Who we are

SoftLayer delivers world class, on-demand virtual data center services, with unwavering focus on:

- Innovation
- Empowerment
- Automation
- Integration

- Founded in 2005
- Merged with The Planet in 2010
- Based in Dallas, Texas
- 26,000+ customers in 150+ countries; 50% international
- 85,000+ servers deployed
- 11 data centers in Dallas, Houston, San Jose, Seattle, and Washington D.C.
- 7 additional network POPs in Atlanta, Chicago, Denver, Los Angeles, Miami, New York City, and San Jose
- More than 2,000G of connectivity, with multiple Tier-1 carriers at each facility
What we provide

Dedicated Servers
- Single, dual, and quad proc multi-core systems
- Specialty redundant power, mass storage, and private network configurations

CloudLayer® Services
- Computing (Public, Private, Bare Metal, and Build Your Own Cloud), Storage, and CDN

Industry-Leading Customer Portal and Open API
- Direct access to more than 150 backend systems and activities, executed without any human intermediation.

Integrated Geographically Diverse Data Centers
- Eleven data centers connected via private, 10G point-to-point connections, and integrated through proprietary automated tools.
- Advanced data center pod design targeting maximum efficiencies

High Speed Network with Proprietary, Highly-Secure Architecture
- Server-to-server communication, out-of-band management, and unlimited data transfer via VPN over dedicated carriers segregated from our Public Network.
- Nationwide Network Points of Presence for more direct connections
What is the cloud?

The cloud is a term used to refer to computing resources that are accessed and utilized through a network (the Internet, especially), rather than resources that are on or attached to a “local” computer.
What is a multi-tenant cloud?

In a multi-tenant (or public) cloud, more than one customer shares the resources of a single physical device or environment.

However, with the proper configurations and virtualization technologies, each tenant’s cloud environment is entirely segregated from other tenants.
Half of customers to use cloud

Do You Currently Use or Plan to Use Cloud Computing?

- Currently use: 22%
- Plan to use: 29%
- No plan to use: 49%

Sample size represents ~600 active customers (11% of total customers)
The interest is understandable.

- The cloud answers many needs in the market.
- Server demand continues to grow quickly.
- All businesses and industries are increasingly reliant on storage.
- Data availability is increasingly critical to business operations.
- Proliferation of social networking, rich online media content, and software as a service is causing demand spikes with unprecedented heights and inconsistency.
Cloud advantages

- Pay-As-You-Go/Need
- Zero CapEx
- More efficient hardware usage
- Faster/No development
- Fault tolerance
- Wider Data Accessibility

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Dedicated advantages

- Performance
- Customization
- Higher Stability
- Robustness
- Greater Security
- Environmental Complexity
- Technical Familiarity
Better yet...

Hybrid Cloud + Dedicated Environments
Dedicated servers and cloud solutions seamlessly operating together to create an on-demand solution that can be scaled in real-time.