



Business Critical Application Delivery

GUARANTEED
END - to - END
APPLICATION DELIVERY

Do you know what applications are on your network?

Are your Applications Network Ready?

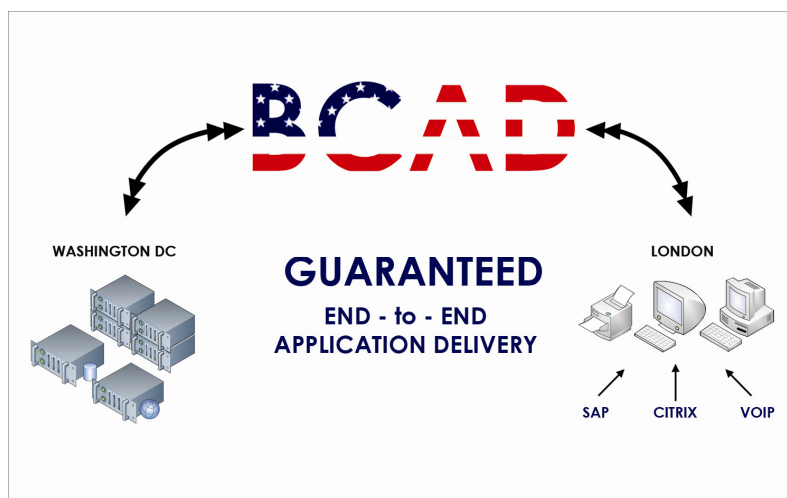
Is your Network application ready?

Business Critical Applications Delivery

Does your organization have Mission Time Critical Applications (such as SAP, Citrix, VOIP or Databases) traversing over a Wide Area Network? And do your business daily operations rely on these applications performing?

Have you measured the financial impact to your business every time these applications stopped working?

With Computrad's revolutionary BCAD service you can rest assured your Business Time Critical Applications will be delivered every time on time with a financial guarantee.



Computrad offers a unique managed service called BCAD, this service was specifically designed for medium to large organizations that need to deliver Mission Time Critical applications over a Wide area Network.

Example: Your business relies on a trading application. This trading application is your organizations main method of generating revenue and for every hour the application is down or not performing, your organization suffers financially. Imagine the financial impact to a major High street retailer when the till system stops responding on a Saturday morning due to network performance problems.

Or

Your business is in the Finance sector and the main trading applications rely on transactions to process immediately when posted. We asked some of the top Trading Houses in London what the financial impact is to them every time the online stock trading applications slows down; all responded with the same answer "every time our systems slows down, even only for two seconds, we are at risk of losing millions".

Calculate slow network cost:

$$\text{Cost} = P \times W \times E$$

P = Total Number of hours lost **P**roductivity per year (weekly minutes/60 x 52)

W = Average hourly **W**age

E = Number of **E**mployees on the network

Company A:

Number of Employees: 500

Average Hourly Wage: \$15.00

Hours of Productivity lost per Year: 30

Network Cost = **\$225,000.00**

Company B:

Number of Employees: 1,000

Average Hourly Wage: \$18.00

Hours of Productivity Lost per Year: 52

Network Cost = **\$936,000.00**

Company C:

Number of Employees: 5,000

Average Hourly Wage: \$20.00

Hours of Productivity Lost per Year: 20

Network Cost = **\$2,000,000.00**

The unique aspect of the BCAD offering

The unique aspect of the BCAD offering is that Computrad is in a position where we can guarantee these Time Critical Software Applications, with a financial penalty if the applications slow down or stop working. Computrad works on a per site, per application basis.

How does it work?

The traditional approach will be to ask an ISP to provide your organization with connectivity between the data center and the remote site. The ISP will have no real understanding of your applications and bandwidth required. They also do not ask the Question: are your specific applications designed to work on this network or is the network you are requesting specifically designed to work with your applications in mind. As the end user you will pay a monthly fee to the ISP for the connectivity but will have little or no performance guarantees or control over how the applications are delivered. You will also be responsible to purchase and manage your own router, infrastructure, plus any other network related equipment to deliver the applications.

BCAD is different; we help you do what you do best!

How does BCAD works? You tell us the mission time critical applications imperative to your organizations day to day operations, the locations you require it delivered to, the time criticality of each application, and the performance required per user. Computrad will then provide you with a pricing schedule per site or per user. No more need to negotiate with the ISP's long term contract, tying you into something that doesn't deliver or grow with your business. Maintaining complex network infrastructures is a thing of the past.

Computrad will take care of everything, the network will be invisible. This will provide your business with instant flexibility to expand sites, add new sites, and change business models as the market requires. All you have to do is tell Computrad what applications your business needs and we will deliver the applications onsite, on time, every time with a financial guarantee.

For more information on the BCAD solution please contact our corporate sales department for a detailed overview and demonstration

USA

Tel: (703) 286 0940
sales@computradusa.com
1616 Anderson Road
McLean
Virginia, 22102

UK

Tel: +44 (0)208 9979888
sales@computrad.co.uk
61 Bideford Avenue
Perivale, London
UB6 7PP

Dubai

Tel: +44 (0)2089979888
sales@computrad.co.uk
Computrad Gulf
Media City
Dubai, UAE