*n*Tier
MANAGED SERVICES

_n_Tier Managed Support serves as the equivalent to a full in-house staff of web designers, programmers, web marketers, and IT professionals. Whether you need all or just one of our many services, *n*Tier Managed Support offers companies the benefits of maintaining a staff of this range without the expense of an entire staff.

Put your website in our hands and feel confident in a support team that not only knows your website history and your server configuration, but also remembers your name.

We provide continuous expertise in website enhancement, engineering support, on-call assistance, and the capacity for complete remote website support.

Benefit from increased operational efficiency, lower costs, and reduced exposure to risk with the *n*Tier Managed Services suite, which allow you to place your website operations under the management of experienced specialists.

1. *n*Tier Designer
2. *n*Tier Programmer
3. *n*Tier Marketing
4. *n*Tier Engineer
5. *n*Tier Monitoring
6. *n*Tier Security
7. *n*Tier Backup

1 Presentation

2 Application

3 Visitors

4 Systems

5 Monitoring

6 Security

7 Backup

Internet
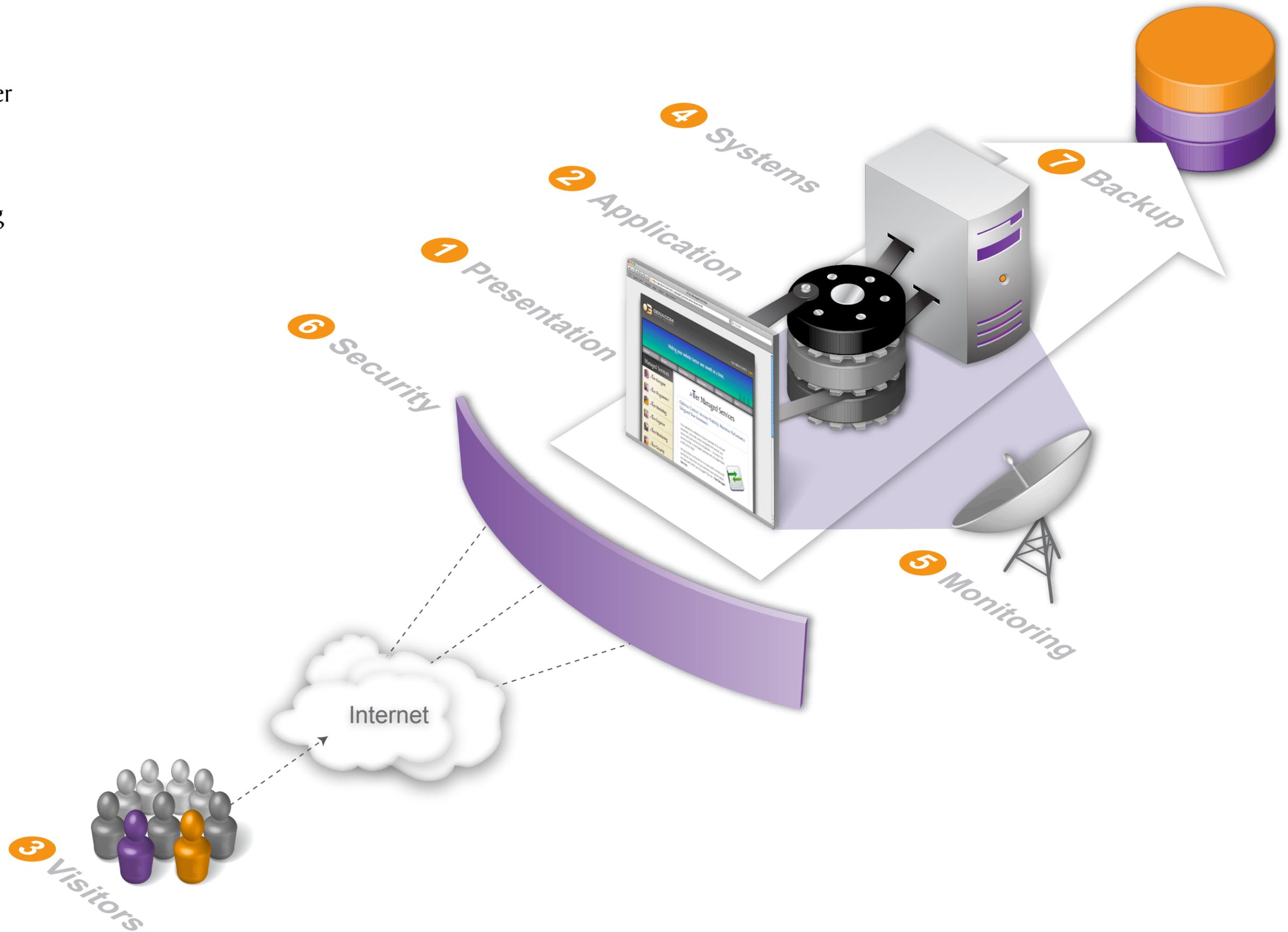
*n*Tier Designer
MANAGED SERVICES

