



ASPECTRA

SUNTONESM CERTIFIED SERVICE SUCCESS STORY

KEY HIGHLIGHTS

Company

Aspectra - Zurich, Switzerland

Industry/Market

Managed Hosting Service Provider

Key Business Issues

- Expand customer base by providing reassurance of high quality service delivery
- Set standards in customer service and technology
- Validate operational processes and enhance where needed

Business Results

- Close examination of operations results in enhancement of disaster recovery processes and vendor SLAs
- Greater efficiency in operations will prove valuable to customers
- Vast expansion of customer reach through alliance with Sun sales force

Configuration Specifics

- Sun EnterpriseSM servers
- Sun NetraSM Servers
- Sun SunFireSM Midframe Servers
- SolarisSM Operating Environment

“Aspectra’s vision is to set standards in the best customer care and the best technology. To achieve this we have to have the best processes. SunToneSM certification has enabled us to enhance our processes and ultimately validate them as being of very high quality and among the best in the industry.”

*Roelof Koopmans,
CEO, Aspectra*

Being in the service provider market is challenging. The risks are high, and the issues are complex. A lot can go wrong, if not all of the right technologies, processes, and strategies aren’t in place.

Fortunately, Aspectra, a managed hosting service provider based in Zurich and founded in July 2000, started out on the right foot. First, it had a clear vision: to enable its clients to concentrate on their core businesses by operating their complex systems and applications at a significant value. Second, Aspectra has the resources to make its vision a reality, having made substantial investments in equipment, process and personnel.

Notwithstanding these advantages in place, there was still a challenge: how to reassure customers that Aspectra can deliver some of the highest quality services in the industry. To provide that reassurance, as well as enhance its competitive standing, Aspectra decided to pursue SunToneSM certification for its managed hosting service, and recently passed the rigorous process.

“Customers are cautious when they outsource their critical applications to service providers. SunTone certification is very important for us as it demonstrates to customers that Aspectra’s hosting service has met one of the highest quality standards in the industry. SunToneSM certification increases customer trust”, says Roelof Koopmans, President and CEO.

Aspectra’s Managed Offering

Aspectra provides round-the-clock server and applications management for running complex websites and eBusiness solutions.

Remarks Rolf Hefti, VP of Engineering for Aspectra, “We has a unique approach to reducing the complexity of setting up and managing e-business solutions. Standardized applications and infrastructure components are fully integrated and modularized, allowing us to set up and operate complex websites, portals, and e-business solutions within the shortest possible times, and at prices that are guaranteed. Utilizing a tool called “myaspectra”, customers can monitor all aspects of their systems at any time. The myaspectra cockpit is a key ingredient of the overall Aspectra solution.”

Aspectra provides its solutions exclusively on Sun for its UNIX[®] customers. “Customers like the high availability and scalability of Sun systems and the SolarisSM Operating Environment. We are currently recognized in the industry as a specialist in Sun systems,” says Rolf Hefti.

It’s Not the Goal, It’s the Process

Aspectra realized that SunTone certification would help it immensely. “Looking at our long-term vision for the company, we knew that this was the right step to take. The SunTone certification process has benefitted



us tremendously not only because it raised our profile as a company but also because it made us take a very close look at our internal processes.” says Koopmans.

Leading the Way with SunTone Certification

In order to grow and thrive in the challenging SP industry, a young company has to quickly establish itself as a serious contender. “SunTone certification is a valuable brand to have on your side. The recognizability and the stature of the certification is high in the SP community. We look forward to leading our sales calls and our marketing efforts using SunTone certification as our premier best-practices seal”, remarks Silvana

“Since the SunTone Program specification was jointly developed by the SP community, we feel that there is tremendous validity to the certification. I felt that the process was rigorous and set a very high bar for any service provider trying to deliver IP based services. In fact, we were able to enhance some of our disaster recovery processes and also make the SLAs from our suppliers like the power company a lot more aligned with the overall quality standards of the industry. This has made us more efficient in our daily operations, which will ultimately be more valuable to our customers.”

*Rolf Hefti,
VP of Engineering,
Aspectra.*

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Baselgia, Head of Marketing for Aspectra. “As we move to expand our service coverage and our customer base, we will be leveraging the SunTone certification brand,” she concluded.

“We have a significant presence in the application hosting industry now. Our goal is to leverage our relationships with the leading ERP, CRM and e-business ISVs, as their hoster of choice, and provide more value by managing the applications themselves for their customers. We believe that our SunTone certification and our strong relationship with Sun will be instrumental in helping us achieve this goal,” says Koopmans.

Expanding Aspectra’s Customer Reach

To a company like Aspectra, looking to expand its client base and generate more leads, the SunTone program is proving to be very useful. Since the Sun sales force are positively incented to provide more leads to the SunTone Certified service providers, it is as if a huge new channel is opening up for Aspectra.

Koopmans puts it like this, “We see the fact that Sun, through the SunTone program, is working to provide us with additional customer leads, as extremely valuable. This will dramatically expand the reach of our company and also the types of customers we will be able to attract.”

The SunTone Certification and Branding Program (www.sun.com/suntone) is a collaborative industry effort, led by Sun Microsystems, Inc., to promote high-quality Internet-based services.

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