

Nominee: CenturyLink

Nomination title: CenturyLink Cloud

CenturyLink is a global communications, hosting, cloud and IT services company enabling customers to transform their businesses and their lives through innovative technology solutions.

Recognised as “Leader” in Gartner’s Managed Hybrid Cloud Hosting Magic Quadrant for Europe, CenturyLink Cloud solutions are built for enterprise production workloads as well as “born in the cloud” and hybrid “cloud aware” applications. We have a unique market approach, with our Hybrid IT offerings spanning public and private cloud, colocation, managed hosting, and networking.

We recognise that robust capability of cloud-scale services is dependent on the availability of the Data Centres that these services are hosted in. CenturyLink operates 60+ Data Centres globally, including 8 facilities in Europe. We have committed to certifying all CenturyLink operated Data Centres to the Uptime Institute M&O Stamp of Approval by the end of 2016. More than 50% of our facilities, including all in Europe, now have that stamp of approval. The Uptime Institute stamp of approval clearly demonstrates our dedicated efforts for achieving quality, performance, uptime, and innovation.

Our clients acknowledge the value of our service availability: “Partnering with CenturyLink means that our staff have high levels of reliability wherever they are in the world” - Graham Kent, Head of Global IT, Save the Children International.

At the product level, availability of CenturyLink Cloud is achieved by deploying multiple CenturyLink Cloud nodes in country. In the UK for example, we operate CenturyLink Cloud nodes in both Slough and Portsmouth, allowing clients to split their workloads across two sites, or use one site as a “primary” and the second as a backup location, whilst ensuring that data sovereignty requirements are maintained.

Our Simple Backup Service allows clients to easily backup and restore data. Data is automatically backed up in secure object storage and retained according to the policy set by the client.

For clients with more complex Disaster Recovery requirements, we offer SafeHaven for CenturyLink Cloud, providing protection for on-premise data and production servers. This solution

offers the simplicity of CenturyLink's cloud-to-cloud DR – including self-service, point-and-click interface, and powerful customisation options.

Whilst ensuring uptime, CenturyLink Cloud delivers cloud-scale through automated autoscale policies built into our Cloud User Interface. Horizontal autoscale ensures the number of servers increases automatically during demand spikes to maintain performance, and decreases automatically during demand lulls to minimize costs.

Vertical Autoscale automatically right sizes the compute capacity of servers during demand spikes and lulls. Many enterprise workloads can see an increase in performance just by adding capacity to existing servers without the need for additional servers.

By doing business online and in the cloud—and embracing BYOD and mobile technologies—companies are creating multiple points of network access and exposure. Hackers have moved on to more complex attacks. To counter this, CenturyLink offers clients a comprehensive, multi-layered security solution to combat these escalating business threats.

Our solutions include DDoS (proactively mitigating malicious attacks before they reach a client's private network), email defence (filtering and cleansing e-mail to block inappropriate content and prevent e-mail worms and spear-phishing attacks), internal security using Managed Firewalls and Network Based Security (robust security features, including a strong firewall and VPN, intrusion detection and prevention, anti-malware, web content filtering, and data loss prevention).

As well as these CenturyLink provided services, CenturyLink Cloud users can easily deploy security solutions from a range of partners including Vormetric and FortyCloud.

The CenturyLink Compliance Management team is dedicated to continually improving and maintaining compliance certifications that are critical to our customers. Through our disciplined assessment and audit processes, we have implemented comprehensive compliance practices.

In the UK, our Data Centres are certified for ISO 27001. We also offer a variety of solutions that adhere to the most stringent of compliance standards. These include SOC 1/SSAE 16, SOC 2, SOC 3 (demonstrating commitment to protecting the security and availability of customer data), PCI DSS 3.0 (secure storage of credit card data), CSA STAR (a comprehensive set of offerings for cloud

provider trust and assurance), German Federal Data Protection, ENISA (a centre of network and information security expertise for the EU) and EU Directive 95/46/EC.

CenturyLink Cloud has been awarded TRUSTe's Privacy Seal signifying that our Privacy Policy and practices have been reviewed for compliance with TRUSTe's Program Requirements including transparency, accountability and choice regarding the collection and use of personal information.

As the third largest telecommunications operator in North America, CenturyLink has many years' experience providing connectivity services. Our global network consists of 550,000 route miles, and connects 85 countries. Metro rings that are built out in individual cities are all 100G enabled. Our portfolio of 60 + CenturyLink Data Centres are connected "on-net" to 260 3rd party Data Centres, making it easy for our clients to achieve low latency connectivity to external resources.

Financial services companies around the world have turned to CenturyLink to help them achieve the IT infrastructure and connectivity they need to compete in today's fast-paced, constantly changing environment. Six of the top 10 Fortune 500 financial services and banking firms — as well as 14 of Fortune's top 20 securities trading firms — rely on CenturyLink, as do nine of the top 10 Hoovers investment banks. Our Application Transport Services delivers market data and interconnectivity between data centres, clients, trading partners and execution venues. With bandwidths up to 100 GigE, our low-latency, high performance network lets clients scale connectivity to fit the specific needs of each location.

One of our existing clients in the Finance Vertical, Coller Capital recently deployed CenturyLink Public Cloud. As Ian Flavill, Head of IT Service Delivery at Coller Capital explains: "We decided that the move to CenturyLink Cloud was the enabler for us, as it gives us a physical platform with virtual servers that can be spun up, down or cloned, depending on our needs. It means our development teams, database specialists and system administrators can work as a cohesive unit. Not only that, but we can commission additional capabilities in very fast timescales."

Why nominee should win

- **ENTERPRISE-LEVEL SECURITY:** Multi-layer protection for systems & data.
- **HIGH PERFORMANCE:** Optimized throughout the stack for speed.
- **GLOBAL FOOTPRINT:** Deployed in 14 data centres around the world.
- **COMPLIANT & AUDITED:** Our data centres are SSAE16 SOC3 Type 2 certified.
- **MANAGED SERVICES:** Experts to monitor client apps, 24/7.