



IS YOUR BUSINESS READY TO BENEFIT FROM THE CLOUD?

The NBN and business grade connectivity now available in Geraldton opens new possibilities for *Smart Business*



CONTENTS

WHAT WE DO.....	3
WHAT IS A DATA CENTRE?	5
WHAT IS THE CLOUD?	5
COMMUNICATIONS.....	6
INDUSTRY FORECASTS.....	8
INFRASTRUCTURE AS A SERVICE	9
BACKUP AS A SERVICE.....	10
DISASTER RECOVERY AS A SERVICE.....	11
BUSINESS CONTINUITY	13
CLOUD FOR LOCAL GOVERNMENT AUTHORITIES.....	14
RECORDS AND ARCHIVE MANAGEMENT	15
MICROSOFT 365	16
HARDWARE & SOFTWARE SALES SOLUTIONS.....	17
ICT CONSULTANCY	19
OUR STORY.....	20
GLOSSARY	21

“

We have found migrating our IT requirements to a cloud services model has worked well when visiting remote regional areas of Western Australia.

”

Sarah Allen-Hauser
Practice Manager
Ankle and Foot Health Group

THE ONLY CONSTANT IS CHANGE

We live in a fast evolving world where change is the only constant. Smart technology is no longer a luxury for big corporations, but a necessity for all businesses to thrive in a competitive economy.

Physical hardware is being replaced with virtual infrastructure. This has removed the barrier of geographical location and promotes an online community where the cloud continues to expand in all aspects of business across all industries.

The cloud, as its name suggests, is all around us. It removes physical barriers to allow information to flow to and from a safer, more reliable virtual infrastructure. It is the next stage in internet evolution, creating a foundation for flexibility, and changing the way we look at technology.

For many businesses, the removal of physical servers can seem daunting. Some businesses prefer to see tangible evidence of where their data is stored.

That's where the Geraldton Data Centre can help. Our role is to support businesses in this new virtual environment. To not only make the initial transition to the cloud, but to take advantage of the opportunities technology can provide.

We continuously strive to be industry leaders and unlock the potential of businesses by providing sustainable and innovative technology solutions, tailored to suit each specific client's needs.

We believe in making a difference.



Ankle and Foot Health Group were Geraldton Data Centre's first cloud client.



WHAT WE DO

We excel in working with clients to find the right solutions for their business. Our local team of professionals understand the business landscape and are **100% committed to helping local businesses and communities grow.**

The Geraldton Data Centre offers an extensive portfolio of products and services including cloud computing, data backup, records management, disaster recovery, business continuity and IT consulting. We also provide business grade communication services as well as IP Telephony.

As the first commercial data centre to operate in regional Western Australia, Geraldton Data Centre provides a safe and reliable facility for smart business management. The Geraldton Data Centre offers unparalleled connectivity options, leveraging our strategic supply agreement with Nextgen Networks. This connection enables regional clients to access the Australia-wide, high speed Nextgen fibre network.



The benefits of the digital economy are not confined to Perth. The location in Geraldton of NBN Co's only Point of Interconnect (POI) north of Perth, coupled with facilities like the Geraldton Data Centre, present new opportunities to meet the economic and social needs of the Mid West and Northern regions of our State.

Jim Wyatt
(former) General Manager
Department of Commerce
Manager Digital Economy



The City of Greater Geraldton is utilising cloud technology to access and monitor CCTV footage at the Geraldton Airport.

“ The knowledge and expertise of the team at Geraldton Data Centre are phenomenal and provided us with the assurance required when transitioning into new technology solutions. They are fantastic at taking technical information and relaying it to us in ways we clearly understand and can see the direct benefits for our business. Connecting to the cloud was a big step for us, especially considering that Toyota uses its own unique platforms. Geraldton Data Centre took the time to understand these requirements. They provided accommodating and strategic recommendations in how we should best move forward. Now we can connect to our systems from anywhere and that provides a huge advantage for our team.

Zane Clark
Financial Controller
Geraldton Toyota

”

WHAT IS A DATA CENTRE?

A Data Centre is a facility dedicated to providing space for companies to store and operate various Information Technology infrastructure.

This can include, but is not limited to, cloud computing services, records management, back up services and disaster recovery. Data centres use a cloud foundation to virtually connect companies to the data that supports their business, removing physical or geographical barriers.

By outsourcing requirements to data centre providers, companies can reduce associated costs through pay per usage models and adjustable service offerings. External data centres assist in eliminating unnecessary physical infrastructure that may be taking up valuable real estate and reducing the cost of maintaining core IT infrastructure on your site.

