



**CONSIDER  
IT DONE**

Managed Hosting Solutions Free Up  
Small and Midsize Businesses (SMBs)  
to Experiment and Grow

## When you run a small or midsize business (SMB), there are moments that you dread:

- The crushing realization that your server has crashed—and taken all your critical data with it.
- The knowledge that your e-commerce site has buckled under the weight of unanticipated demand—and that customers won't wait around for a server infrastructure redesign.
- The call that malware or cyberattack has disabled your business applications.
- The announcement that your only IT specialist has taken another job, meaning that you'll have to bootstrap service until you can make another hire.

"It is now apparent (more) than ever that data/application integration is non-optional in the era of cloud and mobility."

Source: TechAisle.<sup>1</sup>

SMB owners carry the weight of their business on their shoulders—and often IT responsibilities with them as well. However, as many SMB leaders gain confidence and experience with cloud business solutions and hosted and cloud infrastructure solutions, they're increasingly ready to divest themselves of IT duties that keep them earth-bound.

This isn't just a defensive posture. It's a solid investment in gaining world-class technology capabilities that used to be the sole province of global enterprise. It's also about linking business processes and IT systems seamlessly so it's easy to change, scale, and grow.

**Managed hosting solutions** offer the lowest total cost of ownership—no capital investment in servers and systems, access to the latest functionality, and predictable pricing.

In today's market, every company is a technology company.

Managed hosting solutions can help you run and manage your business applications and critical data, add resources more easily, and access technology experts that act as an extension of your own team. Companies also avoid spending monies on costly servers. They can reallocate these resources to other critical business needs, reducing the cost and risk of expanding their businesses.

### To the Cloud!<sup>2</sup>

Here's who's doing what:

**10%**  
of SMBs are developing  
a cloud strategy.

**29%**  
are working on their  
first cloud project.

**25%**  
have multiple projects and  
are deploying applications  
in the cloud.

**26%**  
are heavily using  
cloud infrastructure.



## Count Your Benefits:

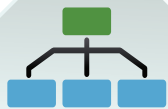
### An Inside Look at the Technology of Managed Hosting Solutions

What IT benefits do SMBs gain when they adopt managed hosting solutions?

1

#### CUSTOMIZED SOLUTIONS

Leverage virtual private servers, dedicated servers, managed colocation services, and compliant hosting to create an infrastructure that meets your unique needs. Infrastructures based on Microsoft Windows Server 2012 R2, Hyper-V, and SQL Server 2014 can be easily scaled to meet future growth.



2

#### OUTSOURCED IT

Managed services include routine server administration, data protection, monitoring, and support. Focus on your business, not on performing lower-level IT tasks. Provision new services simply and easily.



3

#### PERFORMANCE

The Microsoft server stack provides clients with blazing-fast performance, handling large workloads with ease. Microsoft SQL Server 2014 pushes that performance further. The servers provide built-in-memory, which enables developers to boost the speeds of new and existing SQL Server apps by 10 to 30 times.



4

#### HIGH AVAILABILITY

Companies running transaction-intensive businesses can rest assured their data and systems will always be accessible with the Windows Server 2012 R2, Hyper-V, and SQL Server 2014 high availability groups.



5

#### BEST-IN-CLASS SECURITY

Data centers are protected by procedures, controls, and best-in-class physical and network security. Compliant hosting solutions provide additional security services, down to the application level, to meet stringent regulatory requirements. The National Institute of Standards and Technology has also determined SQL Server to be the least vulnerable database solution five years in a row.<sup>3</sup>



6

#### IT SUPPORT

Access IT experts who have a deep knowledge of the entire Microsoft server stack, including Windows Server 2012 R2 and SQL Server 2014. Our experts are available on a 24/7/365 basis.



7

#### BUSINESS CONTINUITY

In the event of a primary service failure, all SMB applications and systems can fail over automatically to a second site, ensuring business as usual.



8

#### DISASTER RECOVERY

Nightly backups and data replication to a second site means there's a quick path to recovery in the event of a truly catastrophic event.





**MICROSOFT**  
is ending support for  
**Windows Server 2003 in July 2015**,  
which may lead to compliance  
issues for SMBs in  
regulated industries.

Modernizing outdated  
infrastructure now not  
only addresses this concern, but provides  
SMBs with access to advanced new features  
available in Windows Server 2012 R2  
and SQL Server 2014, including  
SQL Server Data Tools  
for Business Intelligence.

## Putting Managed Hosting to Work

Newtek partners with Microsoft to provide SMBs with an array of managed technology solutions to meet their needs. This includes a broad suite of hosted services featuring managed servers, disaster recovery solutions, managed colocation, compliance hosting, and web solutions. Newtek leverages Microsoft Windows Server 2012 R2, Hyper-V, and SQL Server 2014 solutions to provide SMBs with an exceptional combination of capabilities, performance, and cost. **Solutions include:**

### Disaster Recovery

SMBs without a national footprint have limited resources to replicate systems and fail over operations during a catastrophic event. Newtek can help businesses ensure business continuity by leveraging its nationwide data center network.

### Managed Colocation

Managed colocation services are ideal for SMBs that want to maintain tight control over their infrastructures but may have limited resources to deliver secure, reliable server hosting services themselves. Newtek can help manage customer-owned infrastructure in secure data center cages or cabinets.

## Servers and Infrastructure

SMBs have a plethora of options to replace on-premises servers. SMBs can choose virtual private servers (VPS), dedicated servers, or managed servers, depending on their needs.

- VPS services provide cost-effective and sole access to a virtualized machine, with real-time scalability to meet business growth. Companies can add managed services to reduce their IT responsibilities and enhance system security.
- Dedicated servers give SMBs exclusive access to physical machines that offer serious computing power. Newtek offers managed services including firewall, nightly backups, real-time antivirus scanning, monthly operating system patches, fix management, disaster recovery, and support from skilled staff.
- SMBs seeking to differentiate themselves from competitors can build compliant applications for financial services, healthcare, and retail companies. Newtek provides compliant hosting solutions that can meet strict regulatory compliance standards, including HIPAA (Health Insurance Portability and Accountability Act), PCI-DSS (Payment Card Industry-Data Security Standard), and SOX (Sarbanes-Oxley Act).



**Want to  
increase your  
competitiveness?**

## **CONTACT US TODAY**

to reduce the time, effort, and cost  
of operating your infrastructure!


## **FOR MORE INFORMATION**

**CALL** 866-820-8910 or

**GO TO** [www.wearenewtek.com](http://www.wearenewtek.com).

### **About Newtek**

Newtek Technology Services is a division of Newtek Business Services Corp. (NASDAQ: NEWT). Newtek has been a leading provider of small business and technology solutions since 1998, and serves over 100,000 businesses located in all 50 states.



**Newtek  
recommends  
Windows Server**

Newtek sells Microsoft Windows Server 2012R2

<sup>1</sup> Anurag Agrawal, 2015 Top 10 SMB & Mid-Market Business Issues, IT Challenges, IT Priorities, TechAisle, January 22, 2015.  
<http://techaisle.com/blog/182-2015-top-10-smb-midmarket-business-issues-it-challenges-it-priorities>.

<sup>2</sup> Franklin Morris, BrandPost, Infographic: SMB Cloud Adoption Trends in 2014, PCWorld, October 7, 2014.  
<http://www.pcworld.com/article/2685792/infographic-smb-cloud-adoption-trends-in-2014.html>.

<sup>3</sup> Microsoft SQL Server 2014: Mission Critical Performance sales sheet, Microsoft, instant download from Microsoft.com.