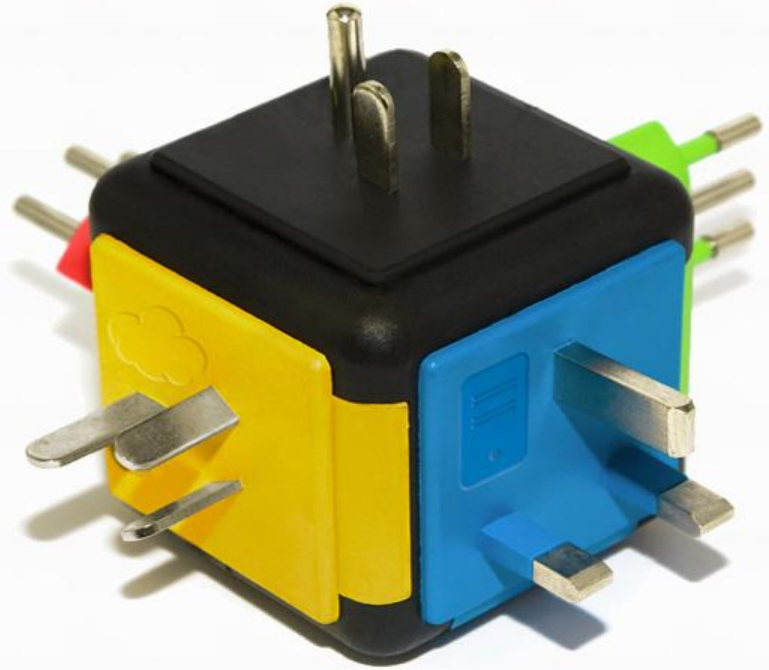


Image-based provisioning of non-virtualized servers

Common image library

Easy clone, upgrade and reload

Compatibility between physical, virtual servers

Enables a true hybrid cloud infrastructure

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SOFTLAYER **CATALYST**

Startup program

Infrastructure for qualified startups

Marketing programs and exposure

>70 companies in portfolio



