STRATEGIC RESPONSE SYSTEMS

Deep Technical Expertise | Business Outcome Focused

Stable, Trusted & Reliable

Cloud Technology
combined with
Strategic IT Solutions

There are many paths to success.
Some are **more strategic and
less risky** than others.

Strategic
Cloud^{SM}

It's the "Strategy" that will set you apart

Since our founding in 2002, Strategic Response Systems has taken great care in everything we do – from selecting our business name to making the data center selection for our flagship offering, StrategicCloud^{SM}.

When you adopt StrategicCloud^{SM}, you do so understanding that your data will be in one of the most highly efficient, sustainable and secure data centers used by many of **the world's most demanding customers, including Goldman Sachs, CBS Interactive, Allianz, LexisNexis, StarHub, Arizona State University and more.**

You can take our name literally because from the start, SRS's focus has been on engineering our IT solutions strategically for maximum security and response time, not for maximum margin.

Delivering the most strategic solution set for each of our customers is a core value for SRS.

01

StrategicCloud^{SM} + StrategicSolutions^{SM}

Even before the term "Digital Transformation" became popular SRS saw the need for a cloud company that could also provide support and strategic solutions together, understanding that the solution isn't always to put everything in the cloud. There are instances where it may be desirable strategically to keep some systems on premise.

We first dive deep into your unique needs to develop requirements, arrive at the best approach and then design systems in a strategic and customized way. Many factors are considered in arriving at the ideal solution – every customer's cloud journey has some unique requirements. Often, it is these unique requirements that underpin your potential competitive edge.

OUR SERVICES

Custom Cloud Options	Strategic IT Projects	Technical Support	IT & User Security	Emergency & Business Continuity
SRS provides all options for leveraging Cloud technologies – private, public, hybrid - and/or server colocation to achieve the level of security, data access and cost savings desired.	SRS can implement customized projects that deliver high data security and increased staff productivity resulting in greater opportunity for your company.	Customers want options to how they access IT support when needed. SRS provides 24/7 phone, email and service desk options, allowing you to decide which one is best for you.	SRS can help ensure the safety and security of your data against cyber theft and train users to recognize and avoid malicious schemes that threaten IT system security.	SRS Emergency Response services include IT network restorations/data recovery and business continuity planning to ensure your business can work through the disaster.

What's at Stake?

Today, the impact of an ill-considered or ill-defined cloud computing decision has gone beyond just being an IT issue – it's now a serious boardroom concern.

Any thoughts of "doing it in-house" is now a thing of the past partly because of cost, but largely because with today's processing power it's very difficult to maintain the right physical environment for all of the associated computing hardware.

In addition to computing power you need good visibility into just what you're getting with your cloud subscription. If you selected one of the discount cloud providers would you know where your service provider will be physically hosting your critical data? Do you have any insight into the type of hardware used? How confident are you in the security provided? Can you easily contact an actual human customer service representative if there's a failure?

The answer to all of these questions is very likely, NO.

> Your company's data breach or unplanned downtime might not make it onto the nightly news, but that doesn't mean it won't be painful and costly where the bottom line is concerned.

SRS's exacting standards are designed to ensure that we only work with businesses that are truly looking for a trusted and experienced IT partner for their IT needs. This is crucial for stability and overall success and most importantly, customer satisfaction with the strategic IT solutions implemented on their behalf.

03

StrategicCloud℠ from Strategic Response Systems

StrategicCloud℠ focuses on two key business imperatives: keeping your data safe and secure so you can concentrate on running and growing your business, and helping you achieve an edge to put you ahead of the competition.

What we aim to do is demystify the process for making a sound cloud computing decision and demonstrate how choosing StrategicCloud℠ can minimize the total cost of ownership and maximize the kind of customer focus that's missing from current mass-market cloud services.