In addition to Tech support, *n*Tier Managed Professional Services provides a single point of contact every time—with access to designers, engineers, DBAs, programmers and marketing professionals—waiting to service your needs.

The *n*Tier Designer plan provides you with direct access to our Senior Web Development Staff for assistance with website updates, such as text, pictures, graphics, and page optimization as needed.

*n*Tier Designer
MANAGED SERVICES

Visitors

Security

Backup

Presentation

Application

Systems

Website

Monitoring

INCLUDED WITH ALL LEVELS:

- Creative consultation support for content development and graphics
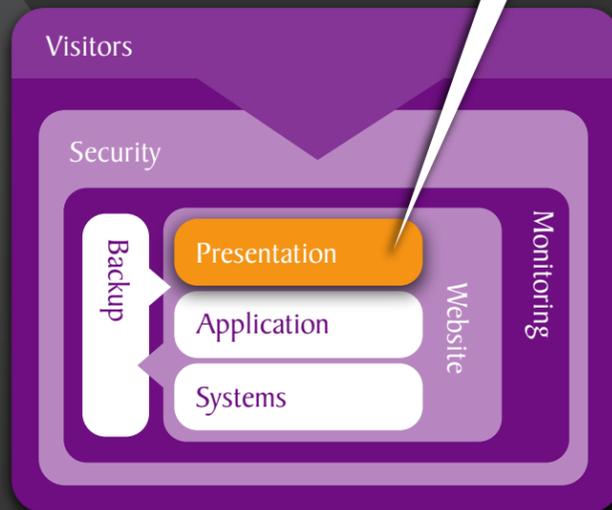
Level 1
Update Graphics and Content
For customers interested in updating website content or management of existing content management system software.

SERVICES

Content Placement	Textual content provided by client will be placed and stylized into web page where directed
Graphic Placement	Graphics provided by client will be placed and optimized or resized then integrated into the site where directed

Level 2
Upgrade Website Content
For Creation/Enhancement of website content.

SERVICES

Graphic Designer Services	Our talented designers can create graphics to be used on your site as well as offering assistance in optimizing currently used graphics
HTML/CSS Services	For development of pages used in your site
Logo/ Illustration/ Icon Services	For creating a new brand image or illustrations for site enhancement, a full Illustration staff is available

Level 3
Upgrade Website with Advanced Technologies
For Creation/ Enhancement of advanced website content.

SERVICES

Web 2.0 Ajax/Spry/ Silverlight	You now have your own team of certified Web 2.0 content developers at your service
Multimedia Services	Whether it's video or audio our media engineers can create, optimize and integrate many types of media for your website.
Flash Development Services	Your own personal Flash developer is ready to create amazing fluid animation to enhance and captivate your audience.

*n*Tier Programmer
MANAGED SERVICES

The *n*Tier Programmer is an application performance service intended to sustain the integrity of your application. This may include adjusting code to perform as the load increases, or as site corrections are imperative. Upon request, this includes any and all code errors, urgent code support (during standard business hours), database performance tuning & optimization, code execution monitoring, 3rd party code debugging & support.