WHAT IS THE CLOUD?

The cloud is essentially the next phase in the Internet evolution. Cloud computing is the process of storing and accessing data, applications and communications over the internet rather than traditional physical hardware. This allows for unlimited access to your data so long as you are connected to the internet, regardless of your location.

Benefits of switching to the Cloud:

- Flexible resources – scale your requirements quickly and easily to meet demand
- Cost effective – only pay for what you use, minimising resource excess
- Safe and secure – assurance that your data is securely available to you at all times



The Geraldton Data Centre has worked closely with Geraldton Toyota to migrate their existing proprietary services into a cloud platform, compliant with Toyota Australia.



COMMUNICATIONS

NBN

The Federal Government's initiatives for the delivery of high speed reliable data communications, has created an opportunity for organisations to leverage technologies and services in a cost effective manner that were previously out of reach for most small to medium companies.

Why NBN?

The roll out of the NBN in Geraldton and throughout the rest of Australia is providing access to fast, reliable and cost effective data connectivity that is enabling the delivery of advanced IT services. As the NBN network is delivered to more and more locations throughout the country it is allowing businesses to communicate and transact at speeds that were previously not available.

The latest methods of the delivery including Fibre to the Node, Fixed Wireless and Satellite will enable quicker delivery times for NBN services in some areas. The Geraldton Data Centre is able to deliver all of our services across the NBN network and we can assist you in connecting to the NBN if this is an option that is available to you in your region.

How can we help?

Market Creations is able to help you determine which NBN service is available at your location, and advise on the most effective service and plan for your business.

Fixed Wireless

Fixed wireless links enable data communications between two fixed sites. It also accommodates buildings with a radio or other wireless link.

Why Fixed Wireless?

As wireless networks continue to grow, fixed solutions are fast becoming the most viable option for remote locations. Fixed wireless offers a faster connection along with being more reliable than traditional mobile networks. It is a cost effective alternative to leasing communications or installing physical cables.

How can we help?

Geraldton Data Centre is a local supplier of fixed wireless links, providing great customer service at a low cost. We are a Local Government preferred supplier with a wealth of experience in dealing with communication needs in remote locations.

Backhaul

Backhauling is the process of taking large amounts of data from one location to the other through the use of exchanges, overseas cables and other major data aggregation points.

Rather than going through the internet, it reduces costs by forming a physical connection to carry large amounts of data over an extended route to reach the end destination quicker.

Why Backhaul?

Backhaul gives clients the ability to move more data faster and more securely across greater distance at a more cost effective rate.

How can we help?

As a provider of backhaul communications in the region, we offer a faster, more cost effective transfer of data, as it is executed on a network we own and manage.

Fibre

Fibre connection utilises fibre optic cable that is made from glass and uses light to transfer data from one location to another. Also known as a fixed line, fibre optic cables are proving to be more efficient and reliable than traditional copper based cables and provide bandwidth that far exceeds copper based technologies.

Why Fibre?

Fibre optic communications provide a transfer of data that is viable across long distance and regional areas without interference. Fibre cables can be bundled to use at different times, as fewer cables are required to transmit data compared with copper lines. As current legislation is phasing out the use of copper lines, fibre optic cabling is the way of the future.

How can we help?

We offer cost effective solutions combined with the necessary consultancy services to transition your business into this new phase of communications technology.



Polycom

Polycom is a communication provider enabling face to face collaboration from different locations. This is achieved through devices that deliver on-demand video, voice and content experiences that create a high quality conference environment.

These devices are fast becoming invaluable to businesses in order to strengthen internal communication at businesses with numerous locations, while also allowing for external relationships to be built in different locations that would usually require expensive travel costs.

Why Polycom?

Easy to use, reliable and adaptable, Polycom devices are changing how and where we communicate across a range of industries and businesses. With cutting edge voice and video technology, Polycom offers a broad selection of phones and applications for organisations and businesses of all sizes and budgets. Advanced features and applications assist in simplifying workflows and improving productivity.

How can we help?

Geraldton Data Centre is a Polycom reseller, offering both the physical hardware as well as consultancy solutions to integrate the devices into your business. As a regional business, we also rely on Polycom devices to connect us to other locations. This gives us knowledge as an active user, allowing us to help you as a client connect further, faster.

IPTel

Internet Protocol Telephony (IPTel) or Voice over Internet Protocol (VoIP) is a communications technology that acts as an onsite solution or via a hosted environment supplied as a monthly utility service.

This platform provides a flexible phone solution that can be structured to suit all modern business requirements. IPTel runs on all Internet Protocol networks and utilises the same circuits and cabling as the company's existing Local Area Network (LAN).