Public clouds, without a doubt, are the most recognized and appealing model of cloud computing for a variety of reasons. Some view cost effectiveness as one of the benefits, but this really depends on what lens you look through. Sure, cloud technologies can offer scalability to various degrees and some cost savings, but the business models vary greatly with almost all sacrificing direct interaction between the provider and their customers.

Amazon, Microsoft and Google may be dominant providers in the cloud computing market, but they are unquestionably not leaders when it comes to understanding and delivering on the computing and IT support needs of industries and individual businesses.

At SRS, through StrategicCloud℠, we balance the cloud functionalities and requisite support services together, so that your business can avail itself of the power of cloud computing and have access to crucial IT services and support when you need them.

SRS begins every customer relationship from a position of trust and transparency.

What sets StrategicCloud℠ apart?

The enhanced security StrategicCloud℠ provides, access to superior IT resources that deliver strategic IT solutions, and 24/7 US-based tech support are all key differentiators of the SRS StrategicCloud℠ solution.

SRS provides an enterprise level solution with the convenience of Infrastructure-as-a-Service. However, should there be a specific strategic need that necessitates SRS hosting your own equipment in StrategicCloud℠, we can make an accommodation through colocation. That's not an option with public cloud providers.

There are many elements to cloud computing that perform individual yet significant functions – the overall value is in the combination and resulting robustness of the cloud solution.

Many providers offer some.
StrategicCloud℠ delivers them all.

SECURITY
With cyber threats increasing, at SRS security is the foundation and bedrock of StrategicCloud℠.

LOCATION
SRS provides its cloud services from one of the most highly efficient, sustainable, and secure, US-based data centers, used by 95% of Fortune 1000 companies for its Uptime Tier II-certified design and authenticated reliability.
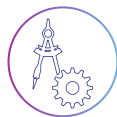
COMPLIANCE
Fortune 1000 companies require their data centers to deliver specific regulatory compliance – a key consideration in choosing the StrategicCloud℠ data center.

HIGH AVAILABILITY
Modernization has resulted in an increased reliance on our computing systems. We require systems that have as close to 100% uptime as is achievable.

ENGINEERING
Since its inception, SRS has directly engineered, administered and managed StrategicCloud℠ using an exceptionally qualified team of highly skilled IT professionals.

SUPPORT
Our support engineers truly understand the importance of providing 24/7 customer support in a timely manner and have been instrumental in building the long-term client relationships we're proud of.

HASSLE-FREE MIGRATION
We make moving your data from legacy systems to StrategicCloud℠ easy, reliable, and affordable while allowing you to continue doing business with no downtime.

RESPONSE TIME
Our business model and support systems are designed to provide assistance with the least amount of escalations and repeated case reviews by technicians, resulting in faster turnaround time.

BACKUP/RECOVERY
With SRS assisted upgrades and updates, we ensure the ability to a speedy recovery to the previous system stage if an upgrade/update fails.

INFRASTRUCTURE
StrategicCloud℠ is built using only enterprise-class hardware and software products to provide maximum reliability, resiliency and speed.

STORAGE
Cloud storage lowers management costs by reducing on-premise hardware and software management, simplifying monitoring, and reducing the need for extensive capacity planning.

CONNECTIVITY
Multipath connectivity to StrategicCloud℠ allows you to connect to your applications and data even when one of your internet service providers may experience an issue.

SCALABILITY
StrategicCloud℠ can be scaled to adapt with your needs and budget.

CONTRACTS AND SLAs
SRS can customize contracts and service level agreements to meet your business needs, unlike others.

ZERO-MANAGEMENT
With SRS managing your cloud, you can potentially save your business tens of thousands of dollars per year in systems support and internal IT costs. Add to this the support you can implement for applications as well and you have a worry-free infrastructure you can trust, with support just a phone call away.

Benefits of hosting your Mission Critical Applications in StrategicCloud℠

With all of the advantages to leveraging cloud technologies, many companies choose to move as much as possible to the cloud, not just their infrastructure but their mission critical applications as well. The best way to look at this opportunity is through the lens of "total cost of ownership" and the value that your particular cloud solution provides.

