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, 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 Tier Managed Services suite, which allow you to place your website operations under the management of experienced specialists.
1. Tier Designer
2. Tier Programmer
3. Tier Marketing
4. Tier Engineer
5. Tier Monitoring
6. Tier Security
7. Tier Backup
The 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.

**Level 1**
**Update Graphics and Content**
For customers interested in updating website content or management of existing content management system software.

<table>
<thead>
<tr>
<th>SERVICES</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Content Placement</td>
<td>Textual content provided by client will be placed and stylized into web page where directed</td>
</tr>
<tr>
<td>Graphic Placement</td>
<td>Graphics provided by client will be placed and optimized or resized then integrated into the site where directed</td>
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</table>

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

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

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

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

In addition to Tech support, 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 nTier 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.

**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.

- **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.

- **Database Code Errors/Bugs/Deficiency Support**
  - When it comes to databases troubles it's 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.

- **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.

**INCLUDED WITH ALL LEVELS:**
- Deficiency support of code errors or database errors
- Support for MSSQL, MySQL, Postgres, Oracle, and MSAccess databases
- Support for PHP, ASP, .NET, CF, VB, CFM, and Java programming languages

One-on-one support every time with someone who knows your code and configuration.
The nTier 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.

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

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

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

**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

**NETWORKING SITES**
- Creation of optimized Articles relevant Social Networking Websites
- Build links from trusted websites through promotion of content and discussion amongst internet community

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

**SOCIAL MEDIA VENUES**
- Creation of Blog Articles on various popular Blogging sites
- Creation of Content on popular social media venues.
When running a website there are many administrative tasks required on a regular basis. Tier Engineer provides virtual IT services to ensure you have certified technicians administering your Windows or Unix system.

**Level 1**

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

**Level 2**

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

**Level 3**

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

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**Tier Managed Professional Services is like having your own web design and IT department standing ready, at a fraction of what it costs to maintain an entire staff.**

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**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 Infrastructure 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

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**Tier Managed Professional Services is like having your own web design and IT department standing ready, at a fraction of what it costs to maintain an entire staff.**
Tier Monitoring for applications, database, and hardware allows the web admin to respond when server related issues arise, and to predict potential failure points.

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.

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**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.

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**INCLUDED WITH ALL LEVELS:**
- 24/7 Remediation Support
- Multiple Notification methods available
- Multiple geographical monitoring stations available

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Visitors
Security
Presentation
Application
Systems
Website Monitoring

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**MANAGED SERVICES**
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. Tier Security Services includes options to improve the security and privacy of your website and online business applications.

### Level 1
**Basic Protection**
For customers who are looking for a standard level of security management

**SERVICES**
- Software Firewall
- Permissions Configurations
- Both Windows and Unix have firewalls available. A qualified engineer can configure and manage your security with this service.

### Level 2
**Active Protection**
For customers that want proactive measures in place and regular security checks to ensure all possible safeguards are incorporated for a secure server and website

**SERVICES**
- Security Log Analysis
- Security Patch Management
- 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.

### Level 3
**Custom Protection**
Provides a security function as it pertains to necessary guidelines specified.

**SERVICES**
- Compliance Services
- Security Auditing 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.

**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

We employ project managers with 10+ years of IT experience to ensure that they offer the best technical advice and management for your tasks.
Backing up your assets is essential in this day and age, and keeping them secure is equally important. Our nTier 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.

- 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.

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.

**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 multiple 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 include but not limited to web server configurations, database, and application configuration files.

**Services**
- Last Known Good Configuration

Included with all levels:
- Visitors Security
- Presentation
- Application
- Systems
- Monitoring & Website
Companies that have benefited from Genacom's nTier Managed Services

- ROCK.COM
- SPALDING
- DIRECTV
- Google
- Jacuzzi
- NTT Communications
- HEARST Corporation
- tyrabanks.com
- VERIO

An NTT Communications Company
## Packages

<table>
<thead>
<tr>
<th>Package</th>
<th>Upgrade Package</th>
<th>Sustain Package</th>
<th>Safeguard Package</th>
<th>ROI Package</th>
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</thead>
<tbody>
<tr>
<td><strong>nTier Designer</strong></td>
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<tr>
<td>Update Static Content</td>
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<td>Upgrade Static Content</td>
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<tr>
<td>Upgrade Dynamic Content</td>
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<td><strong>nTier Programmer</strong></td>
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<tr>
<td>Maintain Code</td>
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<td>Maintain Database</td>
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<tr>
<td>Optimization (Code &amp; Database)</td>
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<td><strong>nTier Engineer</strong></td>
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<tr>
<td>Server Management Support</td>
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<td>Installation Support</td>
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<td>Enterprise &amp; Performance Support</td>
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<td><strong>nTier Marketing</strong></td>
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<td>Search Engine Submission</td>
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<td>Basic Search Engine Optimization</td>
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<td>Active Search Engine Optimization</td>
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All prices are based on size of website, condition, configuration, and level of needed services.