



**NASSTAR™**

work | outside of the box



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## Introduction

**The award winning Nasstar Hosted Desktop aims to bring about a revolution in the way people, and businesses, work.**

It enables you to log on and access your entire PC desktop remotely, from any computer in the world. From software applications to archived data to communication tools – all that is required is an internet connection. Consequently, you can access your work anytime, anywhere, and companies can cut out many of the costs associated with on-site IT projects.

The following pages will give you a deeper insight into the way in which Nasstar Hosted Desktop works and the ways in which you'll benefit from working outside of the box.

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Call **020 7148 5000** or visit **[nasstar.com](http://nasstar.com)** to experience it now



## How it works

Nasstar Hosted Desktop can free you from the ties that bind you to your desk by delivering your business desktop in an innovative way securely over the internet. Not only does it save you from the hassle of it being held on your server but it also leaves you to do what you do best, run your business. And, it's as simple as 1, 2, 3:

1. You simply access your business desktop via the internet by logging into <https://login.nasstar.com>
2. All of your applications including Microsoft Office Professional 2010, Microsoft Exchange Outlook 2010 emails, my documents, company files and data will all be available on the desktop just as if you were sitting at your desk. Other software such as Sage accounts or CRM can be delivered to your users who need it.
3. Your desktop and all your data will be delivered from one of our secure, highly resilient and fully managed state of the art data centres. Management of systems, including patches and updates are handled by our team of experienced and qualified engineers on a 24/7 basis.

It's that simple and it really is as liberating as it sounds.

To experience the business benefits of working outside of the box,

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“ Nasstar’s service enables us to provide all our staff with the latest enterprise technology accessible not only from any of our office locations but also from home.”

Jacqui Skinner  
Chief Executive, Pinnacle Staffing Group plc

## Freedom

Technology development is all about making life better for you – it should empower, it should lower costs, it should make things more manageable. Above all, it should free you from distractions to focus on what really matters.

That’s why at Nasstar we are bringing the latest innovation in business technology to you. An innovation that encompasses familiar items like Microsoft Office 2010, and email, yet remains so much bigger in its impact on the way we work.

Nasstar Hosted Desktop enables you, and your workforce, to work from anywhere, at anytime, on any device. It means you continuously have your business at your fingertips, from business applications to archived data to communication tools.

Leaving you to go about your business secure in the knowledge that a more efficient and enjoyable working environment is always within your reach.

### **Nasstar Knowledge:**

- *Motivated workforce - in a recent DTI Work Life Balance Survey, 75% of companies introducing these work practices said they had a more committed and motivated workforce.*
- *Infrastructure cost savings - savings in real estate and office costs and 24/7 operations can be introduced as a result of flexible working.*
- *Reduced staff turnover - according to the DTI Work Life Balance Survey, 60% of companies surveyed reported reduced turnover of staff after introducing flexible working. This leads to increased productivity from a settled workforce whilst minimizing training costs. Not to mention a happier HR department.*
- *Social Responsibility - When BT introduced these working practices, the number of mothers returning to work after maternity leave increased to 99%. (Source: Office for National Statistics Labour Force Survey)*
- *Reduced Absence - Absence due to sickness currently costs UK business £12.25 billion a year. And whilst remote working might not stop people getting ill, it will ensure staff can work from home if necessary – positively impacting on your bottom line.*

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“ We are always looking to drive down cost and do things better - with Nasstar we can do just this. Nasstar’s services will allow us to concentrate on managing our businesses rather than our IT. Nasstar reflects our core values of innovation, accessibility and great value.”

Stelios,  
Easy Group



## Value

Being more flexible and using your resources more efficiently all adds up to greater profits. But with the goalposts constantly moving, responding nimbly is a necessity rather than just a bonus to the P&L sheet. That's why Nasstar Hosted Desktop can be deployed in a matter of hours. To help you stay sharp against your bigger (and even smaller) competitors.

But that's not the only way we can help your business.

You don't need us to tell you that cash flow is a concern for any business and when you combine this with the fact that IT projects can be notoriously expensive, it's easy to be overwhelmed by the sheer scale of task you face

That's why Nasstar has structured its payment processes specifically with your business needs in mind. After all, it's in our interests to make sure you can fully benefit from our technology

We've simplified the whole process and split the cost up into a much easier to swallow monthly subscription. So with our per user, per month service you get access to enterprise grade technology without large upfront costs for hardware or engineering fees. And we'll wrap it up in one single bill, simplifying your accounting and budgeting in one go.

### **Nasstar Knowledge:**

- 70% of business failure in the first year is directly attributed to cash flow
- Companies of 100 staff have an average of 2 internal IT staff. Typically these staff are never charged out to clients and therefore are a direct overhead.
- Many IT projects are shelved halfway through as the needs of the business have changed before deployment could occur leading to the IT budget being wasted.
- Rarely are the original return of investment (ROI) calculations met on IT deployments as additional expenditure is required to meet the changing demands of business.