SECURE
SRS provides a dedicated secure/private VLAN for your business, where your systems are secured, and your applications are protected. You don't have to configure or pay extra to "fine tune" your VLAN traffic to achieve the best protection.

VENDOR SUPPORT
Many cloud service providers do not offer adequate customer support, let alone *application* support. If you are running an application in StrategicCloud℠, and your application vendor needs access to make an update or troubleshoot an application issue, we can provide controlled access to your application vendor as-needed.

UPTIME
StrategicCloud℠ delivers high availability, network connectivity, fault tolerance and multiple paths to the Cloud to deliver the highest uptime possible; balancing the need to move rapidly with the needs of reliability, availability, and security.

PREMIUM SUPPORT
You don't have to have a catastrophic event to get a prompt response from SRS support. We understand that even a simple printing issue can lead to significant losses depending on the circumstances -- like when it's time to get your invoicing done. We provide support by first understanding the impact an issue is affecting your business, no matter how simple the issue may be from technical perspective.
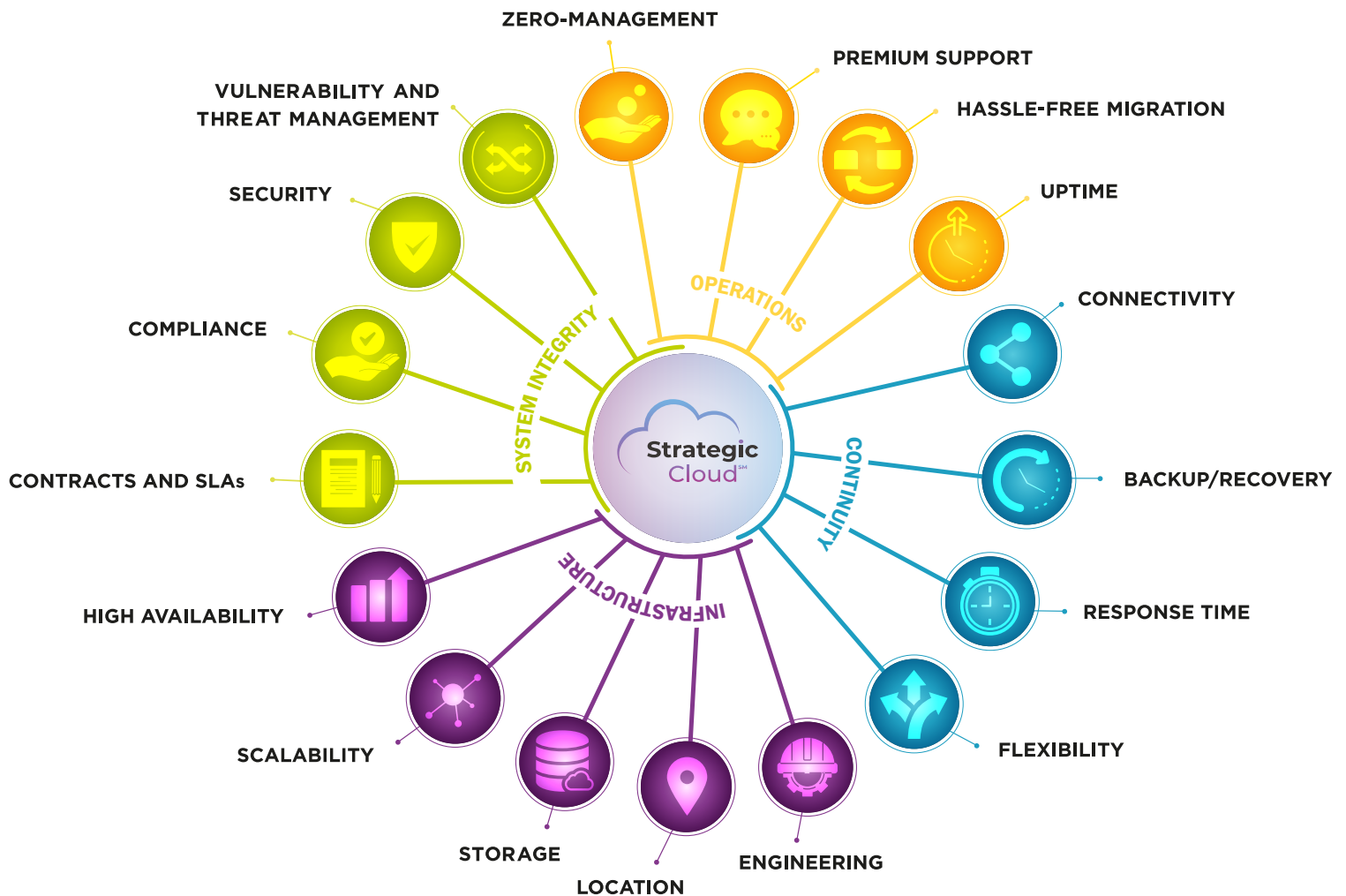
VULNERABILITY AND THREAT MANAGEMENT
Upgrades and updates are important; they deliver new features, functionality and benefits. However, unplanned upgrades/updates have a tendency to break things. Often, cloud providers update systems overnight without any warning, only to have you discover that your system is no longer working as expected. Returning to "business as usual" can cost you thousands of dollars in consulting fees, lost revenue and productivity. At SRS, we take measures to avoid such experiences.

