

VIRTUAL SERVER

- One Box Many Servers**
 - A single physical machine can be partitioned into multiple virtual servers.
 - Multiple customers/applications on the same physical machine
 - Reduced floor space requirements
- On-demand Scalability**
 - Dynamically create, configure, resize, remove or relocate virtual servers.
 - Satisfy the demands of customer growth
- Binary Compatibility**
 - Run any off-the-shelf application.

VIRTUAL SERVER ISOLATION

- Performance**
 - Isolation based on max-min fair-share allocation of CPU, memory, storage and network bandwidth.
 - Offer Quality of Service and Service Level Agreements
 - Efficient use of machine resources
- Functional**
 - End customers have their own application and server configuration.
 - Customize server behavior on a per-customer basis
 - Customize application behavior on a per-customer basis
 - Sharing of physical machine does not degrade operational security
- IP Address**
 - Each virtual server has its own IP address.
 - Multiple virtual servers can be assigned the same private IP address
 - Eliminates IP address conflict
- Fault/Error**
 - Complete isolation from other virtual servers, in the event of application errors or mis-configuration.
 - Increased availability and reliability of the server and services

OPERATIONS, ADMINISTRATION AND MAINTENANCE CONSOLE (OA&M)

- Graphical User Interface**
 - Drag and drop creation of virtual servers, services and customers.
 - Reduced training cost for network management personnel
- Single Point of Control**
 - Each OA&M console interacts with all controllers.
 - Location independent administration
- Role-based User Access**
 - GUI supports User/Administrator/SuperUser control levels.
 - Subset of OA&M console functionality available to customers
- Telnet Interface**
 - Command-line interface for power users

SERVICE AND SUBSCRIBER MANAGEMENT SYSTEM (SSMS)

- Common Repository**
 - Stores customer configuration and logging information.
 - Services once installed can be rolled out anywhere
- Automatic Logging**
 - Monitors usage and events for virtual servers, services, and subscribers.
 - Track events and generate alarms
 - Scheduled and on-demand report generation
- Failure Recovery**
 - Restore state and configuration of failed server.

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ServerCity Service Deployment Platform

The demand for outsourcing is growing dramatically, as small to mid-sized enterprises look to ISPs for single source IT solutions.

ISPs have the advantage when they can offer prospective clients a custom outsourcing solution, provided they can absorb the provisioning costs.

With Ensim ServerCity, ISPs can significantly reduce their provisioning costs by partitioning each Internet or Intranet server into many virtual servers.

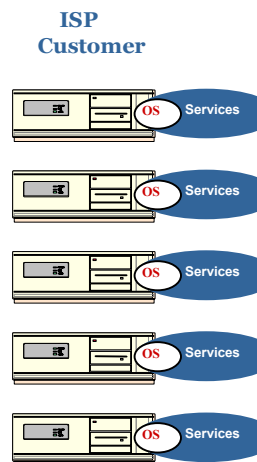
Each virtual server can be configured with its own arbitrary share of the physical resources: CPU, memory, network bandwidth and storage.

ServerCity virtual servers offer performance, functional, fault, and address isolation and can support any mix of custom or off-the-shelf applications.

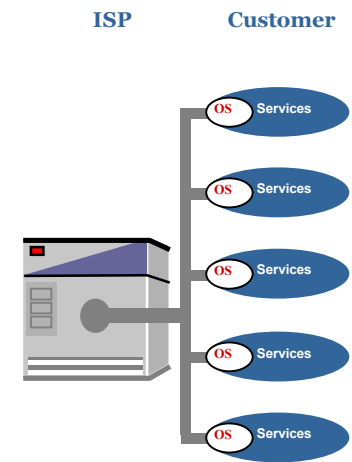


The ServerCity OA&M Console features a single point-of-control for management of virtual servers, services, and subscribers.

Conventional Outsourcing



Outsourcing with ServerCity

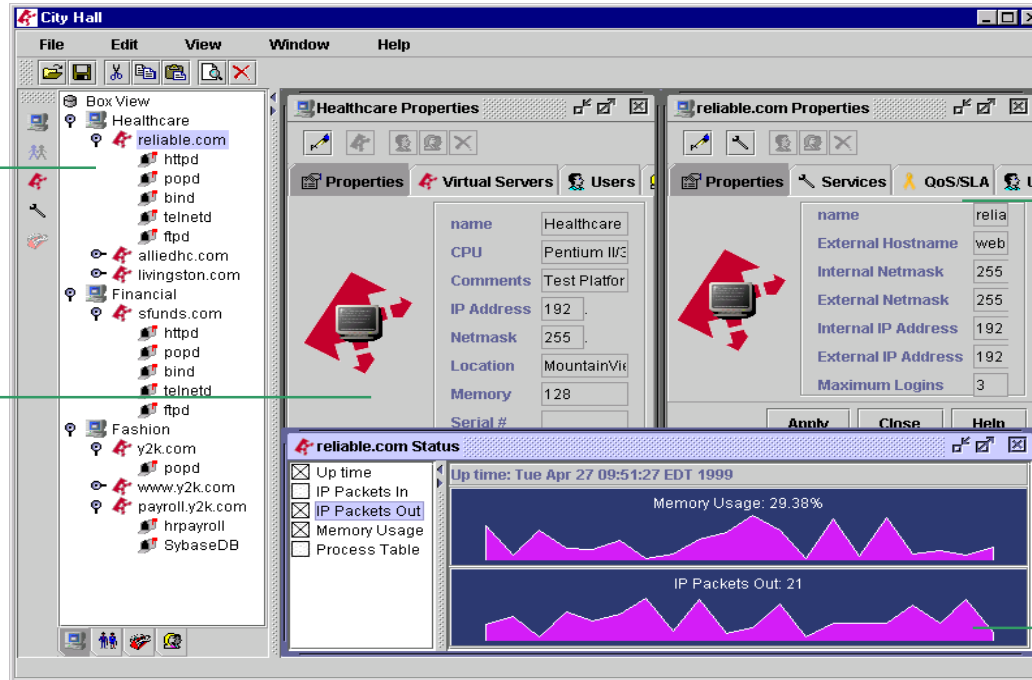


System View
Tree View Explorer
Drag and Drop

Operations, Administration and Maintenance Console

Local or Remote ♦ Single Point of Control ♦ Platform Independent

Virtual Server Properties
Service Properties
Resource Allocation
Users/Groups



Physical Server Properties
Configuration
Users/Groups

System Monitors
Events and Alarms
Statistics
Reports

More Customers

- **Attract New Business:** ServerCity enables ISPs to offer inexpensive and reliable outsourcing services to small and mid-size enterprises.
- **Reduce Customer Churn:** Give subscribers an optimal mix of custom and off-the-shelf applications; and with a guaranteed level of service.
- **Generate New Revenue Streams:** Re-market your existing customer base to meet their ever-changing needs. Easily add new low-cost outsourcing services and service suites.

Better Margins

- **Reduce Fixed Overhead:** With ServerCity, a single large server can be partitioned to replace entire racks of smaller, dedicated servers.
- **Lower Personnel Costs:** Fewer physical servers and a single intuitive point-of-control, means fewer system administrators and less training.
- **Shorter Failure Recovery Times:** ServerCity continually stores server configuration information, thereby minimizing the amount of time and effort needed to recover from failures.