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COMPANY PROFILE

SHODEN DATA SYSTEMS Your Partner of Choice

The data centre is the heart of any company and as such, requires technology that is both best-in-class globally and exceptionally reliable. Shoden Data Systems has been providing innovative, high-end technology solutions to the largest organisations across Africa for more than a decade and is ideally positioned to deliver optimised solutions that address the many and varied challenges facing such businesses, both now and into the future.

Shoden's vision is to deliver 'The Data Centre Advantage' which is achieved by understanding our clients' business challenges and implementing optimised technology solutions coupled with excellent service and support.

Building on this vision, we are able to design, provision, deploy and support technology solutions for our clients and, thanks to the company's established strategic partnerships, we are able to deliver complete, reliable, scalable, flexible and integrated data centre solutions, designed with specific client requirements in mind.

Moreover, Shoden prides itself on being an organisation that delivers so much more than mere products. Its goal is to provide complete client satisfaction, built on the world's leading storage technologies.

SERVICE AND SUPPORT

Naturally, having the best technologies and solutions implemented within your organisation's infrastructure are meaningless unless you are provided with service and support that matches it.

Shoden offers unparalleled service and support to our clients, and provides end-to-end solutions that include direct services and support.

One of our key business differentiators lies in the superior level of skills we bring to the market. These skills in turn enable us to offer the highest level of support services to all our clients. Our skill sets include server and storage specialists; storage area network specialists; backup management specialists; networking expertise as well as z/OS, Unix, Linux and Windows Enterprise System architects and engineers.

Shoden has established its Advanced Services business unit with the goal of assisting clients to maximise their storage and server resource utilisation, while also obtaining maximum value from their investments. This business unit specialises in providing additional administration services in our core business – namely data storage, enterprise processing and data protection.

These services are geared specifically towards helping our clients to identify potential risks, plan the right architectures and optimise their server, storage and backup implementations. Furthermore, they will also assist in the management of the above, providing a comprehensive and cost effective solution for the day-to-day running of these environments.

Shoden also has consultants that are able to offer expertise and proven methodologies to further assist organisations to assess and improve their server, storage and backup infrastructure, as

well as to uplift IT operations with regards to people, processes and technology. We can provide the skills, areas of expertise, processes, tools and methodologies needed to help optimise the management of your server, storage and backup environments, thus improving the IT operations.

Shoden has built this comprehensive support infrastructure based on providing the highest levels of support and commitment to all our clients. Our team is both highly skilled and professional and brings a wealth of knowledge and experience to the table. Collectively, this team can offer more than 750 years of experience in the service, support and management of high-end Data Centre class solutions.

The speed with which technology and business requirements are changing in today's fast-moving world mean that most organisations find that their environments are rapidly getting more and more complex. This makes it more difficult to manage and support and also means it is difficult to adapt to changing business conditions.

Shoden Data Systems is the answer to these challenges. We will assist clients to simplify and optimise their data centre environments, and in so doing, will help them to reduce costs, achieve business innovation initiatives, improve service levels and deploy new applications and technologies both quickly and efficiently. We will also assist them in addressing compliance regulations and managing business growth.

Whatever your business and technology challenges, Shoden has the solutions, the knowhow and the people to assist you in comprehensively overcoming these.

"Shoden has added a lot of value to our overall service delivery. Not only around their own equipment and services, but also contributing towards many other services we offer our internal clients." **Media 24**

"Your dedication and commitment to the success of your customers has shown the market what great service is all about." **Discovery**

"Shoden has been a trusted technology advisor to FNB over the past 8 years. They understand our business thoroughly and are able to put solutions in place that assist in giving us a competitive advantage." **FNB**

"Shoden Data Systems has provided an innovative, market-leading technology solution for our backup Infrastructure." **Derivco**

"Shoden is a stable, value adding technology partner, that impresses us with consistent professionalism and willingness to go the extra mile for Engen." **Engen**

"Their driven and professional attitude in service and skill has been evident from concept to sign-off. Shoden has without hesitation always gone the extra mile to ensure client needs are met and expectations surpassed." **MTN**

STORAGE SOLUTIONS

Today, storage is seen as an essential infrastructure element within the data centre, and rightfully so. Shoden's data storage solutions are designed in such a way as to ensure that storage is seen as an investment, rather than an ever-increasing capital expenditure.

We are amongst the leaders in supplying alternative storage technologies like Solid State Disk (SSD) to help our clients to overcome traditional storage challenges. Our unique SSD solutions are able to provide our clients with the best price-performance I/O capabilities, based on their individual requirements.

Investing in an enterprise storage technology requires certain key capabilities to be present, such as massive capacity and performance scalability, industry leading reliability, always-on availability and total business flexibility and efficiency. Our partnership with Hitachi Data Systems enables us to offer clients their market leading enterprise storage technology. Leveraging Hitachi Data Systems technology, Shoden also provides some unique solutions designed around the growing network attached storage market, as well as long-term archive requirements based on business or legislative requirements.

As an organisation that works with the leading technology players and solutions, we are also well-placed to assist our clients with new platforms and solutions as they are introduced to the market. For example, the introduction of a converged communications network within the data centre, based on Converged Enhanced Ethernet (CEE) and Fibre Channel over Ethernet (FCoE), is one area causing concern to clients. We are perfectly positioned to offer clients insight into how this new age network will affect the data centre now and into the future.

