

A photograph of the Memphis skyline, featuring several tall buildings and a river in the foreground. The entire image is overlaid with a solid red color. A white rectangular box is centered horizontally, containing the word "MEMPHIS" in white, uppercase, sans-serif font.

MEMPHIS

 ***expédient***

YOUR LOCAL TRUSTED IT PROVIDER



“EXPEDIENT IMPROVES IT AGILITY AND MINIMIZES  
BUSINESS RISKS THROUGH HIGHLY AVAILABLE  
IAAS SOLUTIONS, SMARTER IT SPENDING AND A  
FOCUS ON THE CUSTOMER EXPERIENCE.”

-JIM KOTHE, MID-SOUTH VICE PRESIDENT

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## LOCAL DATA CENTER, CLOUD, STAFF

We know how important it is to have your data nice and close, so we're making that possible for you. Right here in your backyard.

### ▶ LOCAL DATA CENTER

#### What can having your data center local do for you?

- Peace of mind knowing you can physically see and touch your environment
- You receive an enterprise-grade facility without the capital investment
- A scalable infrastructure with a pay as you grow option
- The connection to other Expedient data centers via a 10 Gbps fiber optic ring

#### Your Memphis Data Center

- 35,000 total sq. ft. with 7,500 sq. ft. of raised floor
- Two (2) 1,250 kVA generators
- 450 tons of cooling
- Two (2) 625 kVA UPS systems
- Multiple levels of security
- Complements a variety of industry and government compliance including PCI, HIPAA and SOX.

### ▶ LOCAL CLOUD COMPUTING

#### What does having a local cloud do for you?

- Allows you to physically see your cloud
- Provides zero downtime ensuring 100% availability
- Freedom to scale as you grow
- Gives you total control and management over your infrastructure and data, which increases security and compliance

#### Your Memphis Cloud

- Option to choose from Public, Private and Hybrid solutions
- Infrastructure upgraded to most recent generation to ensure maximum performance
- Independent testing confirms that Expedient outperforms national providers including AWS, Rackspace and Azure

### ▶ LOCAL STAFF

#### What does having a local staff do for you?

- Around the clock support for whatever needs may arise
- Peace of mind...someone always has an eye on your data
- Ability to meet with your local team to develop the solution that fits your needs the best
- Having a local partner that you can trust that has your business's success at heart

#### Your Local Staff and Support

- Veteran technology advisors that are here for YOU
- Working 24x7x365 to ensure that your data is safe, secure and available



## BENEFITS OF WORKING WITH EXPEDIENT

The biggest differentiator between Expedient and your average hosting provider is our ability to provide local tailored solutions for IT infrastructure. We can provide solutions encompassing everything from the electricity to the operating system. With a broad spectrum of products and services, as well as a depth of experience and expertise, an Expedient partnership means:

### ▶ 100% Uptime SLA

- 24x7x365 on-site monitoring and secure access. Predictive monitoring identifies problems before service is impacted. Expedient ensures uptime and availability.

### ▶ Confidence In Your Local Experts

- Expedient maintains complete authoritative and operational control over all facilities, working with engineers, electricians and architects to produce tailored solutions for our customers.

### ▶ Freedom From Downtime And Single Points Of Failure

- All data center facilities are designed with N+1 redundancy and are interconnected with a private 10 Gbps network.

### ▶ Eliminate Compliance Concerns

- Expedient operates reliable data centers that complement a variety of industry and government mandates including HIPAA, PCI DSS and SOX, supported by third-party SSAE 16/SOC attestation reports.

### ▶ Total Peace Of Mind

- With seasoned experts working around-the-clock to defend your data and keep your systems running, you are free to focus on the truly important elements of your business, leaving upkeep and maintenance to us.



