

SoftLayer: The on-demand datacenter

SoftLayer is the unequaled provider of on-demand, off-site technology and connectivity for organizations and enterprises of all sizes and needs. We have made the traditional model of hosting and managed/unmanaged services obsolete.

We create solutions that deliver total access to, control over, and scalability for the latest information technologies and services.

Everything we do, from hosting to virtualization to data storage, centers on connecting customers to the best technology, as quickly as possible, with absolute flexibility and direct control over it—all remotely and with no need for intermediary assistance.

Core company values: innovation, empowerment, and integration

We value innovation — We leverage the latest and most advanced technologies, and provide customers a gateway to them. We innovate tools that no one else thinks of and implement them in ways that no one else would attempt. Their intuitive, straightforward functionality disguises the sophistication and expertise that powers them.

We value empowerment — We demand total, automated control of our own systems, and want our customers to have the same. Our products and services are designed to require zero or little human intervention—they are “better than managed.” This is key to providing the level of control and scalability on-demand and virtual datacenter services require. It provides both our customers and our company a demonstrable market advantage.

We value integration — We consolidate and connect distinct technologies. We aggregate all tools into a single portal, pioneered the industry’s first network-within-a-network topology, our tools interact seamlessly, and designed dynamic interconnections and interoperations between our geographically diverse datacenters. We know technology’s value and power compounds with each additional point of connection.

Company facts

Some key financial and operating metrics for 2007 include:

- \$33 million in annualized revenue; up from \$13mn in 2006
- 32% EBITDA and 5% EBIT margins
- 155% growth in customer base
- 25% growth in revenue per customer
- Customers in over 100 countries with 40% based outside of the US
- 110 employees
- 11,000 servers added from company inception in first two years of operation (January 2006 – December 2007)
- ~13,000 servers (31 March 2008)
- ~4,500 customers (31 March 2008)

Datacenter overview

The SoftLayer approach to datacenters is unique in the industry. The DC environments are based on a “Pod” concept, where each Pod optimizes the utilization of key datacenter variables, including:

- Space and Power
- Network
- Personnel
- Internal Infrastructure

Each Pod is built to the same specifications regardless of location and is designed using best in class methodologies and rapid deployment capabilities.

- A Pod supports approximately 5,000 servers
- Total current capacity of 9 Pods, 1,200 racks and 45,000 servers
- All facilities have multiple power feeds, fiber links, dedicated generators, and battery back-up

Current datacenter locations are:

- Dallas – Infomart; 5 Pods
- Seattle – Sabey; 2 Pods
- Washington, DC – 365Main; 2 Pods

Network overview

SoftLayer operates three distinct networks:

- Public Network for access to our facilities
- Private Network for system management
- DC to DC Network for free server connectivity across facilities

Multi-homed connectivity to the Internet with bandwidth from the following carriers:

- Internap (5 x 10 Gbps)
- NTT/Verio (2 x 10 Gbps)
- Level3 (10 Gbps)
- SAVVIS (10 Gbps)
- Global Crossing (10 Gbps)
- Qwest (10 Gbps)

Datacenter to Datacenter connectivity across a 10 Gbps fiber link from Abovenet

Private network connectivity for secure remote access through multiple VPN gateways:

- XO Communications (1Gbps)
- Cogent Communication (1Gbps)

Primary hardware vendors include:

- Networking: Cisco
- Security: Cisco & Tipping Point
- Storage: EqualLogic (Dell)
- Servers: SuperMicro