

# ROSEASP

MICROSOFT DYNAMICS HOSTING

## SaaS | IaaS

For Microsoft Dynamics

AX | GP | NAV | SL | CRM



## Embrace the Cloud...

With Industry-Leading Hosting Solutions

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✓ Safety    ✓ Security    ✓ Service    ✓ Strength



# Who Are We?

## About RoseASP

RoseASP was founded in 2000 as a business unit of a leading Microsoft Gold ERP and CRM Partner. Our focus is hosting Microsoft Dynamics, complementary ISV products, and supporting business applications. RoseASP specializes in cloud compliance offering audit-ready cloud services for heavily regulated industries with business requirements for FDA, SOX, and HIPAA.

While our technological expertise sets us apart from other less experienced application service providers, we also have a consistent focus on customer service (the “human touch”) that’s unmatched in the industry. Our team has unprecedented technical expertise, and we’ve won a number of awards that celebrate our excellence, including:

- **Microsoft Dynamics ERP Cloud Partner of the Year**
- **Dynamics Cloud Business Excellence Partner of the Year Finalist**
- **Microsoft Dynamics ERP Cloud Reseller of the Year U.S.**
- **Microsoft Dynamics GP Partner of the Year Finalist**
- **Microsoft Dynamics Inner Circle**
- **Microsoft Dynamics President’s Club**



*“We were looking for a solution that would be easy to learn and use, and one that could be deployed in the cloud securely so that we were able to scale up without worrying about servers, maintenance or security of the system. Plus, it was essential to us that RoseASP includes services for installing updates and service packs in their monthly subscription fees. RoseASP came highly recommended and had an established reputation for high quality service.”*

Richard Jensrud, Chief Financial Officer

## What Services Do We Provide?

### All Hosting Providers Aren’t Created Equal

What are you looking for from your hosted application services provider? At RoseASP, we know the answer to that question: safety, security, service and strength. As you learn about our company, you’ll come to realize that we excel in all four of those areas.

Your monthly hosting fee includes a wealth of services designed to allow you to effectively deploy and manage your mission-critical applications over private networks or the cloud:

- Dedicated or shared infrastructure (hardware)
- Microsoft Dynamics ERP and CRM licenses
- 24/7/365 live connectivity support and monitoring
- Microsoft SQL Server, Microsoft Word and Excel
- Daily, weekly, monthly and annual backup services (for seven years)
- OS patches, intrusion detection, hot fixes, enhancements and upgrades at no additional charge
- 10 GB of personal or shared storage free of charge
- Multiple data centers for replication and disaster recovery
- SSAE No. 16 audited and SOX compliance library

In addition, you will receive our personalized support from our knowledgeable staff, which complements the wisdom we’ve amassed from hosting Dynamics applications since 2000.

# What Do We Host...and Where Do We Host It?

## RoseASP hosts Microsoft Dynamics and third-party applications, including:

- Microsoft Dynamics AX
- Microsoft Dynamics GP
- Microsoft Dynamics NAV
- Microsoft Dynamics SL
- Microsoft Dynamics CRM
- ISV Solutions
- Microsoft 0365
- Microsoft Azure

*"1st experience with hosted Dynamics GP and it was fabulous, thanks to RoseASP. I just wish I thought to call them sooner."*

Victoria Yuden, Flexible Solutions

The multiple state-of-the-art data centers that house RoseASP are operated and managed by Tier 1 providers, allowing for unparalleled backup and contingency site options. We also offer industry leading security protocols including 256 encryption, data that's logically or physically separated from others, intrusion-free ports on boxes, and 90-day password resets.

RoseASP is also fully Sarbanes-Oxley (SOX) and SSAE No. 16 compliant, and we have experts on our staff who can answer all your questions about these industry standards.



*"RoseASP could get us up and running on Microsoft Dynamics GP in the cloud very quickly at a fixed monthly cost, without having to invest in any additional hardware or staff to support and maintain our system. Our decision rested on the ability to become SOX compliant and RoseASP had all the necessary pieces already in place."*

Michael Mills, Senior Project Manager

## Need a Private Cloud?

### RoseASP offers several hosting options:

- Fully dedicated cloud – separate network, active directory and servers
- Dedicated physical SQL servers and web servers with shared Citrix server farm access
- Shared SQL servers (individual instance) with shared Citrix server farm access
- Multi-instance environment with economical shared resources

All environments provide SOX-compliant security and access, web access, integration with Microsoft Office, available FTP, and a Microsoft SQL server platform. We can help you decide which option is best for you, based on the following benefits:

**Shared:** Lower upfront costs and faster implementation...but less flexibility, with limited access to integrated third-party applications

**Dedicated:** Traditional network security, access flexibility and seamless third-party software integration...like your server is just down the hall

# Why We're Better...and How You Benefit

## The RoseASP Difference

We understand that a big part of what you're purchasing from us is peace of mind. You want to be sure your hosting solution adequately protects your valuable data and systems from natural disasters; fires and man-made threats like viruses, hacking and unauthorized access.

