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# Geraldton's unique aspects

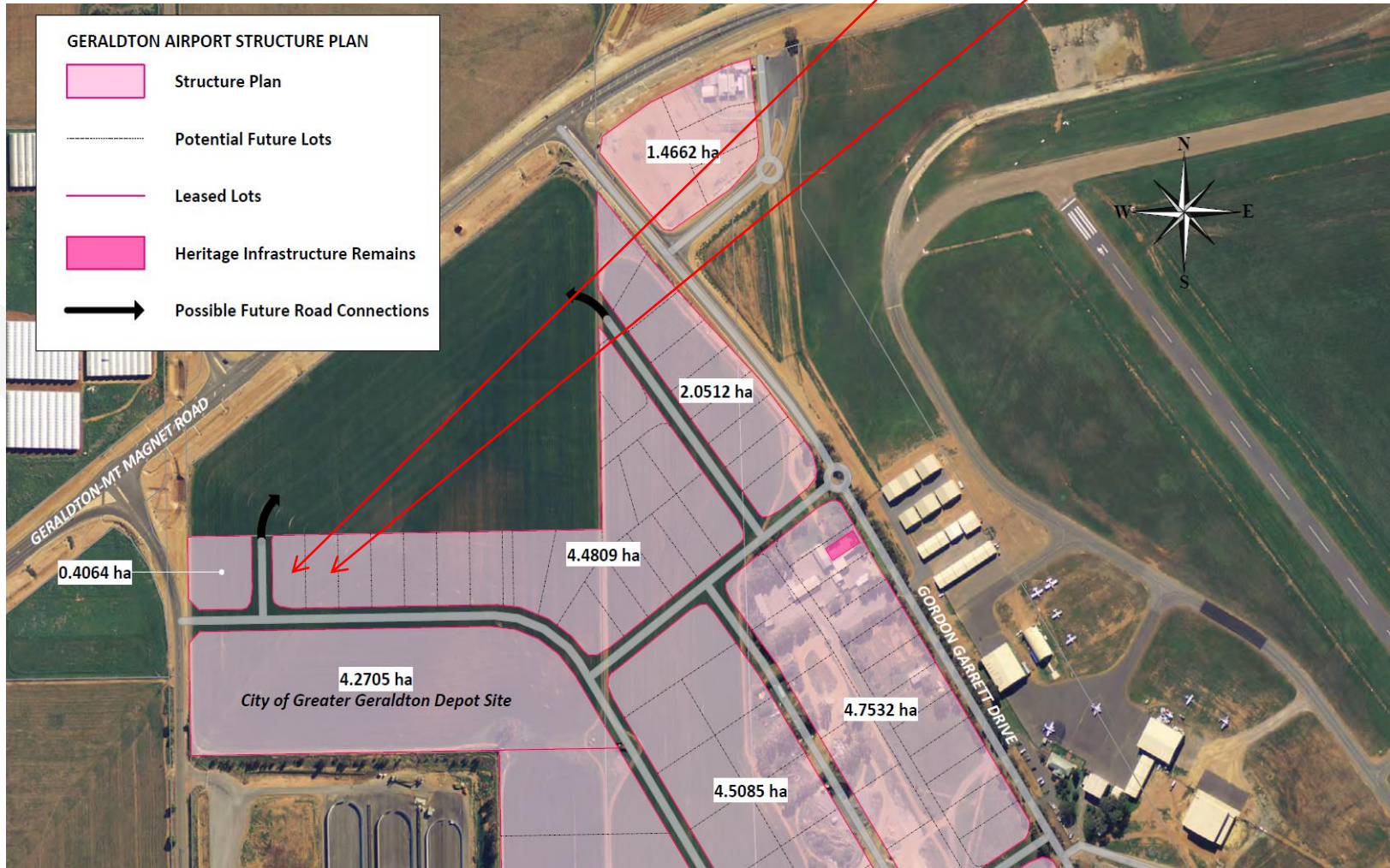
## Geraldton:

- Geraldton is fast becoming a major service centre to the Mid West, Gascoyne, Pilbara and North West
- Only NBN POI north of Perth – (Aggregates 68,000 connections). Geraldton will be one of the first regional cities in Australia to be fully connected to NBN through fibre, wireless and satellite
- IBM Smarter Cities Challenge recipient
- Ideal disaster recovery and business continuity location (400km from Perth). Sarbanes Oxley Act

