



EPiServer Digital Experience Cloud™ Performance Configuration (Managed Services only) Service Description

We have combined **20 years** of experience of website software operation with industry best practices for site operation, and added dedicated world-wide teams of web operations experts. The result is a digital presence that is always **available**, **responsive** and **secure**.

EPiServer Managed Services is the only enterprise-level service designed specifically for customers using EPiServer software. We enable **flexibility**, **scalability**, **high availability** and **security**, with **24x7x365** operations and support at the application and website level.

Bridging the gap

To EPiServer the delivery of content is the benchmark of availability, not infrastructure. Many customers are challenged by complex infrastructure and software setups, with a number of different service providers and vendors. Our Managed Services team bridges the gap between hosting and web experience delivery, which lets you focus on content, products and marketing – instead of web operations.

Services included to plan and maintain your digital experience:

- Application management and capacity planning
- Deployment management

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Speed and scalability

Research has shown that the speed of a website or commerce site is a crucial component of the user experience, one that directly affects the visitor's engagement and eventual conversion on the site. Add to that changing traffic patterns – seasonal peaks, gradual changes over time and sudden jumps in traffic – and you realize that website speed is not a simple matter. Until now.

Services included to ensure speed and availability:

- Optimized content delivery including CDN and cache best practices
- Proactive monitoring with monthly web performance reporting

Monitoring and incident management for mission critical operations

We know that you cannot afford your digital presence not to be available all the time, regardless of traffic spikes. We constantly monitor all services – not just at a server level, but at the actual web delivery level – to be able to spot performance or availability issues and act upon them before they turn into problems.

Services included to catch and correct issues before they affect website delivery:

- 24x7x365 incident and problem management
- 24x7x365 EPiServer Cloud support following ITIL processes
- Full-stack service level management

Infrastructure Agnostic

You have the option to host on either our private cloud or on Microsoft Azure.

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Typical scenario's where you might choose a Digital Experience Cloud™ Performance Configuration (Managed Services) over our Digital Experience Cloud™ (PaaS)

- If you already have and wish to continue to use your existing EPiServer licenses
- If you require private cloud hosting
- If you wish to host other applications (3rd party) in the same cloud
- If you require a hot site DR (dual DC, active-active)
- If you advanced security requirements which are dependent on a private cloud architecture (e.g. IDS, 'Scrubbing Services' etc.)
- If your websites have more than one EPiServer code base and you don't wish to purchase multiple Digital Experience Cloud™'s

Why choose an EPiServer Managed Service?

A Managed Service geared specifically towards EPiServer websites

- At EPiServer we use industry leading technology vendors, housed in Tier 4 datacentres across the globe, to deliver a truly enterprise, best-of-breed Managed Service. Uniquely in addition to our premium level of service we provide a wealth of complementary services that go beyond traditional hosting providers. Such as;
 - Infrastructure, Synthetic & Application level monitoring: EPiServer have monitoring tools which look at both system and end user performance to provide a holistic, real time view of an online presence's performance. Armed with tangible, objective, and detailed monitoring data at both infrastructure and application level, we are able to quickly and easily identify and remediate potential outages. Our Web Operations team has configured an abundant array of thresholds and alerts honed around your online presence's performance, so that we can identify trends and react to issues before they escalate.
 - Business Process monitoring: from checkpoints across major world cities we can monitor full page rendering and loading (of landing pages or a sequence of pages). If an error occurs (i.e. an image fails to load) the Business Process monitor will notify our support desk for immediate investigation.
 - Cloud Based Test Service: A load test which has been adapted specifically for EPiServer based websites is placed on your online prior to launch. We will discuss the results of the test with your web development team to find opportunities for code improvement or to discuss eventual bottle necks.

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- Content Delivery Network: rather than a user retrieving content directly from your websites front end servers (putting them under immense load), retrieve content from our CDN network, from multiple datacentre locations across the world. Our CDN enables dynamic scalability for visitor load and the fastest possible access to data across the globe.

