Where are we now?

DATAFLEX – CLOUD, ETC…
NICK NIKIJULUW, DATA ACCESS EUROPE

Infrastructure…

- Amazon Web Services
- DataFlex Cloud Services (Europe)
- Local Data Center
- Bring-Your-Own-Server

DataFlex Cloud Pricing Mix

- Amazon Web Services fees + fees for DataFlex and other related software and services as needed
- DataFlex Cloud Services: Fully managed hosting, including DataFlex Cloud fees
- DataFlex Cloud Fee to run on your cloud server
- "BYOL" – Bring Your Own License
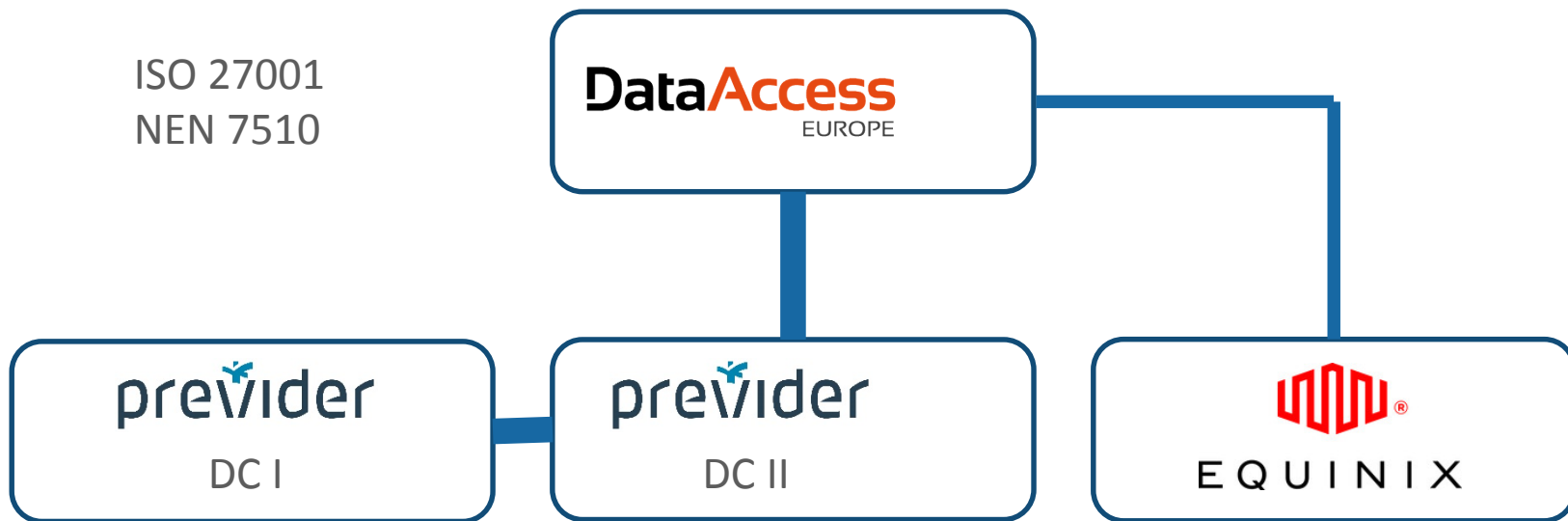
Example Amazon USA IaaS Pricing

- "**On demand**" M3.Medium SQL Web instance:
  - 2-core Server; 4 Gigs of RAM; 400GB Storage
  - Cost: **$0.23/hour; USD 167.00/month**
- 1-YR "**Reserved**" M3.Medium server instance:
  - 2-core Server; 4 Gigs of RAM; 400GB Storage
  - **$229** prepayment, commitment to 1 year
  - Cost: **USD 0.108/hour; $78.00/month**
  - Reserved offers **33% savings** over On-demand
- Bandwidth & storage is extra (and it's <u>cheap</u>)

Example of Local Cloud Service

- Host Europe (Germany)
  - Host one Virtual Private Server at EUR 16 per month
- Cheap! This may work for you?