*n*Tier Programmer
MANAGED SERVICES

Visitors

Security

Backup

Presentation

Application

Systems

Monitoring

Website

INCLUDED WITH ALL LEVELS:

- Deficency support of code errors or database errors
- Support for MSSQL, MySQL, Postgres, Oracle, and MSAccess databases
- Support for PHP, ASP, .NET, C#, VB, CFM, and Java programming languages
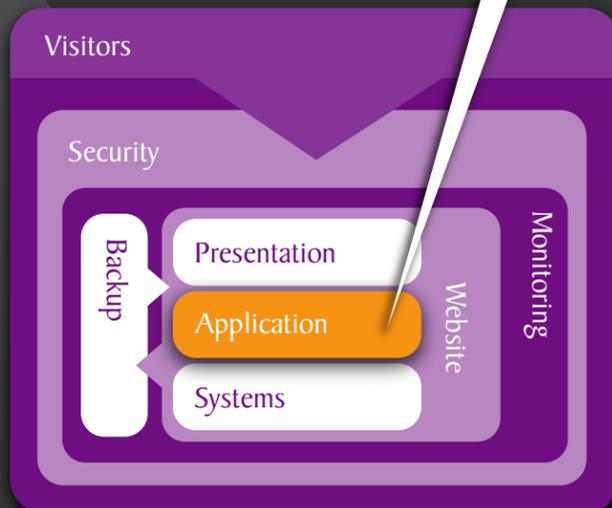
Level 1
Maintain Program Code
For customers who require assurance that code will perform as designed. Corrective action will be addressed for all server code Errors/ Bugs.

SERVICES

Website Code Errors/ Bugs/ Deficiency Support
Server errors are always a concern and having staff available to correct them is important. Now you have your own programming team to ensure your site stays error free.

Level 2
Maintain Database
For customers who require assurance that their database will perform as designed. Corrective support for database scripts/code & objects. DBA Support for troubleshooting database issues.

SERVICES

Database Code Errors/ Bugs/ Deficiency Support
When it comes to databases troubles its imperative to have qualified staff ready to act when problems occur. Our certified DBAs have the experience to address and correct problems with the listed supported databases.

Level 3
Optimization (code / database)
For customers who wish to have their application optimized/upgraded/performance-tuned.

SERVICES

Code/Database Performance Analysis
If you are finding that your code execution or database response times are getting slower, you might want to have one of our specialists analyze and diagnose the reason.

Code/Database Optimization
An increase in response times and pages loading more slowly are clear signs that your application requires optimization. Our team can help optimize your application and prevent possible failure.

Code/Database Maintenance Planning
Any active website can use an active maintenance plan to prevent latency, failure or possible loss of data. Your application is an asset - keeping it healthy is crucial for protecting your investment

[We write the content for you so you can be found where people spend the most time!]

The *n*Tier Marketing Services will help you obtain successful marketing results so that your website is announced to the world and found in relevant search engines. A successful internet marketing campaign should include a combination of driving organic search results to website pages, and creation of profiles and conversations amongst relevant social networking websites.

*n*Tier Marketing
MANAGED SERVICES

Visitors

Security

Backup

Presentation

Application

Systems

Website

Monitoring

SEARCH ENGINES COVERED:

We focus all optimization and submission efforts towards the top 10 search engines. Together, these search engines cover more than 90% of all search engine volume and are the key to maintaining an effective internet presence.

- Google
- Yahoo! Search
- Bing
- Ask
- Aol Search
- AltaVista
- Fast
- Gigablast
- Netscape Search
- Snap.Com

Social Marketing Campaign Management Services may consist of the following:

BOOKMARK & LINKING

- Creation of Social Networking User Accounts and Profiles

- Promotion of content on relevant Social Bookmarking Websites

NETWORKING SITES

- Creation of optimized Articles relevant Social Networking Websites

- Build links from trusted websites through promotion of content and discussion amongst internet community

SOCIAL MEDIA VENUES

- Creation of Blog Articles on various popular blogging sites

- Creation of Content on popular social media venues.

