

## ■ What are cloud services?

Cloud services allow users to access and utilize IT resources over the Internet rather than having the same resources on board or attached to their local computer system or network. These resources can include practically any facet of information technology, from storage systems to servers (physical and virtual) and even applications. Multiple cloud services can be integrated to create robust computing solutions that require end users to have little more than a web-connected computer.

## ■ Does using cloud services sacrifice my control of my environment or risk the security of my data?

Advancements in virtualization, automation, and network security drastically mitigate concerns that cloud computing locks users into proprietary systems, does not allow individualized control over solutions, or exposes providers and users to risk by entrusting data and operations to a third party. Administrators and end users can have direct access and control over cloud-enabled infrastructure, or enjoy highly customizable computing experiences. Competition within the cloud service market has created a range of industry-standard choices between which enterprises and individuals can easily migrate. And cloud services typically improve user's IT security by centralizing storage and providing access to higher-level security tools and strategies at lower costs.

## ■ What is cloud storage?

Cloud storage is storage capacity that can be accessed for upload and download via the Internet, server, desktop, portal, API, or PDA and charged for based on a pay per use model. This includes a wide range of storage solutions, from simple drives to comprehensive storage area networks.

## ■ What makes cloud storage different from other on-line storage options?

Traditional on-line storage options—such as iSCSI or NAS—provide a stateful connection between the location of stored data and the user requesting data. Cloud storage provides a stateless connection that can be accessed via a private network or through a public channel such as the Internet. Cloud storage enables new capabilities for new and existing applications—providing an as needed, scalable environment rather than fixed storage capacity seen with traditional storage options.

## ■ Is it a problem that the connection is stateless?

No, the inherent latency is masked by the latency of the Internet. Performance is traded for price but under normal usage conditions the difference is not noticed.

## ■ What is CloudLayer™ Storage?

CloudLayer Storage is SoftLayer's cloud-based data storage solution for storing, managing, and sharing data in any file format, with full access and control. It can be accessed through WebDAV or a Web 2.0 browser interface, as well as through native clients that SoftLayer has developed for Windows®, BlackBerry®, iPhone®, and Windows Mobile® devices. Data is stored to SoftLayer's advanced StorageLayer® solution, which integrates industry-leading technologies—including FTP/NAS, iSCSI, EVault™, and others—into a unified storage environment for the ultimate level of security and reliability.

## ■ What makes CloudLayer Storage unique?

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CloudLayer Storage is supported by an underlying infrastructure that features:

- The largest Dell EqualLogic™ SAN deployment in the world
- RAID 50
- Information encoded on read and write
- Secure and redundant solution

## ■ Where does CloudLayer Storage store data?

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CloudLayer Storage stores all loaded files to an encrypted, redundant database built on SoftLayer's proprietary StorageLayer storage environment. This redundant centralized storage array integrates multiple enterprise-class storage technologies—including EVault Backup, iSCSI storage, FTP/NAS, and CloudLayer Storage—into a unified solution that leverages SoftLayer's peerless automation expertise, geographical diversity, and industry-leading Private Network. StorageLayer is seamless across all of SoftLayer's data centers nationwide and delivers advanced remote replication capabilities, ideal for comprehensive business continuity and disaster recovery plans. Altogether, StorageLayer gives organizations of all sizes an exceptional storage choice with enormous efficiency, accessibility, and reliability benefits.

## ■ What are the advantages of CloudLayer Storage?

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CloudLayer Storage provides several distinct advantages, bringing individuals and enterprises powerful options for dynamically scaling their IT resources, maximizing data accessibility, and optimizing their total cost of IT.

**Pay As You Go or Monthly Packages** Monthly billing is based on hourly usage or monthly plans with no long-term commitment, letting customers optimize their return on technology investment by paying only for the resources they need and use. Hourly billing will be offered in the near future.

**Fully Integrated Computing Environments** CloudLayer Storage can be seamlessly integrated with SoftLayer dedicated servers, virtual servers, automated services, and all other CloudLayer services to create a unified computing environment with unprecedented interoperability and efficiency.

**Immediate Scalability** Services are added in real time to accommodate unexpected or temporary changes in demand, providing exactly the level of IT power and capacity as needed, when needed.

**Ease of Use and Control** Full control via SoftLayer's Customer Portal and API provides streamlined, simplified management, as well as direct access to all SoftLayer services and tools.

**Support for All File Formats** Upload, store, and share files of any type or size.

**Advanced Security Technologies** 256-bit AES encryption, SSL encryption, role-based permissions, share expiration, and more protect data during transmission and while stored.

**Streamlined Sharing and Linking** Collaboration tools allow users to securely share file access with vendors, customers, family, and friends without moving files from their stored locations.

## ■ What situations are best suited to utilize CloudLayer Storage?

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CloudLayer Storage provides an attractive price point that is ideally suited to support a variety of storage needs, including:

- An on-demand, scalable storage resource is needed for projects of fluctuating storage demands
- Documents, spreadsheets, graphics, or projects are required to be accessed anywhere
- Files that need to be shared without emailing
- The "master" or authoritative copy of a file needs to be stored in a central, accessible location for editing
- Files need to be sent or shared between users
- Backups or archives require a long term storage solution

## ■ Can you get CloudLayer Storage without a SoftLayer server?

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SoftLayer's CloudLayer Storage offering is available for customers with or without the purchase of a SoftLayer dedicated server.

## ■ How is CloudLayer Storage accessed?

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It can be accessed through WebDAV or a Web 2.0 browser interface, as well as through native clients that SoftLayer has developed for Windows, BlackBerry, iPhone, and Windows Mobile devices.

## ■ How can files on CloudLayer be edited?

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Files can be edited anytime from virtually anywhere. Changes are made when the files are saved.

## ■ How can files on CloudLayer be shared?

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Files stored on CloudLayer can be shared in several different ways. Users can create a unique URL to share files via the Internet. Files can be shared in a read-only version by opening a demo account for additional users. Projects stored on CloudLayer allow for read and write authorization to be given to other CloudLayer users. Notifications are sent via email when files are shared.

## ■ How is CloudLayer Storage priced?

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CloudLayer Storage is priced with Storage Only (and Pay as You Go bandwidth), or with Storage + Bandwidth. Public inbound and private network bandwidth is free with either pricing option.