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“ Companies will turn to the internet to deliver core computing services, thereby cutting out the cost, man-hours and productivity being sacrificed to the management of employee desktops.”

vnunet.com



## Security

**The fear of sensitive data leaving your four walls is completely understandable; no one likes the idea of their best-kept secrets floating around in the ether do they?**

No surprise then, that knowing their data is safe and secure with us is one of the main reasons our customers give for choosing Nasstar Hosted Desktop. Right up there with the ability to work anywhere, anytime.

That's because we protect you with the equivalent of Fort Knox as standard. From 128-bit encryption through to individual password authentication, Nasstar's systems are built with security at their heart.

Meaning your data can only be accessed and viewed by your company and it can even be restricted to individuals within your organisation. Also, all your data is protected by enterprise grade firewalls on our network and antivirus software and intrusion detection on our systems.

But we don't stop there. We also use some brute force for good measure. Like metal cages to physically secure the servers and more hardware to safeguard it from unauthorised access. Biometric scanning for access control. We even wrap them in cotton wool with climate control, fire suppression and power fail safe systems.

However there's one last very important layer of security, our industry leading service level guarantee. We can record and report on all incidents with our support ticketing service and that means we'll give you a response time for any work that's needed.

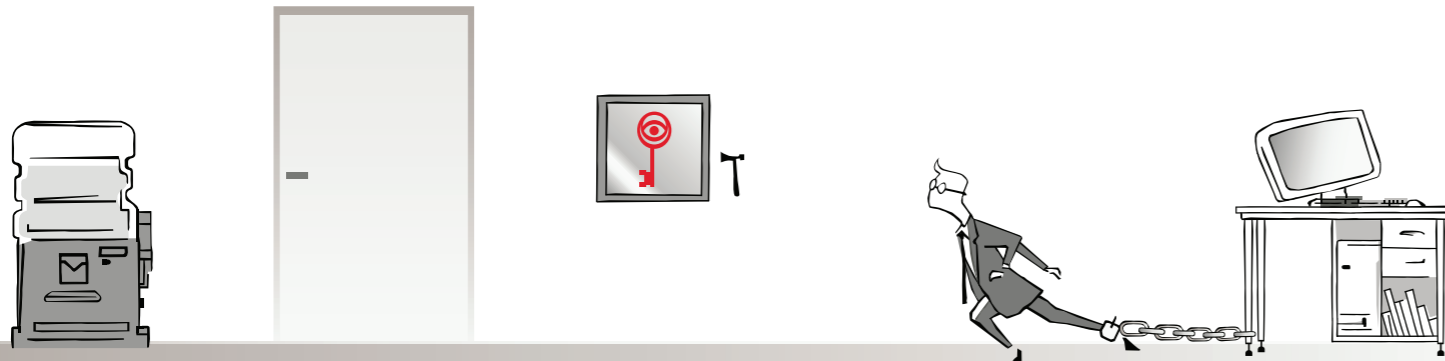
It's this kind of transparent service that gives our customers the confidence to work from anywhere at anytime secure in the knowledge Nasstar is by their side.

**Nasstar Knowledge:**

- *Over 90% of companies provide their employees with laptops and more than half allow access from handheld mobile devices, risking data loss whilst it is away from the central IT infrastructure.*
- *Almost 80% of businesses think it is critical for employees to be able to backup their own devices and data. Yet staff's failure to do this pro-actively is one of the main reasons attributed to data loss.*
- *85% of companies who have a major data loss go out of business within 1 year*
- *The cost of fully securing data held on internal servers often leads to compromises, leaving a company at risk from physical data loss.*

“ We had to become more nimble at Howards to be able to grow successfully in the estate agency business in Norfolk and North Suffolk. With some 48 other property service companies in the area, all contending for revenues in a tough marketplace, competition was becoming increasingly aggressive. That’s why, for the past three years, we have been working with the team at Nasstar who have really helped us to ‘think out of the box’ about IT, applications and how they fit into our future plans.”

Martin Cunningham  
Chief Executive, Howards Group



## Simplicity

**With the business of IT ever evolving it's hard to concentrate on your business.**

Even if you've got an IT department, it's impossible for them to become experts in every area. For example, you may have a networking guru but he may not be so hot on hosting. So by offering a clear, simple, fit for purpose solution we can avoid you having to fit square pegs into round holes.

And to be fair if you've got an IT department they'll be of much more use and value in a proactive capacity while you leave all the maintenance and boring day to day stuff to us.

Historically IT projects can take time to deliver and go over budget, especially if you take on the burden alone. You'd no doubt get there eventually but why bother when Nasstar can get you up and running in a matter of hours?

The simple and most sensible answer is to let Nasstar Hosted Desktop set you free. That way you can go back to concentrating on what you do best, in the knowledge that you have cutting edge technology on hand to support you every step of the way.

### **Nasstar Knowledge:**

- *Nasstar can be deployed in days not months*
- *Adds operational simplicity and reduces support burden.*
- *Removing internal hardware and software reduces the need for skilled staff - and frees existing staff to work on more strategic projects rather than daily support.*
- *According to research by Diamond Management & Technology Consultants, only about 25% of CIOs spend up to 50% of their time on strategic issues*

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## What you get with Nasstar Hosted Desktop

Nasstar Hosted Desktop isn't just about leading edge technology, it's also about packaging together some of the biggest names in the sector. By partnering with best of breed suppliers within the IT industry, Nasstar gives you access to a wide range of tried and tested business applications that ensure your organisation makes a seamless transition to remote working.