# Mid West projects, with Geraldton as the Gateway

- International Square Kilometre Array Project - Murchison
- MWDC's latest major projects summary for 2011/12 reports a combined construction value of \$30B for the Mid West.
- \$220 million R4R funding announced 2011 in the Mid West Investment Plan. \$170 million as yet unspent.
- Oakajee major deep water port proposed and Industrial Land Estate
- New technology park development near airport with anchor tenants Durack, CGG Depot and Geraldton Data Centre.
- Tesla Power Plant adjacent to GDC site.

# Geraldton Technology Park



# How we got here?

- NextGen had completed the fibre build from Perth under the Regional Black spots program in 2011
- Local demand for typical colocation services was evident in the market
- Demand for colocation outside of Perth, but in WA, was also evident in the market
- A demand for locally delivered Cloud services was high, in particular virtualisation and online data backup, recovery and disaster recovery
- Natural evolution towards global IT trends undertaken with strategic intent to be first in regional WA

# What we aimed to offer?

- Geraldton Data Centre - Typical colocation services
- Geraldton Data Centre Cloud – Virtualisation, tiered storage & public, private or hybrid Cloud solutions
- Cloud based, online data backups, disaster recovery and business continuity solutions.
- Internet, point-to-point and multi-point network connectivity (NextGen, AAPT, Amcom, Acure, Telstra, Optus etc)
- Totally managed solutions end-to-end (Public, Private and Hybrid)
- Virtual desktop services and applications (Within 18 months)

# What we *now* offer?

## Additional services

- Application as a service with Fortix and possibly IT Vision for WALGA and Local Government
- Sales, Service and support for Zellabox – MicroData Centre solution.
- Consulting services from the Executive Management team
- Fibre and Wireless based comms where GDC is *the* carrier and not sharing any of the margin with any other player.
- Telecommunications – Cloud based solutions
- On premise solutions that we can supply, install and support from Cisco
- More WiFi projects – Public Free, Public Pay, Private Networks

# Where we are today!

- \$1m network contract awarded for telecommunication services with Nextgen. Commissioned September 2013.
- DC1 located at Chapman Road Geraldton operational October 2013. First clients onboarding now.
- DC2 Perth being commissioned November 2013.
- Geraldton Data Centre secures 4,000sqm at the new technology park.
- Planning for Geraldton Data Centre green field purpose built facility to open in 2014.
- \$1 million 'warehouse' facility to house Data Centre activities to be built in 2014.

# What is Cloud Computing?



# The Wikipedia definition of Cloud Computing

Cloud computing, or something being in the cloud, is an expression used to describe a variety of different types of computing concepts that involve a large number of computers connected through a real-time communication network such as the Internet. Cloud computing is a term without a commonly accepted unequivocal scientific or technical definition. In science, cloud computing is a synonym for distributed computing over a network and means the ability to run a program on many connected computers at the same time.

The phrase is also more commonly used to refer to network-based services which appear to be provided by real server hardware, which in fact are served up by virtual hardware, simulated by software running on one or more real machines. Such virtual servers do not physically exist and can therefore be moved around and scaled up (or down) on the fly without affecting the end user—arguably, rather like a cloud.

# The Wikipedia definition of Cloud Computing

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# So in simple terms...