Since RoseASP boasts the industry's most responsive team, along with cutting-edge technology, you'll never lose any sleep as one of our valued customers. You'll know you made a wise choice because of our four-pronged focus:



### Safety

#### We've Got a Lock on Your Data

- Unparalleled backup and contingency site options
- Multiple co-location facilities around North America
- Specialized disaster recovery/data replication services



### Security

#### We Protect Your Data Like It's Our Own

- Reliable, state-of-the-art data centers
- Security for client/server and web-based applications
- Fully redundant infrastructure for real-time monitoring
- SOX-compliant security protocols



### Service

#### It's All About Support

- Qualified installation consultants
- Prompt, convenient customer support
- Dedicated resources
- Commitment to customer training



### Strength

#### Experience Matched by Expertise

- Specializing in hosting ERP solutions since 2000
- 25+ years of ERP/CRM technical application experience
- Unequaled reputation and stability in the Microsoft Dynamics Channel

*"When we made the decision to re-invigorate On Target Resources we were looking for a cloud partner for our customers. We need the ability to quickly and easily migrate customers to a hosted environment minimizing the technical strain. This allows us to focus on consulting with our clients to deliver better business solutions. RoseASP has been an exceptional choice for us. The professionalism and knowledge from their technical team has made our customer migrations to the cloud seamless. We could not be happier with our choice of Dynamics cloud partners."*

Mark Nicklas, On Target Resources



# Comfort, Convenience and More: Your Benefits

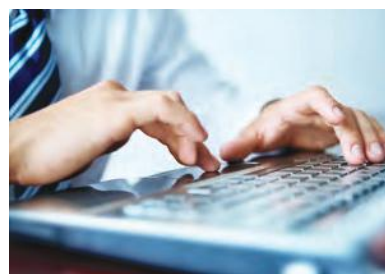
All the great features offered by RoseASP certainly sound wonderful...but how do they really benefit you?

Take a look at just a few features and benefits:

Features	Benefits
Web-based application hosting	<ul style="list-style-type: none"><li>✓ Accessible 24/7 from any location</li></ul>
Expert software and hardware management	<ul style="list-style-type: none"><li>✓ Smooth, seamless upgrades with no lost productivity</li><li>✓ Minimal upfront costs for running your financial systems</li><li>✓ World-class IT expertise/equipment</li></ul>
Multiple co-location facilities and state-of-the-art data centers	<ul style="list-style-type: none"><li>✓ Offsite backup and data storage for disaster recovery/ data restoration</li><li>✓ Unparalleled backup and contingency operations</li><li>✓ Broadband Internet access from multiple primary providers</li><li>✓ Triple redundant, conditioned power supply</li><li>✓ Real-time server monitoring</li><li>✓ Hosting client/server and web-based applications</li></ul>
Outsourced technical support	<ul style="list-style-type: none"><li>✓ Reduced in-house labor costs for IT</li><li>✓ Always current with best practices, new releases and hardware</li></ul>
Set monthly fee	<ul style="list-style-type: none"><li>✓ Predictable monthly IT costs</li></ul>
Multiple customer support options	<ul style="list-style-type: none"><li>✓ Support via phone, email and online</li></ul>
Multiple platforms supported	<ul style="list-style-type: none"><li>✓ Access from Macs, PCs, tablets or mobile devices</li></ul>

*"From rapid turn-times for quotes, to quick and easy customer on-boarding, and excellent customer support... it's like hitting the 'EASY' button for cloud opportunities. I would absolutely endorse RoseASP for all of your Dynamics cloud opportunities!"*

Chris Sublett, Sr. Sales Executive. Armanino, LLP.



# Defining Our Relationship...Solidifying Your Comfort

## Your Service Level Agreement

At RoseASP, we believe clear communication is at the heart of every business relationship, so we structure our Service Level Agreements (SLAs) to specifically spell out both our responsibilities and your expectations. Our 99.9% (Routinely exceeding 99.996%) SLA is backed by a money-back guarantee — if we don't perform, you don't pay.