Nasstar Hosted Desktop gives you access to the very best in business software from Microsoft, as well as department-specific programmes that you may already use – be it for accounts, CRM, help desk or any other areas of your business.

And to top it all, we'll make sure that any software upgrades and plug-ins are managed on an ongoing basis to ensure that your business continues to benefit from the latest enterprise-grade technology.



Microsoft Office 2010 is the latest version of Microsoft's productivity suite. Office 2010 contains a number of new features; the most notable is an entirely new level of collaboration.

### Microsoft Outlook 2010

Microsoft Outlook 2010 working with Nasstar Hosted Exchange enables you to access your email, calendar and contacts from anywhere in the world using Outlook Web App, a mobile phone including BlackBerry, iPhone and Microsoft Windows Mobile phone.

### Microsoft Word 2010

Microsoft Word 2010 is Microsoft's flagship word processing software. Used throughout the world's largest companies. Microsoft Word 2010 supports both new and existing file formats.

### Microsoft Excel 2010

Microsoft Excel 2010 is the ubiquitous spreadsheets application. It features calculation and graphing tools which have made Excel one of the most popular applications to date.

### Adobe pdf reader

Nasstar Hosted Desktop includes a pdf writer and Adobe pdf reader.

### Microsoft PowerPoint 2010

Microsoft PowerPoint 2010 continues to improve on the world's most popular presentation programme. Create professional presentations for you and your customer.

### Microsoft Publisher 2010

Microsoft Publisher 2010 is a desktop publishing application. Enabling you to produce press quality pdf, brochures and websites using this simple application, saving thousands of pounds.

### Microsoft Access 2010

Microsoft Access 2010 is a relational database management system from Microsoft which combines the Microsoft Jet Database engine with a graphical user interface.

### Additional Microsoft Office Programmes

Additional Office applications such as Visio and Project are available for a small monthly fee.

### Windows Mobile and iPhone

Windows Mobile is supported as standard with Hosted Desktop. Access all your email on your mobile

### BlackBerry

Nasstar Hosted Desktop provides optional BlackBerry Enterprise Server. Use your BlackBerry to the maximum with fully synchronised inbox, sent items, contacts and calendar.

### Other Business Applications:

One size doesn't fit all and your business will use other programs and applications. Nasstar Hosted Desktop can deliver these into your user's Start menu without you having to do anything. Whether it's CRM, an accounts package or something unique to your company, it can be delivered to your users giving them access to everything they need to do their job.

## Technical background

**Adopting Nasstar Hosted Desktop gives you the benefits of freedom, value, security and simplicity. But it's worth knowing what goes on behind the scenes to give you piece of mind.**

When you sign up to Nasstar Hosted Desktop, your company is accessing an innovative business class service run on enterprise grade infrastructure

Security, reliability and performance were the watchwords when we first designed the service and have remained core to everything we do.

Nasstar Hosted Desktop is delivered from one of our carrier class data centres connected to the internet over multiple Gigabit links, giving you immediate access from anywhere in the world.

Our data centres centralise all your data and programs, giving you access from any internet browser through the Nasstar Hosted Desktop secure login. Nasstar's experienced and qualified engineers proactively monitor the fully managed service from our London Technical Operations Centre, with full remote management for Disaster Recovery.

Partnering with only best of breed partners such as HP, Microsoft, Cisco, Citrix and Hitachi, Nasstar Hosted Desktop is built with full resilience throughout. From multiple connections from each server to the core backbone, through to generators in the event of a power failure, through to every bit of data being backed up, Nasstar works to ensure your company never misses a minute in any working day, wherever you are in the world.

“ Nasstar Hosted Desktop is at the forefront of software as a service.”

Microsoft

**Microsoft**  
GOLD CERTIFIED  
Partner

**BlackBerry**

**CITRIX**  
PARTNER  
Service Provider

TRADED ON  
**AIM**  
LONDON STOCK  
EXCHANGE

 **London**  
STOCK EXCHANGE

## About us

**Nasstar Hosted Desktop changes the way you work. Forever.**

Nasstar plc makes computing a simple internet subscription service, enabling subscribers of its Hosted Desktop service to do all of their computing in the internet cloud rather than on a local computer. Nasstar's Hosted Desktop provides subscribers with access to their desktop, files, applications and email over the internet providing a real alternative to traditional on-premise computing.

The company vision is that everyday computing is becoming a utility in the workplace - just like mobile phones - and should therefore be a simple subscription service. Nasstar's vision is to use the internet to deliver everyday computing, removing the need for traditional on-premise / locally installed IT.

In 2004 Nasstar released Hosted Desktop to realise this vision. To date Nasstar have spent over £2 million in research and development and continue to innovate with on going service enhancements.

**Founded in 1998**

**Hosted Desktop launched 2004**

**Listed on AIM 2005**

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Don't just think outside of the box...



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