## What is Cloud Computing?

Cloud Computing is a utility based model for providing services such as

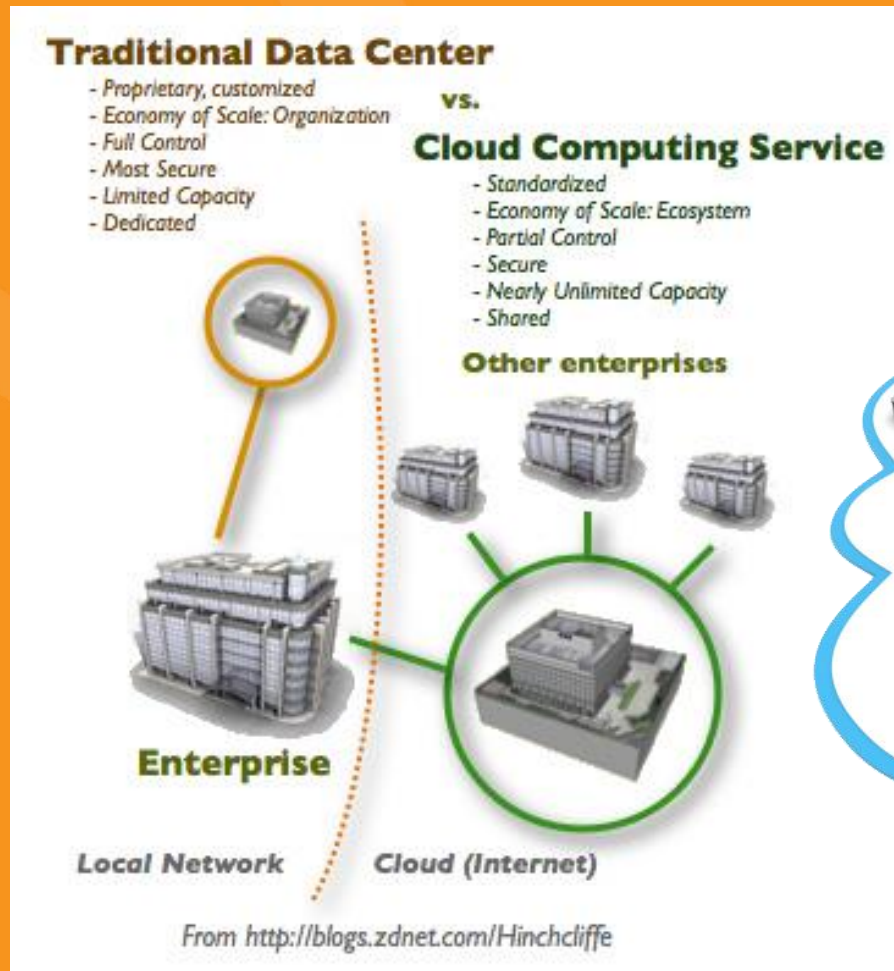
- Computing requirements – Compute as a Service (CAAS)
- Virtual Infrastructure – Infrastructure as a Service (IAAS)
- Data Storage – Storage as a Service (SAAS)
  - iCloud, Skydrive, Dropbox
- Backup in the Cloud – Backup as a Service (BAAS)
- Applications in the Cloud – such as Office 365 (AAAS)
- Platform as a Service – such as Microsoft Azure (PAAS)

It works just like your utility provider for your power and water.

Its consumption based. You pay for only what you consume.

It scales up and down with your organisation.

# Cloud vs the Traditional Computing Model



# Migrating to the Cloud

Why would you move – what is driving businesses to go to the Cloud

- Removing the ongoing refresh cycle for Hardware and in some case Software
- Defined cost. Minimises any Capital Expenditure surprises.
- Risk Mitigation – Offsite backups that are easier and quicker to get to. No longer an issue of current media (i.e. tape (DLT, LTO, Super DLT/LTO, DDS, etc))
- Project or burst requirements – a sudden and short term requirement for additional resource
- Speed to move to a new applications platform. Less time as you don't need to setup the internal Infrastructure and then support it
- Mobility – Mobile workforce, Office relocation, Mobile clients
- The ability to leverage the “economy of scale” and the “big boys tools”

# Cloud... Where can I get some?

I want Cloud. Sign me up..... let's just check it's the right fit for you

- Are there any other dependencies with systems I can't move to the Cloud
- Do I have sufficient communications to be able to use the Cloud effectively
- What is appropriate within your organisation to move to Cloud?
- What are the benefits for you to make the move
- Big Bang or Staged? Each comes with benefits and risk

# What Market Creations & GDC can deliver today?

- Geraldton Data Centre - Colocation services
- Geraldton Data Centre Cloud – Virtualisation, tiered storage & public, private or hybrid Cloud solutions
- Cloud based, online data backups, disaster recovery and business continuity solutions.
- Internet, point-to-point and multi-point network connectivity (NextGen, AAPT, Amcom, Acure, Telstra, Optus etc etc)
- Virtual desktop services and applications (Within 18 months)
- On premises and cloud based telephony.
- Cloud and IT Strategy consulting services



# Open for business

**Regional Technology Revolution**