



The Company

Bosley has been a world leader in hair loss and medical hair restoration for more than 35 years. Throughout its history, the company has performed almost 200,000 hair transplant procedures on men and women from 60 different nations. Bosley helps people who suffer from hair loss and progressive baldness by using advanced techniques to achieve natural results. The company operates eighty-five locations throughout the U.S.A., Canada and Mexico.

The Challenge

Bosley's success depends on 24/7 availability of its scheduling, CRM and communication systems. In the event of a major production failure, Bosley needed redundancy, reliability and geographic diversity in these systems. Specifically, the disaster recovery solution required the following:

- Replicating and validating proprietary data with aggressive RTO and RPO targets.
- A disaster recovery environment that could connect with its existing nationwide MPLS WAN — automated failover and routing was critical so remote sites have infrastructure access.
- Adequate IT resources to operate a 24/7 environment in the event of a disaster — without putting a drain on the company's finances.

The OneNeck Solution

OneNeck duplicated Bosley's production infrastructure to a hosted and managed DR environment in OneNeck's cloud infrastructure. Specific services, which are guaranteed by OneNeck's 99.99% service level agreement, include:

Managed Hosting in OneNeck's Data Centers. OneNeck hosts and manages Bosley's physical and virtual cloud-based, disaster recovery servers, software and web-based applications in its Arizona data centers. OneNeck's data centers meet the stringent requirements for Tier 3, SAS70 Type II backed operational facilities, are maintained 24/7 by an on-site team, and provide Bosley with a DR environment that would otherwise be inaccessible.

Virtual Private Servers (VPS). OneNeck's VPS infrastructure provides a low cost, scalable and flexible infrastructure for Bosley without the need for hardware life-cycle management. VPS keeps Bosley's capital costs for its DR infrastructure at a minimum.

Disaster Recovery Replication. An investment in disaster recovery would be useless without replicating critical data from production to



Meeting Disaster Recovery Requirements in the Cloud

Bosley Partners with OneNeck to Provide Customized Environment

A ONENECK IT SERVICES CASE STUDY



“OneNeck's ability to increase our service levels and stabilize our Disaster Recovery environment utilizing a cost effective solution with VPS (virtual private servers) makes them a necessary strategic IT provider for Bosley.”

Mark Davenport
Director of Information Technology
Bosley



the disaster recovery environment. OneNeck provides aggressive RTO and RPO times by using solutions such as SAN, VM and file level replication.

WAN Connectivity Solutions. MPLS WAN connectivity allows Bosley's remote offices to effectively access the DR environment in the event of a production failure. OneNeck provides a carrier neutral environment and cross-connects from the telecommunications demarc to Bosley's hosted DR environment. Should a production failure occur, Bosley's systems are accessed over the MPLS network via the additional MPLS link at OneNeck's data centers.

The Benefits of the OneNeck Cloud

Migrating to OneNeck's managed private cloud environment provided the following benefits:

99.99% Guaranteed Server and Network Availability. By leveraging OneNeck's cloud architecture and skilled experts, Bosley knows its DR operations are safe and available 24/7. Bosley's IT team doesn't have to focus on day-to-day issues related to DR infrastructure availability and can instead concentrate on strategically driving the business forward.

No Hardware Life-Cycles to Manage. Bosley no longer needs to purchase servers and network gear for DR that depreciate quickly and tie-up valuable capital. OneNeck's cloud solution eliminates support contracts and hardware maintenance agreements on these systems.

Survivability and Redundancy. OneNeck's cloud offering includes survivability in the event of a single server failure. Virtual server instances can be dynamically migrated between the servers in the cloud. As a result, unplanned hardware failures and planned system upgrades will not impact Bosley's systems availability or applications for its end users.

Flexibility and Scalability. Bosley's disaster recovery infrastructure is simple to manage in the OneNeck cloud. Adding server resources such as processors, RAM and disk can be accomplished efficiently and often within 24 hours. Adding new servers to the cloud means no waiting for hardware procurement or data center "rack and stack" lead times.

Lower IT Costs. OneNeck's managed hosting and cloud solution reduced overall IT costs by providing a fixed, predictable spend for DR infrastructure needs. Bosley no longer deals with the variable costs associated with dedicated physical assets.

Trusted IT Advisor. Having built a strong relationship with Bosley, OneNeck provides advice and guidance to help the company improve its business capabilities.

Peace of Mind. Bosley has a partner to help create, monitor and maintain a more robust DR environment. OneNeck not only hosts Bosley's disaster recovery infrastructure, but manages it with leading expertise, advanced technologies and significant cost efficiencies.

Company Facts

Organization	• Bosley
Industry	• Cosmetic/Medical
Business Challenges	<ul style="list-style-type: none"> • Centralized disaster recovery environment for all sites • Replication of proprietary data across numerous applications • Aggressive RTO and RPO times • Required a Fully Staffed Data Center 24/7 during a disaster recovery event to assist with IT support
User Environment	<ul style="list-style-type: none"> • 600 Users • 23 surgical locations, 80+ offices in total
Application Environment	<ul style="list-style-type: none"> • Microsoft Windows Servers (Windows Server 2003 and 2008) • IBM AS400 • Citrix • Microsoft SQL databases • Siebel CRM • Timetrade, DQ+, Filebound, Platinum, ADP, eRequestor
Technical Environment	<ul style="list-style-type: none"> • Hybrid managed hosting environment featuring OneNeck's managed cloud offering leveraging virtual private servers (VPS) coupled with physical dedicated servers to meet specific disaster recovery requirements • Replication leveraging Microsoft SQL mirroring and PeerSync • MPLS WAN network with failover for routing for all Bosley remote offices • DNS management • Network Management including dedicated Cisco infrastructure and VPN management for the DR environment • WAN acceleration



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Part Number MH0910.1-1
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