## Importance of Backups

We adhere to a strict backup schedule that ensures your data and systems are always protected. At the beginning of our relationship, we define your backup needs and then plan regular quarterly "test" restores to validate our backup plans. **Our backup schedule is as follows:**

Description	Timing	Device
Daily	Full data backup; database backup is on a schema basis to allow for recovery of individual company schemas. Data is kept for one week locally. SQL transaction logs are captured at a point in time, once daily, M-F, when the backup process is completed.	Backup server local disk.
Weekly	Each Friday night, a full database backup is taken.	Backup server local disk for one week and storage rotated offsite on a five-week rotation.
Monthly	On or after the 15th of each month, a full database backup is taken to capture prior month-end data.	Backup server local disk for one month and removable storage rotated offsite on a 12-month rotation.
Annual	On January 20th each year, a year-end full database backup is taken to capture prior year data.	Backup server local disk for one year and removable storage rotated offsite on a seven-year rotation.



### PURFOODS CASE STUDY

*"In addition to providing optimal performance, keeping communication lines open, implementing protocols, and almost eliminating downtime experiences, RoseASP thinks 'out of the box,'" according to Peter Hagan, IT Director with Purfoods. "RoseASP continues to deliver an experience I expected of our cloud IT provider," Hagan adds. "Even when things are running well, the team at Rose is still looking for improvements that fit our way of business and are often solutions we would never think of."*

# Your Data is Secure With Us



Your data is the backbone of your business; you need to know it's safe, secure and accessible at all times. If your data center isn't optimized to meet the demands of your business, then you're not optimizing the investment you need to run your business.

Our data centers are SSAE No.16 Type 2 compliant, giving you the assurance that your data is stored in an environment that maintains security, availability, processing integrity, confidentiality and privacy. Equipped with the support you need and technology that works, our data centers offer hosting, co-location, and custom cloud solutions for your business.

## About Our Data Centers

### Power Infrastructure

- Two redundant separate electrical systems (True 2N)
- Redundant utility feeds
- Redundant UPSs
- Redundant PDUs
- Redundant generators
- (2) 12 kVA utility feeds (over 24+ Megawatts of capacity)
- (2) 12 kVA Caterpillar 2 Megawatt backup generators

### Cooling

- Redundant eco-friendly air-cooling infrastructure
- 880 refrigeration ton York chiller plant
- 220,000 CFM air handling plant

### Fire Suppression

- Two-stage state-of-the-art fire detection and suppression system
- Zoned, dry-pipe, pre-action fire-suppression system
- VESDA system (Very Early Smoke Detection Alarm)
- Continuously monitored

### Network Infrastructure

- Fully redundant/meshed network
- Multiple Tier 1 ISPs on-net
- Cisco – Layer III Routers
- Cisco ASA Firewalls

### Security

- Multi-factor security infrastructure
- Alarmed access/egress points
- Kevlar impregnated drywall (NOC) and bulletproof glass (NOC)
- Man trap
- Onsite NOC staffing 24x7x365
- Biometric identification with dual factor authentication
- Video surveillance of core data center infrastructure and data rooms
- Perimeter detection alarms

### Monitoring

- Continuous monitoring of all core facility infrastructures, 24x7x365
- Hourly rounds performed to physically check NOC/ data center status

## RED LION CASE STUDY

“RoseASP was highly recommended by our Microsoft Dynamics partner and their customer references. Plus, we were looking for a service provider that would be Sarbanes-Oxley (SOX) compliant and experienced with Microsoft Dynamics products and deployments. They also had to be a good match for us from an overall customer service and personality perspective. We loved that RoseASP includes the services to install updates and service packs in their monthly fee structure,” said Kiehl.

“Since RoseASP’s hosting environment and technical team are certified for compliance, they were the best fit to provide Red Lion and its stakeholders with the required support and infrastructure for the compliance we needed,” said Kiehl.

“RoseASP’s background as a Dynamics partner enhances our experience with them because the RoseASP team understands what it takes to maintain and support the Dynamics products,” said Mink LeVoy, CPA with Dorado Solutions, Inc, Red Lion’s Dynamics Partner. “We don’t have to waste any time explaining what we need or how Dynamics or the ISV products work. That, plus the fact that we can access the solution from anywhere equals superior customer service and efficiencies gained for our mutual customers.”



# ROSEASP

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