SOCIAL WEBSITES COVERED:

We focus our initial social marketing efforts towards the top 3 Social Marketing Websites:
- Facebook
- Myspace
- Twitter

BOOKMARKING PROMOTION:

Promotion of content amongst social bookmarking websites will include the top 3 Social Bookmarking Websites:
- Delicious
- Digg
- Reddit

FOR ALL:

Track number of inbound links and conversion rates through organic optimization and social media marketing results

*n*Tier Engineer
MANAGED SERVICES

When running a website there are many administrative tasks required on a regular basis. *n*Tier Engineer provides virtual IT services to ensure you have certified technicians administering your Windows or Unix system.

*n*Tier Engineer
MANAGED SERVICES

Visitors

Security

Backup

Presentation

Application

Systems

Monitoring

Website
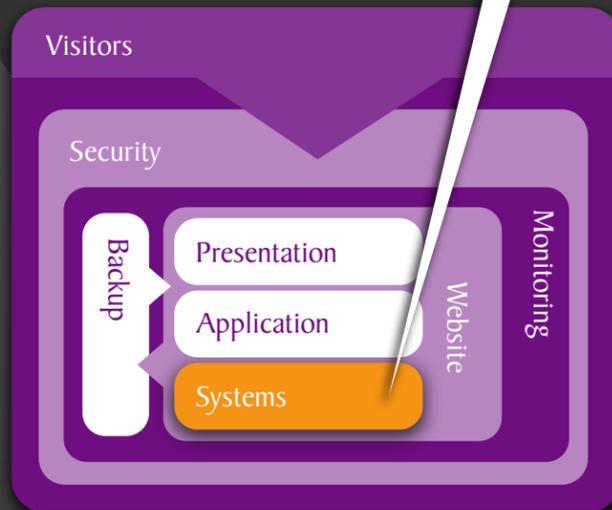
INCLUDED WITH ALL LEVELS:

- Support of common Unix platforms/Windows/Solaris and most all web servers & server applications.
- Deficiency support of server and OS issues
- DNS & Network Infrastruture Support
- Hard disk space and usage monitoring
- Log space usage monitoring and archiving
- Monthly Server & Application tuning
- Monthly Log review for any corrective issues or server health concerns

Level 1
Server Management

This service is for customers who need support managing their server. This includes all necessary server functions that require management.

SERVICES

Manage Services / Modules / Components	Websites have many facets to their operation such as modules, services and components. Our services can help maintain and manage continual operation.
Manage Operating System	Whether you use Windows or a Unix based operating system, we have the expertise to manage your server for the best possible support.

Level 2
Installation and Configuration

Provides installation and configuration support for software/modules/languages on a server.

SERVICES

Install / Configure Applications	This service is for customers who need off-the-shelf type applications installed and configured. Whether it's a CMS or CRM solution we have the staff to extend your website in many areas.
Install Services / Modules	Your online application can be very complex and require additional services or modules to function.

Level 3
Enterprise Engineering Support

Provides enterprise level support for issues related to performance, server configurations, modules, and services.

SERVICES

High Volume Configurations	Support for tasks such as Database Clustering or Load balancing.
Preventitive Log Analysis Support	The only way to prevent server failure is to watch for warnings. Log files are there as warnings to proactively reduce downtime and loss.
Operating System Support	If something is going wrong with your operating system, in most cases it takes a certified engineer to correct it.

_n_Tier Monitoring
MANAGED SERVICES

[Our monitoring solution not only notifies our engineers of a failure so that it can be expeditiously resolved, but also identifies most potential problems before a failure even occurs.]

_n_Tier Monitoring for applications, database, and hardware allows the web admin to respond when server related issues arise, and to predict potential failure points.