DataFlex Cloud Services

ISO 27001
NEN 7510

Example DataFlex Cloud Services - Europe

- **DataFlex Cloud VPS**
  Host your DataFlex web application on a VPS managed by Data Access Europe (EUR 250)

- **DataFlex Cloud Private VPS**
  Host your DataFlex web application on a VPS with dedicated hardware managed by Data Access Europe (EUR 425)

- **DataFlex Co-Location**
  Place your own, fully configured web-server on-line in our server farm (EUR 175)

- **DataFlex Cloud Panel**
  New in 2015: Fully control your own virtual farm using your own Data Center access panel

- **DataFlex Cloud Drive**
  New: Very affordable, strong Back-up and Sharing services

DataFlex Cloud Drive

- One personal account to
  - Back-up any of your computers – **no data limit** (EUR 25 per year)
  - Share up to **512 GB** with Briefcase (EUR 35 per year)
- Affordable, convenient offer to our customers
- …to their friends, family, and…
- It is part of a marketing initiative to **market the DataFlex brand**, broaden visibility and reach beyond the current audience
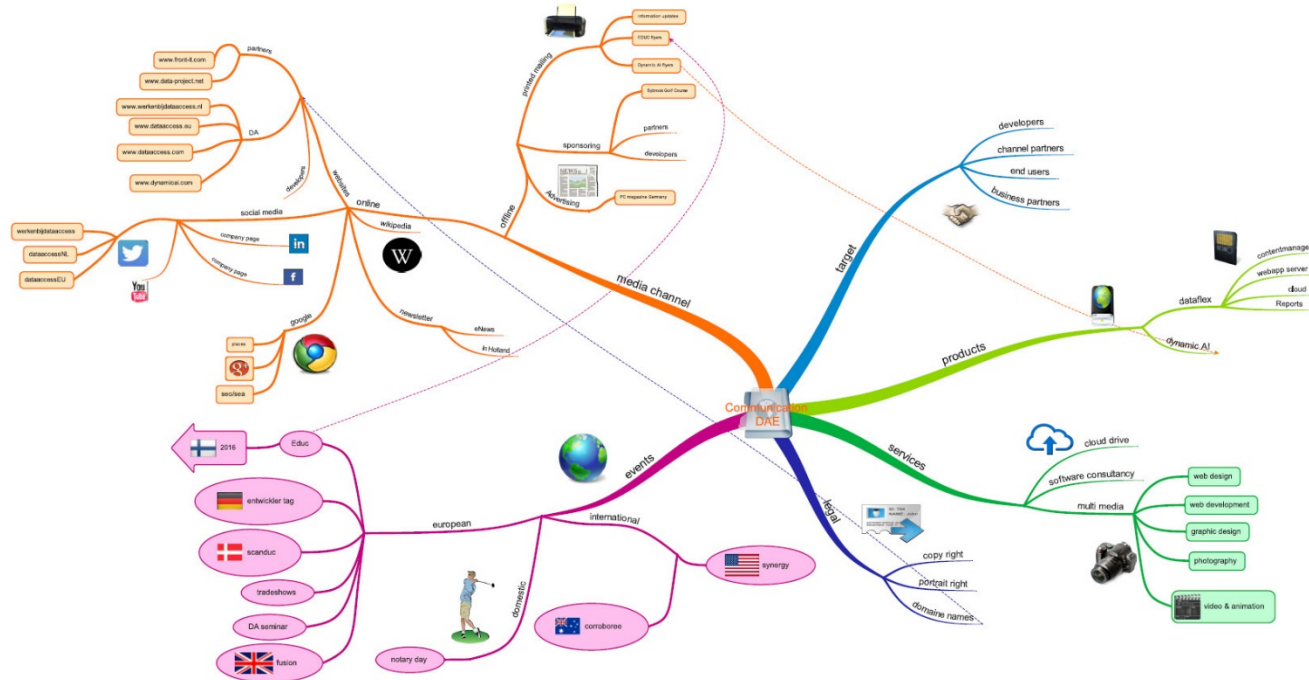- Marketing…

New DataFlex Branding

- Do you like our new logo?
- Enhance the visual appearance of our product and our company
  - New website
  - Better content management
  - Social Media
  - Graphic Design
  - Video productions
- Feel free to refer to our Brand; please do!

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Technology, Design & Marketing

New, Modern Media

- New Media Team projects
  - Pre-corded presentations for events
  - Promotional videos
  - Instructional videos
  - InfoGraphics
  - MotionGraphics
  - Photography
- Presenting Software
  - Photo & Film Studio
  - Chromakey Studio, semi-real-time production
  - Pre- & Post Production
- Services
  - In-House
  - For customers

New Media

- Pre-recorded presentation, Harm & Vincent for Corroboree 2014
- [The Making Of...](#)

Yes, we're in Motion!

Questions?

Thank you for your time!