## GEO DIVERSITY

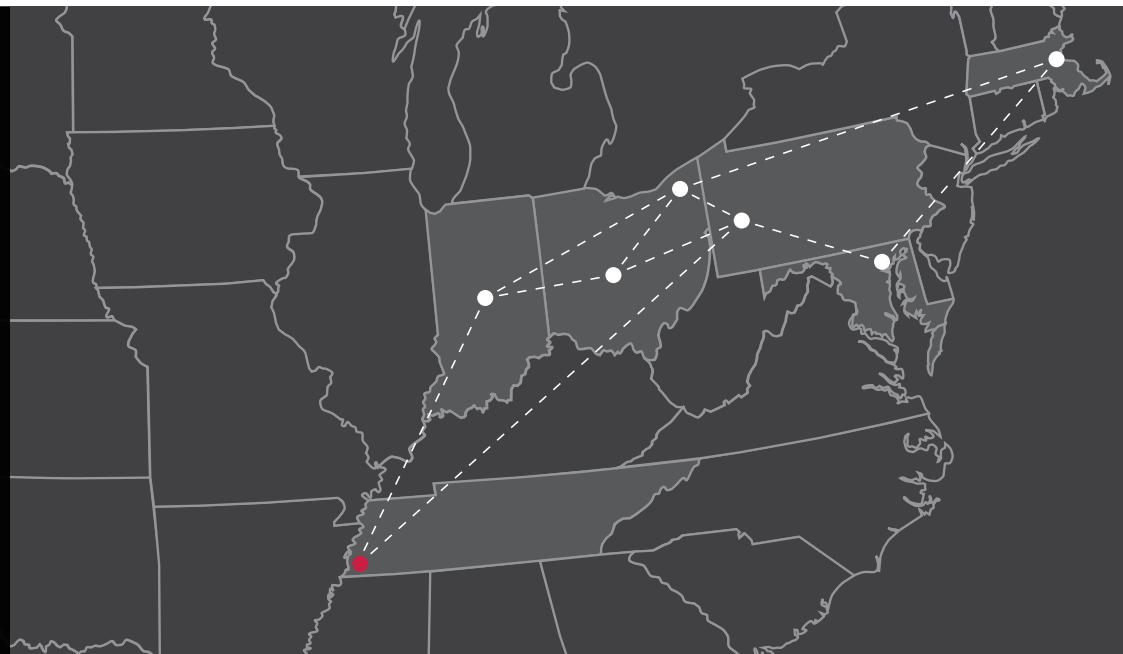
Expedient runs 11 enterprise-class data centers in 7 cities with over 300,000 square feet of total production space.

We run our own 10Gbps fiber network that connects all data center facilities together.

Geographically diverse data centers allow us to provide our customers with options for greater reliability. If business continuity or disaster recovery initiatives change, our multitude of facilities support an agile approach.

### EXPEDIENT CITIES

- Baltimore (x2)
- Boston
- Cleveland (x2)
- Columbus (x2)
- Indianapolis
- Memphis
- Pittsburgh (x2)



## DEBT-FREE

Landmark and Expedient hold zero institutional debt.

As Expedient has grown by adding data centers in various cities and by establishing new technology platforms, these growth-oriented commitments were fully-funded by on-hand cash. As such, we have the luxury of not having to contend with debt, financing or public shareholder pressure. We are able to do the right things for our clients without worrying how the market will react.



## LANDMARK RELATIONSHIP

Expedient has been providing data center services for more than 14 years and our history dates back to the mid-1990s. As a privately-held firm whose parent is a significant, privately-held conglomerate, we have the benefit of leveraging capital while remaining fairly autonomous in our operations.

Our parent, Landmark Media Enterprises LLC (formerly Landmark Communications), is a privately held media company headquartered in Norfolk, Virginia with a history in cable television, broadcast television, print publishing and internet publishing.

Landmark dates back to 1905, and since 1954, has been controlled and run by the Batten family, who founded the Weather Channel and Weather.com.





## WHY WE CHOSE MEMPHIS

WHEN WE DID OUR EXPLORATORY VISITS WE FOUND AN INCREDIBLY WARM RECEPTION AND COMPANIES REPEATEDLY EXPRESSED A NEED FOR A LOCAL HIGH QUALITY HOSTING PROVIDER THAT WOULD INVEST IN THE COMMUNITY OVER THE LONG HAUL AND BECOME A TRUE PARTNER.