_n_Tier Monitoring
MANAGED SERVICES

INCLUDED WITH ALL LEVELS:

- 24/7 Remediation Support
- Mulitple Notification methods available
- Multiple geographical monitoring stations available

Visitors

Security

Backup

Presentation

Application

Systems

Website
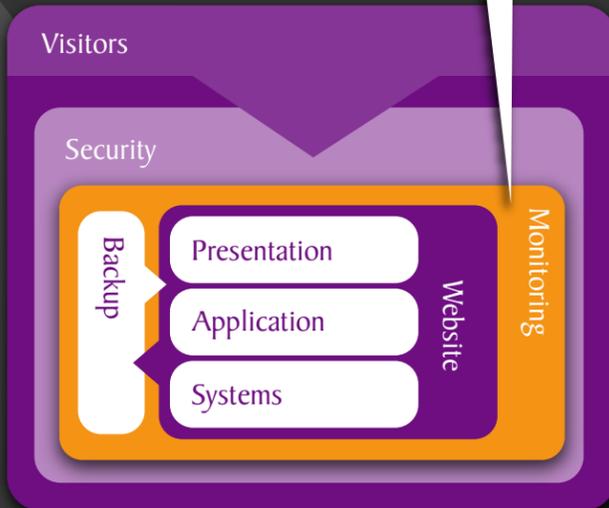
Monitoring

Level 1
Port Monitoring
For customers who require standard website uptime monitoring

SERVICES

Server/Website Performance Monitor	Provides an end-to-end perspective of web page performance and availability by monitoring from multiple locations simultaneously.

Level 2
Service or Application Monitoring
For customers who need monitoring of other required components that support their website or application

SERVICES

Application/ Service Monitoring	Reporting real-time correlation of errors and additional application and network statistics as well as database and email monitoring.

Level 3
Code Performance Monitoring
For customers who want to monitor code and database execution response times

SERVICES

Code Performance Monitoring	For server page response times and execution of code, trouble areas can be identified before script failure or database failure by benchmarking response times.

*n*Tier Security
MANAGED SERVICES

We employ project managers with 10+ years of IT experience to ensure that they offer the best technical advice and management for your tasks.

Intellectual Property such as web content is critical to most businesses today. Planning and implementing regular security measures is critical for the protection of data. *n*Tier Security Services includes options to improve the security and privacy of your website and online business applications.
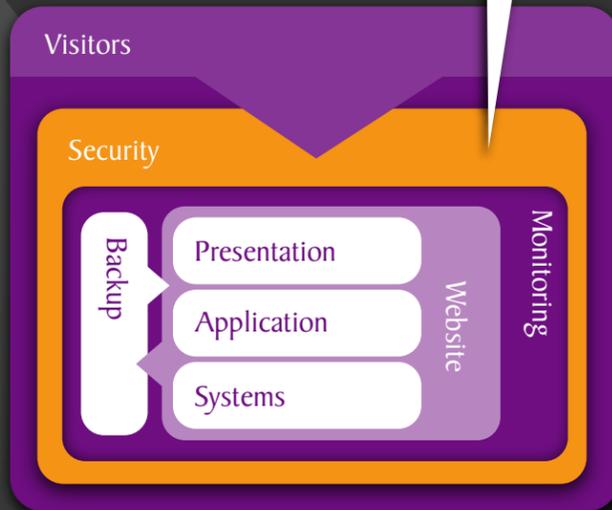
INCLUDED WITH ALL LEVELS:

- 24/7 Security Remediation Support
- Software Firewall
- Security Logging
- System level Encryption
- Log space usage monitoring and archiving
- Anti Virus Software
- Security Patch Management

Visitors

Security

Backup

Presentation

Application

Systems

Monitoring

Website

Level 1
Basic Protection

For customers who are looking for a standard level of security management

SERVICES

Software Firewall Management	Both Windows and Unix have firewalls available. A qualified engineer can configure and manage your security with this service.
Permissions Configurations	If you've ever tried to set permissions on files, folders, and user accounts you'll realize this should be left to a professional.

Level 2
Active Protection

For customers that want proactive measures in place and regular security checks to ensure all possible safe guards are incorprated for a secure server and website

SERVICES

Security Log Analysis	Security logs are available and can alert to intrusion or hack attempts. Reviewing these logs on a regular basis can prevent your server from being compromised
IPs & Intrusion Monitoring	Intrusion monitoring can be very complex. Our managed intrusion monitoring provides peace of mind by offering proactive alert notification of hack attempts

Level 3
Custom Protection

Provides a security function as it pertains to necessary guidelines specified.