FLEXIBILITY
Cloud computing allows staff to be more flexible both in and out of the workplace.

Stay Nimble, and Well Ahead of Security Threats

StrategicCloud^{SM} from Strategic Response Systems provides you with peace of mind in knowing you have a fully secured cloud solution that offers the best in system integrity, infrastructure, operations and continuity.

Greater Cloud Security and Insight combined with StrategicSolutions^{SM}

SRS has an uncommon level of transparency for an IT Services company, with a decade's long history of being a trusted partner with some of the largest businesses from legal to e-commerce. We negotiate customized contracts that define and ensure that trusted partnership has the benefits expected; our commitment to putting our customers' best interest first is how we've grown so consistently since 2002.

When you choose StrategicCloud^{SM}, in addition to the security and peace of mind you get by having experts manage your cloud services, SRS technical staff are always there to provide 24/7 support. When you have a question, you do not have to wait a day or more for tech support to process your ticket and get back to you.

What might Amazon's best fit criteria be? Anyone with a credit card number.

People, Process & Technology at their Best!

Cloud computing and the shareholder value it delivers has been a key driver in the move to a "service-based" approach where you no longer need to make expensive investments in server hardware and the staff to manage it. This liberation has truly transformed the way executives and their IT staff think about how they design and deliver computing resources for their companies in todays untethered and global business environment.

SRS provides the expertise and support that discount cloud providers can't match, offering the kind of customer focus that's missing from mass-market services. We utilize modern and resilient hardware and software systems for your specific needs knowing that our business, and yours, depends on them.

- ► SRS is not a reseller. We own and manage our own StrategicCloud^{SM}, custom design StrategicSolutions^{SM} and understand they're our most important investment.
- ► SRS views you as a partner and establishes contracts that fit.
- ► Our service agreements for hosted, specialized and/or managed services are based on a fixed rate, are negotiated fairly and contain no surprises.
- ► A number of SRS clients have been customers for well over a decade.

Our investments in infrastructure and our record of results guarantee we're here for you today and into the future.

Give us a call to see how we can help you, like we've helped others since 2002.

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Strategic Response Systems

42 Broadway, Suite 12-201
New York, NY 10004

646-258-0307
www.strategicresponsesystems.com
MeetSRS@strategicresponsesystems.com

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