ENTERPRISE PROCESSING SOLUTIONS

Managing virtual machine sprawl is an operational challenge that was non-existent five years ago. However, today it is vital, and this management requirement needs to encompass more than the virtual machines and their underlying hypervisor. Shoden is able to offer its clients specifically designed technologies to help them to effectively manage their environment end-to-end.

Server virtualisation is a growing trend in the market, as it offers many cost and operational benefits over physical server infrastructure deployments. Shoden's partnership here with virtualisation specialists VMware allows us to offer storage technologies which assist and improve server virtualisation implementations within all client environments. We are also able to give clients a holistic view of virtualisation and how to effectively implement this within their environment.

Complementing our extensive experience within the data centre, Shoden also provides clients with processing solutions designed to accelerate database implementations. Through key technology integration of multi-core SMP technology, SSD and dynamic hardware virtualisation, clients can experience massive improvements in their database performance.

Businesses today also demand 24x7x365 system availability. In addition, core business systems rely on mission-critical technology that will provide the flexibility required to align with business agility. Shoden has built its reputation by providing such mission-critical technology in the UNIX compute arena through our focus on the Solaris systems offered by Oracle.

DATA PROTECTION SOLUTIONS

For most organisations the backup of their data centre stores is enough of a struggle, without having to deal with the complexity of remote site requirements. Slow network bandwidth, shrinking backup windows, multiple operating systems and applications on multiple sites makes remote site backup a nightmare to implement and manage. Shoden enables its clients to use the Cloud to secure remote site data. We are also able to offer clients a unique method to protect their virtual environments using technology like de-duplication and VMware-specific backup software.

The phenomenal growth of information is compounding the existing operational challenges of securing this information through conventional backup methodologies. Shoden Data Systems therefore provides organisations with the fastest de-duplication backup solutions available. We achieve this by integrating EMC Data Domain Technology with enterprise-based backup technologies like EMC Networker, Symantec Netbackup, CommVault and IBM TSM.

Also key to managing this exponential growth in information is the requirement for organisations to investigate new strategies for protection of this information in the future. As backup window availability reduces, Shoden can assist in moving static data to an active archive, which can reduce backup requirements by more than 50%.

Lastly, many organisations are struggling to secure information created and stored within their remote site facilities. The design of traditional backup technologies was based on data centre architectures and often became complex to implement at multiple regional sites and offices. Shoden offers clients alternative backup and recovery technologies that simplify this task and leverage key concepts like de-duplication, encryption and backup life cycle management.

*"Shoden Data Systems moving Standard Bank, Corporate and Investment Banking Division forward." **Standard Bank***

*"Shoden has offered us the flexibility to grow our organisation's systems and has met and exceeded our expectations." **UTi Pharma***

*"Shoden has a creative approach to finding the right solution, and a creative approach when it comes to the financial options." **Edcon***

*"A technology partner backed up by industry leading service and support." **Strate***

SHODEN IN AFRICA

Shoden Data Systems has expanded into Sub-Saharan Africa in an effort to grow the organisational reach and to provide superior support to our South African clients, many of whom have entered into the greater African market. The success of Shoden Data Systems has largely been attributed to our focus on service and support, which underpins our strategy into the rest of Africa.

Leveraging our experience and expertise and success in South Africa, we are confident that our expansion efforts will lead to further increased success. Our focus on core data centre technologies and the support thereof will be our key differentiator from our competitors in these markets and will be our winning recipe for future success.

Shoden currently has operations in Kenya, Uganda, Tanzania, Nigeria and Ghana.

BBBEE AND TRAINING COMMITMENTS

Shoden is deeply committed to the drive to affect redress in the interest of equity and have thus adopted a transformation policy with the primary initiatives aimed at addressing direct empowerment.

This will be achieved through focuses on human resources development, employment equity and indirect empowerment via preferential procurement, corporate social investment and enterprise development. To this end, Shoden Data Systems currently holds a level 4 BBBEE rating and is a value added supplier.

We have also adopted, as a strategic business imperative, an integrated approach to creating an improved supply chain of dedicated, talented, skilled, resourceful and entirely capable achievers, thanks to the Shoden Academy. This is a niche IT training company specialising in Storage, Systems Development, IT foundations and the practical applications of skills learned.

Its primary objective is to provide accelerated technical, business, management and entrepreneurial training and education primarily to talented black graduates with tertiary diplomas in IT-related subjects. It also provides specialised IT training to corporate South Africa.

Through the Shoden Academy, Shoden Data Systems has developed a demanding, highly successful internship-programme, which has been so well received that it is now a nationally highly-regarded programme of choice in the IT industry.

PARTNERS

Shoden has built an impressive array of partnerships over the last decade and counts some of the world's leading technology suppliers amongst these, including storage, server and backup specialists. These partners supply the necessary technologies required for Shoden to build unique solutions to meet each client's requirements. It is through these committed partnerships that Shoden has managed to build up an impressive client list that includes many loyal blue-chip companies across the world.

Our core technology partners include:

HITACHI
Inspire the Next

EMC²



ORACLE[®]

Besides the core partners, there are a number of other strategic technology partnerships within our product stable that allow us to provide client specific solutions which integrate into our core partner product selection.

These include:

- Asigra
- Bytemobile
- Brocade
- CISCO
- Commvault
- Luminex
- Symantec
- Texas Memory Systems
- VMware
- Vizioncore

Integrating these technologies along with our impressive technical support capabilities enables Shoden to offer three distinct yet complementary data centre solution sets, including storage solutions, enterprise processing solutions and data protection solutions to meet the ever-changing business demands of all our clients.



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