- Support from the Memphis Community
- The Greater Memphis IT Council has been a strong partner as we become the area's preferred data center and cloud computing/virtualization provider.
- Brisk market response for the need of data center solutions and a strong interest in what virtualization can do for a business.
- Memphis's growing ability to meet not only business demands for reliable infrastructure, but also for access to a highly qualified workforce needed to support the new technologies hosted within these facilities
- Community involvement—the new data center is going to have a built-in presentation space to host events in support of a variety of technology-focused, professional development organizations.
- The new data center in Memphis will make Expedient the region's only top tier data center provider capable of offering both in-market geographic diversity and seamless out-of-market, off-site hosting alternatives.



## SITE LOCATION

The site selection process for the Memphis location was incredibly thorough. The facility in Memphis is located close to the TPC Southwind Golf Course and FedEx Headquarters and was recently used as an internal data center by the previous corporate owners. Expedient invested over six million dollars in startup costs and improvements to the facility in order to meet its standards and the requirements of its customers. Upon completion, the new data center will initially include approximately 7,500 sq. ft. of raised floor computing space and will be able to support the company's growth for years to come, with a total of 35,000 sq. ft. available in the building





ON-SITE STAFF

The Memphis data center, like as all Expedient facilities, are monitored 24x7x365 by our expert on-site staff: the Operations Support Center (OSC). The OSC is comprised of multiple connected teams within each data center, committed to ensuring the availability of your data. Expertise is available around-the-clock, dedicated to providing the highest quality support in the industry.



OPERATIONS SUPPORT CENTER

FUNCTION	FEATURES	BENEFITS
Service Management	<ul style="list-style-type: none"><li>• Personnel dedicated to support</li><li>• Include cross-functional skill set</li><li>• Maintain vendor relationship management</li><li>• Create and update requests online, on-site or by phone</li></ul>	<ul style="list-style-type: none"><li>• Single point of contact</li><li>• Leverage a team of subject matter experts</li><li>• Troubleshoot end-to-end solutions</li><li>• Maintain visibility and control</li></ul>
Access Management	<ul style="list-style-type: none"><li>• Maintain escalation lists</li><li>• Verify requests from authorized contacts</li><li>• Manage third-party vendor access</li></ul>	<ul style="list-style-type: none"><li>• Limit access to authorized contacts</li><li>• Save travel time</li><li>• Record access</li></ul>
Remote Assistance	<ul style="list-style-type: none"><li>• Complete device power cycling</li><li>• Perform cable port changes</li><li>• Perform backup media rotation</li><li>• Verify device status via console connection</li></ul>	<ul style="list-style-type: none"><li>• Reduce the need to travel</li><li>• Schedule routine activities</li><li>• Maximize uptime with available on-site resources</li><li>• Ensure availability on-demand</li></ul>
Service Reviews	<ul style="list-style-type: none"><li>• Perform regularly scheduled reviews</li><li>• View alert and request history</li><li>• Discuss trends and concerns</li></ul>	<ul style="list-style-type: none"><li>• Receive performance reports</li><li>• Identify chronic problems</li><li>• Build and maintain personal relationships</li></ul>



SECURITY

Expedient uses the highest possible security measures at all of their data center facilities. Security features at the Memphis data center include:

- 24x7 on-site staff
- Single point of entry and exit, secured with a video call box
- Visitors must provide identification
- Multiple mantraps
- Barcoded badge at the security desk
- Visitors are escorted by Expedient security staff
- Individual racks, cages and cabinets locked and monitored by security cameras and motion detectors
- Monitored on a 24x7x365 by Expedient staff and CCTV cameras



CONNECTION TO OTHER DATA CENTERS

- Diverse entrances
- Redundancy
- Variety of options
- 10Gbps connection with all other data centers in:
  - *Boston, Baltimore, Cleveland, Columbus, Indianapolis and Pittsburgh*

# DATA CENTER CHECKLIST

## RISK 1 PROVIDER STABILITY

COMPANY CRITERIA	EXPEDIENT
Financial stability	Debt-free / privately held
Stability and commitment to data center business	Continued investment within the data center business. Expedient has built or expanded 20 facilities since 2005.
Ownership changes in last 5 years?	No
Year founded	2001

## RISK 2 CAPACITY/SCALABILITY

FACILITY CRITERIA	MEMPHIS DATA CENTER
Building size sq. ft.	35,000 sq. ft.
Total raised floor sq. ft.	7,500 sq. ft.
Total active generator capacity	2,500 kVA
Total active UPS capacity	1,350 kVA
Total active cooling capacity	450 tons
# of cabinet capacity	300
# of and size of generators	(2) 1,250 kVA
# of and size of UPS	(4) 338 kVA
Raised floor—18" minimum	Yes