SERVICES

Compliancy Services	If you are a doctor or a lawyer you will benefit from our certified security agents who can provide appropriate consultation to secure your information.
Security Auditing Services & Consulting	Whatever industry you are in we can offer security consultation services that are customized to meet your requirements. All of our engineers are certified and able to secure your server or network.

*n*Tier Backup
MANAGED SERVICES

When you've lost files and need to restore from a backup, our engineers' understanding of your system enables them to provide the best diagnosis of the situation. In addition our engineers background experience and familiarity with your system allows them to implement restoration quickly and accurately.

Backing up your assets is essential in this day and age, and keeping them secure is equality important. Our *n*Tier Backup Services go a step further, allowing for files, configurations, databases and disk images to be backed up and managed. We can provide a solid backup system that will provide peace of mind in any situation where reliability is most important.

*n*Tier Backup
MANAGED SERVICES

Visitors

Security

Backup

Presentation

Application

Systems

Website

Monitoring
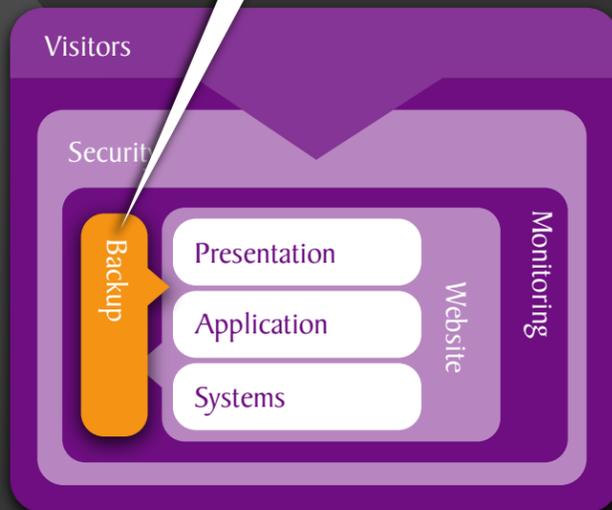
INCLUDED WITH ALL LEVELS:

- 24/7 Backup Restores
- Daily or Continuous Backups
- Off site backups for maximized protection
- industry standard AES 256-bit encryption on storage ideally suited for higher security needs of Financial, Healthcare and Government organizations.

Level 1
File & Database Backup
nTier Backup offers the reassurance that if you lose data, you can restore individual files, complete folders, and other media.

SERVICES

Backup Management Services	Hands-free secure daily backup management and monitoring

Level 2
Version Backup
For customers that need mulitple version choices when doing a restore on a individual file, folder, or other media.

SERVICES

Versioning	Supports true versioning & retains up to 30 versions of backed up data.

Level 3
Configuration Backup
For customers that require configuration file backup. This would inlcude but not limited to web server configurations, database, and application configuration files.

SERVICES

Last Known Good Configuration	For quick restore of corrupted configuration files with versioning support.

Companies that have benefited from Genacom's *n*Tier Managed Services

Packages

	Upgrade Package	Sustain Package	Safeguard Package	ROI Package
nTier Designer				
Update Static Content		● (green)		● (green)
Upgrade Static Content	● (blue)			● (blue)
Upgrade Dynamic Content	● (orange)			● (orange)
nTier Programmer				
Maintain Code		● (green)		
Maintain Database		● (blue)		
Optimization (Code & Database)	● (orange)			● (orange)
nTier Engineer				
Server Management Support		● (green)		
Installation Support	● (blue)			● (blue)
Enterprise & Performance Support				
nTier Marketing				
Search Engine Submission		● (green)		● (green)
Basic Search Engine Optimization	● (blue)			● (blue)
Active Search Engine Optimization				● (orange)
nTier Monitoring				
Availablity Monitoring		● (green)		
Service or Application Monitoring			● (blue)	
Code Performance Monitoring			● (orange)	● (orange)
nTier Security				
Basic Protection		● (green)		
Active Protection			● (blue)	
Custom Protection			● (orange)	
nTier Backup				
File and Database Backup			● (green)	
Version Backup			● (blue)	
Configuration Backup			● (orange)	

All prices are based on size of website, condition, configuration, and level of needed services.

*n*Tier
MANAGED SERVICES