A 24/7 Service that You Can Trust

- Critically at EPiServer we care about the availability and uptime of your website, not just underlying layers of infrastructure. Unlike other hosting providers our Managed Service has honed monitoring applications and services, backed by EPiServer expert knowledge to ensure efficiency and stability of your online presence. If there is an issue with your website we will screen the problem and investigate the root cause.
- If the issue relates to your specific code build we will not leave you in the lurch, raise a ticket with our Service Desk and we will assist you with troubleshooting. Our Service Desk will provide you with all the detailed information you require (with the ability to drill down to code level) to quickly determine the root source of the issue.
- Your online presence will be monitored 24/7/365 by a dedicated, ITILv3 aligned Service Desk, to ensure high availability, performance and response. Our Service Desk is structured 1st, 2nd and 3rd line, with 96% of all issues dealt with by our 1st line support, demonstrating our high level of competence and experience to resolve issues in the first stance. The service desk also received a high customer satisfaction rate at 9.75/10 in the recent customer survey.

Expert Knowledge for EPiServer deployment and hosting...

- No service provider has a better understanding of EPiServer software and the operation and management of it than we do. Underpinning our service we have a pool of expert knowledge readily available to diagnose and fix issues with our software. We also have immediate access to updates or patches to solve any issues that may occur.
- Every solution is scaled by one of our proficient Solution Architects, there is no guess work, we know exactly what system resources are required for optimum website performance based upon our understanding of our own platform and experience from 1,000's of deployments over the years.

Spend less time maintaining and more time innovating

- EPiServer's Managed Services are public and private cloud agnostic, choose to run your online presence on either Microsoft Azure or EPiServer's private cloud.
- Having a software provider's engagement 24/7 is a great relief for webmasters.
 - EPiServer's Managed Services is proven to complement and aid our development partner's maintenance offering. EPiServer's blanket of honed monitoring will ensure the stability of the service and prevent bad code from slipping into your production environment.
 - EPiServer will handle all patching and upgrades of EPiServer and Microsoft stack on your behalf, handling the risk and reducing staff overheads of maintaining your environments.
 - EPiServer's wealth of monitoring ensures stability and early awareness of website issues.
 - EPiServer's honed service tools ensures rapid root cause analysis and implementation of corrective and preventative measures.

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Reduce Cost and Scale Effectively

- To handle spikes in website traffic an efficient scalability mechanism must be in place. Infrastructure suppliers and public clouds typically use auto scaling to meet traffic demand, by temporarily bursting the number of front end web servers. This can be costly and poses greater risk to the client.
- EPiServer propose the use of our Content Delivery Network (CDN) service. The vast majority of a website's content is static and cacheable (usually 80% +), by using a CDN you will be able to offload traffic from front end servers and benefit from its ability to scale out during traffic peaks. This not only enable global users to have the fastest possible access to your website, it is considerably cheaper to scale out when experiencing traffic peaks as you will be only paying for the amount of data transferred from CDN, which is far more expensive to temporarily 'spin up' servers to meet the demand.

High Level of Data Security

- All of EPiServer's Datacentres are Tier 4, SSAE 16 and/or ISO 27001 certified. EPiServer's Web Operations team have tight access controls in place to protect client data, with strict access rights and permissions are applied.
- With solid experience supporting security levels as high as required in the Banking and Financial institutions, EPiServer's Managed Service has a plethora of additional security features to safeguard your online system such as Intrusion Detection Systems, Web Vulnerability Scanning, Scrubbing Service and DDoS Protection.

Continuous Availability even in the event of a Disaster

- Continuous availability means that the online presence continues even if an entire datacentre is gone. Most DR solutions only guarantee failover of infrastructure, due to lack of application knowledge from the supplier. EPiServer's approach is always on when it comes to your online presence. EPiServer's solutions can provide high redundancy through load balanced servers, high availability through database clustering and for customers who cannot afford the risk of any possible downtime we are also able to provide continuous availability solutions (via dual active-active datacentres).