## RISK 3 SECURITY/SAFETY

FACILITY CRITERIA	MEMPHIS DATA CENTER
Locked cabinets and cages	Yes
Defined customer data center floor access procedures	Yes
Escorted access to data center floor	Yes
24x7x365 on-site technical support	Yes
Closed circuit video surveillance—90 day hold	Yes
Biometric hand scanners	Yes
Zoned fire protection system	Yes
Water not stored in pipes for fire protection	Yes

## RISK 4 LOCATION RISK PROFILE

FACILITY CRITERIA	MEMPHIS DATA CENTER
Aircrafts—outside standard flight path	Yes
Distance from highway greater than 1 mile	Yes
Seismic zone	2A

# DATA CENTER CHECKLIST

## RISK 5 FAULT TOLERANCE

FACILITY CRITERIA	MEMPHIS DATA CENTER
Multiple independent fiber entrances	Yes
Dual electrical substations	Yes
Air conditioning redundancy configuration	N+2
UPS & generator redundancy configuration	2N
Real-time battery monitoring & branch circuit monitoring	Yes
Fire suppression	FE-25 and dual interlocked dry-pipe sprinkler
Fuel for full load 96 hours+	Yes
TIA-942 tier rating / Uptime Institute tier rating equivalent	Tier III+
Multiple network providers	Yes

## RISK 6 FACILITY SLAs

FACILITY CRITERIA	MEMPHIS DATA CENTER
Internet availability	100%
Facility availability	100%
Cloud Computing availability	100%

## RISK 7 CORE SERVICES STANDARDS

FACILITY CRITERIA	MEMPHIS DATA CENTER
On-site electrician	Yes
On-site cable technician	Yes
Scheduled proactive battery testing	Yes
Scheduled proactive generator testing	Yes
Load bank for generator testing	Yes
Scheduled proactive backup HVAC testing	Yes
Scheduled proactive rack power testing	Yes
Facility alarm system	Yes
Facility monitoring software	Yes
SSAE16	Yes
PCI-DSS	Yes
HIPAA	Yes



Expedient's approach complements a variety of industry and government compliance requirements, including SOX, PCI DSS and HIPAA, supported by third-party SOC attestation.



**MEMPHIS DATA CENTER FLOORPLAN**

**1** Total sq. ft. raised floor space:  
**7,500**

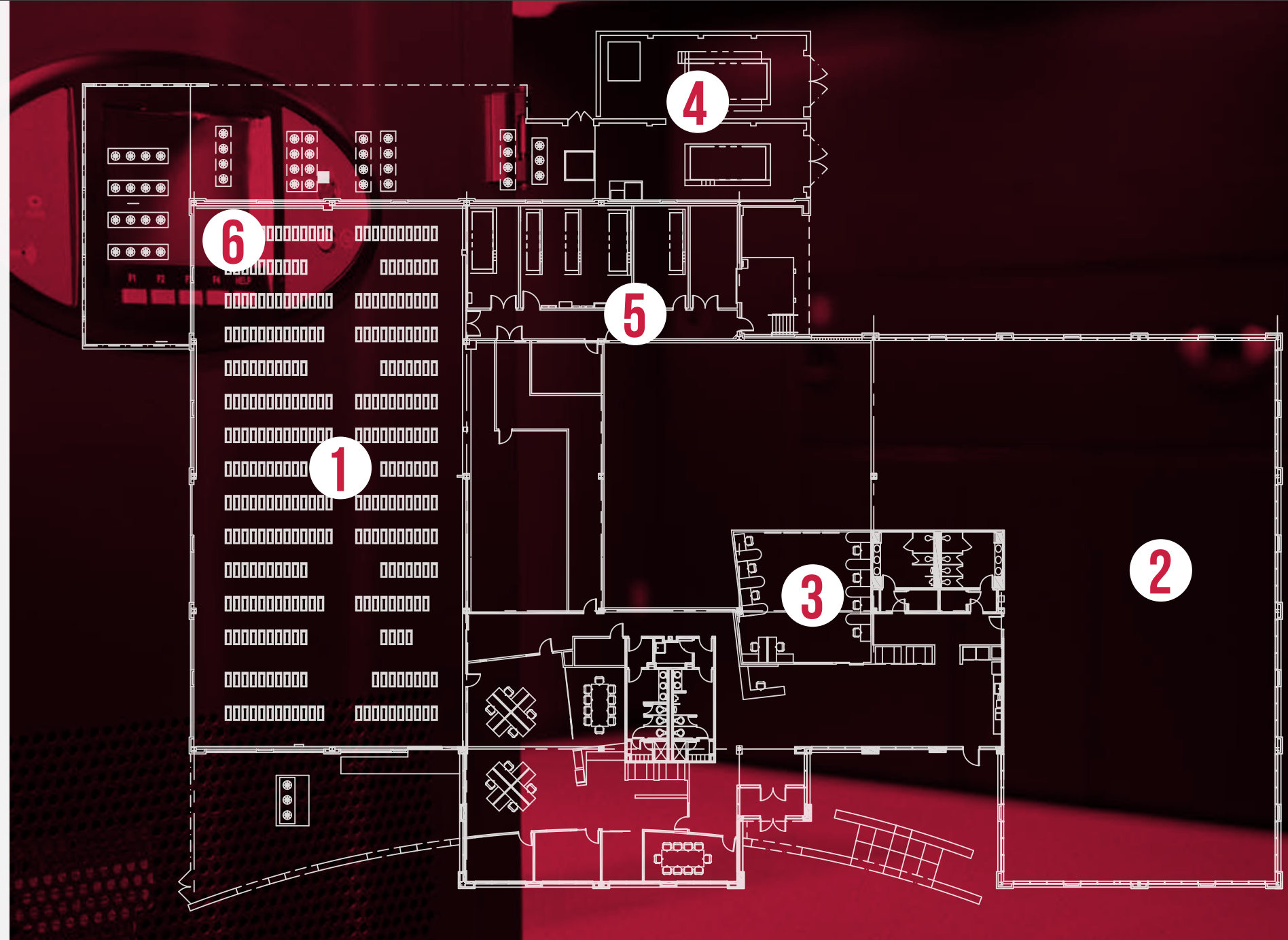
**2** Total sq. ft. floor space:  
**35,000**

**3** Operations Support Center:  
**24x7x365**

**4** Generators:  
**(2) 1,250 kVA**

**5** UPS Systems:  
**(2) 625 kVA**

**6** **450 tons**  
of HVAC cooling





## WHY DO COMPANIES WORK WITH EXPEDIENT

- 01 COMPLIANCE CONCERNS AND REGULATIONS
- 02 REDUCE BUSINESS RISKS
- 03 LOOKING FOR 100% UPTIME
- 04 REDUCE CAPITAL SPENDING
- 05 DISASTER RECOVERY NEEDS
- 06 LOCAL DATA CENTER, CLOUD COMPUTING AND MANAGED SERVICE PARTNER
- 07 SCALABILITY
- 08 PAY-AS-YOU-GROW MODEL
- 09 COST AND RISK OF INTERNAL DATA CENTERS INCREASE CONTINUALLY
- 10 EXPEDIENT CAN ACCOMMODATE COMPANIES OR REQUIREMENTS WHERE MULTIPLE LOCATIONS ARE REQUIRED

“WE’VE HAD A GREAT EXPERIENCE WITH EXPEDIENT. ALL ASPECTS OF THE COMPANY HAVE BEEN TREMENDOUS TO DEAL WITH—SALES, ENGINEERING, SUPPORT AND DELIVERY.”

 irthSolutions

“WE FELT THAT EXPEDIENT DELIVERED AT A HIGH STANDARD ON ALL FACTORS CONSIDERED. I WAS VERY IMPRESSED WITH EVERYONE I CAME INTO CONTACT WITH.”

*thirty-one*<sup>™</sup>



## PRODUCT SET

### ► PUBLIC CLOUD

- Expedient's public cloud computing offerings provide the security and peace of mind that comes from knowing your data is being housed within the framework of an enterprise-class data center. Not only do you receive the benefits of our state-of-the-art infrastructure and security, but our staff of on-site analysts and engineers are available around-the-clock, ensuring that your mission critical data remains continuously available.
- Expedient operates one of the nations largest public cloud environments powered by both VMware and Hyper-V. Both have standard N+2 redundancy and independent testing has proven that they out perform the national competition.

### ► PRIVATE CLOUD

- Expedient's private dedicated virtual environments are engineered for our customers who want the benefits of the cloud, but need their data to remain in a physically separate environment.

### ► HYBRID CLOUD

- We recognize that while you may want to virtualize everything, but some of your existing platforms may not be ready for the transition.
- For this reason, we've engineered our hybrid cloud, which enables your existing physical and virtual Expedient infrastructures to seamlessly coexist. For instance, your large database servers and specialized hardware can be colocated in one of our top-tier data centers, while the systems that can be virtualized are hosted through hybrid cloud servers.

### ► COLOCATION

- With 11 data centers across the Midwest, Mid South and the Mid Atlantic region and thousands of customers, Expedient's data center services provide facilities that can be the foundation to your IT solution.

### ► BACKUP

- Expedient works closely with customers through their data access and retention needs. Expedient offers data center services which include tape backup, data deduplication, disk backup, off-siting and data retention solutions. Our goal is to protect mission critical data safely, securely and cost-effectively.

### ► DISASTER RECOVERY

- Many companies don't fully realize the importance of disaster recovery planning until unexpected disaster events occur. Expedient offers the expertise and guidance to engineer disaster recovery and business continuity services, including Push Button DR, host-based replication and SAN-to-SAN replication to fit your organization's unique needs.

### ► FIREWALL

- Expedient offers shared and dedicated network security solutions to protect your network elements at the point of entry from spam, viruses and attacks. Antivirus provides automatic enforcement on network users.

### ► EVERMORE CLOUD STORAGE

- Many businesses have large quantities of data not regularly accessed, containing information that may need to be reviewed in the future. Rather than allocating space on a Tier 1 or Tier 2 storage platform, Evermore can be used as a low-cost archival cloud storage plan that allows you to access and review files you've collected when it's convenient for you.

### ► LOAD BALANCING

- To help increase the overall availability of your application, Expedient's managed data center services can give you the ability to split traffic between servers or even data centers. This will prevent possible downtime caused by hardware failure and help provide your customers with an optimal experience.

### ► NETWORK

- Cost-effective solutions are provided using both fiber optics and Ethernet over copper technologies with bandwidth options ranging from 3 Mbps to 10 Gbps.

### ► SERVER MANAGEMENT

- Let Expedient provide the OS management, patching, monitoring and server break/fixes, which make up a large percentage of daily server management. These managed data center services free up time for your internal staff and allow them to focus on their applications.

### ► SHARED SAN

- There are many instances in which a company could benefit from having their data stored in a SAN environment to increase overall availability, but purchasing their own SAN may not be economically feasible. By utilizing Expedient's SAN managed data center services, you can purchase disk space as you need it without a large upfront investment. This allows companies to function in a financially responsible "pay-as-you-grow" model, compared to a "build it and they will come" concept.

### ► MIGRATION SERVICES

- Whether migrating your Active Directory and Exchange email environment, a virtual environment or your racks of physical servers, Expedient's migration solutions ensure a seamless, efficient and secure transition.



Songmeanings Utilizes Expedient for Availability, Security and 24x7x365 On-Site Support Which Allows for More Time to Focus on their True Business Needs.



## SONGMEANINGS

SongMeanings is a licensed music and lyrics website comprised of a community of thousands of music lovers who contribute lyrics, discuss interpretations and connect over songs and artists they love, featuring over a million lyrics from various artists, record labels and copyright owners. SongMeanings was developed as a website where friends could discuss and debate various lyrics and song meanings as a response to the void in most of the lyric sites around: no discussions and no community.



## PROBLEM

After hosting the website for thirteen years, SongMeanings grew to the size which required the need to colocate with a provider. With 30 million page views a month, finding a place to reliably host their servers with guaranteed uptime was a priority in their search for a hosting partner.



## SOLUTION

Since SongMeanings is a fast-growing website, a great deal of bandwidth was required. Their team needed total support from Expedient to ensure the network could be set up correctly while giving them the ability to manage their servers, devices and IP addresses.

Additionally, security, quick response time and 24x7x365 support were necessary requirements. Having previously hosted their servers in an unmanned facility, SongMeanings wanted to make sure they found a partner that could guarantee complete physical security from the facility level to the data center itself. "Our previous provider was in an old department store building. Sometimes the front door would be propped open. Anyone could've gotten in. So when I got the tour of the Expedient data center facility and saw the multiple layers of security, I knew we didn't have to worry about anything," said Brian Adams, co-founder at SongMeanings.

The Expedient Operations Support Center (OSC) being operable 24 hours a day to their customers was an integral part of the Song Meanings solution. The ability to trust that a human being with the technical acumen to solve a problem was on-site was a huge incentive to form a partnership. "One of the biggest reasons we chose Expedient was the OSC. Knowing that someone is there if I need assistance is huge. We have always had timely communication with the OSC," Adams explained.

Expedient has implemented a fully redundant 10Gbps network for all traffic with multiple paths, for internet and private traffic. Expedient has also implemented redundancy into the virtualization environment using a 10Gbps switching infrastructure, with full availability to the Internet. Lastly, expert network engineers constantly monitor the availability and capacity of the network to ensure the 100% speed and reliability that customers need.

Expedient's colocation solution allowed SongMeanings to swiftly and seamlessly move their servers to the Cleveland facility for hosting.



## RESULTS

Since partnering with Expedient for colocation hosting, SongMeanings has experienced over 2,000 days of uptime with zero interruption. "I tracked uptime on one of our servers until it hit the 2,000-day mark. That's just unprecedented. Think about how often you reboot your workstation. This machine has been running for well over three years without so much as a hiccup. There are no hesitations on my part to recommend Expedient to anyone," Brian Adams, SongMeanings.





## EXPEDIENT'S PRODUCT DEVELOPMENT

Expedient's number one priority is to keep our customers' data available 100% of the time. With that being said, all Expedient products derive from the customers' needs. Being a part of the many national advisory boards gives Expedient a good perspective into the market trends and how we can build products that best serve our customers' needs.

Expedient's Product Development team is comprised of strategy and solution architects who research our partners' options and evaluates how each may fit within our growing customer needs. As Expedient continues to build a product, there are many phases that each will go through to vet the performance of it to ensure we are truly delivering what the customer is requesting. Once a product has been built into the Beta phase, from the research or Alpha phase, we are able to offer it to a small pool of customers to test the success and see how we can increase the performance of it. Once the Beta customers are happy with the solution and documentation is completed, we open the solution up to all current and future customers, while continuing to monitor the performance of it.



## PARTNERSHIPS WITH INDUSTRY LEADERS

Expedient partners with industry leaders VMware, Intel, Microsoft, Juniper, Commvault, VMTurbo, Swift Stack and Dell so that we can offer the best technology and top performance for our customers while staying current with trends in technology.

Expedient sits on many of these companies' advisory boards and participates in their product development and roadmaps. Through these discussions, Expedient is able to gain insight into the future market trends and customize solutions that will help solve our customers' critical needs.

In working with some of the most knowledgeable experts in the industry, Expedient has likewise become a trusted partner to many organizations in search of expertise on all facets of cloud and data center services.



Expedient is one of only 30 companies that sit on the global advisory board for VMware. Thanks to VMware technology, Expedient is able to offer an extensive suite of capabilities for our customers with superior and innovative configuration.



Technology is ever-changing, and as we keep pace with Intel's generational upgrades, we're able to provide superior performance to our customers. When you entrust your data and applications to the Expedient cloud, your organization is able to take advantage of services based on Intel Cloud Technology.

Expedient works with Intel to assure that you can run your workloads on technology that reliably delivers industry-leading performance and quality. With Intel Cloud Technology, Expedient guarantees a high quality user experience with adaptable performance, even during bursts of increased demand.



Zerto provides enterprise-class business continuity and disaster recovery (BCDR) solutions for virtualized IT infrastructure & cloud.

Expedient is proud to be a member of the advisory board to work with the team on developing solutions that will continue to enhance the performance of our Host to Host Replication and Push Button DR product suite.



*expédient*

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