Why IPTel?

IPTel allows businesses to utilise an extensive communication suite over the network without having to install expensive, dedicated switching or telephone lines. Available in flexible packages with enterprise grade platforms, IPTel is managed and maintained by the Service Provider with continuous updates and added features

How can we help?

We are the leading regional supplier of cloud based IPTel services. Providing solutions in Perth and in region, the Geraldton Data Centre is able to seamlessly migrate your business to IPTel. Our experience with this communications solution extends further than being solely a service we offer, we also use it – allowing us to understand the product from both a service provider and client perspective.



Stay connected and productive anytime, anywhere. Featuring modern and stylish design, our IPTel range of Polycom handsets and conferencing devices deliver high definition voice and video.

INDUSTRY FORECASTS



The biggest trend we currently face is the continuing digitisation of businesses. It's no longer sufficient to simply have some aspects of your business digitised or technologically advanced. It is a business-wide necessity for the development of your business in a technology-driven world.

- The Australian Communications and Media Authority research indicates significant increases in the cloud computing market in Australia over the next few years, with growth rates expected of approximately 22% per annum.
- The International Data Corporation (IDC) reported that the total cloud computing market in Australia will increase from \$884 million in 2012 to \$2.7 billion in 2017.
- Australia's data centre services market is expected to grow at a Compound Annual Growth Rate of 13.9 percent from 2013 to 2020.
- Australian organisations prefer onshore data centre services, with responsive, personable and trusted customer service.

It is estimated that Australia still accounts for less than one percent of total global data centre space. The most significant challenge faced by Australian organisations running their own data centres is the lack of skills and resources internally.

To resolve these challenges, companies are looking to outsource data centre requirements to facilities offering beneficial solutions. Outsourcing data centre requirements produces a number of benefits including lower operating costs, superior security features, better availability and peace of mind with all disaster recovery and records management aspects.

Why outsource to a data centre provider?



Factors compelling demand for data centre services include increased adoption of high-bandwidth consumer applications such as social media and high definition video, greater consumption of cloud-based solutions, the increasing number of cloud service providers and the complexity in managing IT environments and end-points which is a barrier to organisations operating in-house data centres.

**Phil Harpur
Senior Research Manager
Australia & New Zealand ICT Practice**



Geraldton Building Services & Cabinets have transitioned smoothly into cloud technology, allowing the team access to important data from any location. With offices in Geraldton and the Pilbara, this has proved to be an effective mobile solution.

Infrastructure as a Service (IaaS)

Infrastructure as a Service (IaaS) is a form of cloud computing where a third-party provider hosts virtual computing resources over the internet on behalf of the client.

A provider can host hardware, software, servers, storage and other traditional physical infrastructure components on behalf of its users.

IaaS providers also host users' applications and handle tasks including system maintenance, backup and resiliency planning.

Why IaaS?

IaaS platforms offer highly scalable resources that can be adjusted on-demand, qualifying IaaS to be well suited for workloads that are temporary, experimental or can change unexpectedly.

IaaS also allows for automation of administrative tasks, dynamic scaling, desktop virtualisation and policy-based services.

Geraldton Data Centre, as an IaaS provider, manages and controls the underlying cloud infrastructure, while the customer has control over operating systems, storage and deployed application. The client also has limited control of select networking components.

As a measured service, IaaS can be monitored, controlled and reported, providing complete transparency and assurance for the client.

- Funded from operational expenditure with minimal or no up-front costs
- On-demand self-service
- Broad network access
- Resource pooling
- Scalable - can scale computing resources as required, quickly and effortlessly, allowing for rapid expansion or contraction as required
- Customisable memory, storage, operating systems and applications

How can we help?

Geraldton Data Centre provides in-region hosting and storage complemented by a local help desk. Our team acts as a humanised call centre, with over 10 certified technicians and engineers ready to provide support.

Are you using the most cost effective method to deliver IT services in your business?

Is it flexible enough to meet the challenges of the dynamic landscape that your business has to operate in today?

Can it grow rapidly when you need it to and contract when your business needs to scale down?



The Geraldton Data Centre has provided outstanding advice and clear direction to GBSC during our transition to cloud based technology. We can now access any of our stored files from any internet connection which gives us our very own hard drive in the cloud with ample storage space. The transition has been effortless, smooth and stress free. The team at Geraldton Data Centre did an excellent job and continue to do so with their back up service.

**Peter Fleay
Managing Director
GBSC**





Backup as a Service (BaaS)

Backup as a Service (BaaS) is a managed solution that delivers onsite hardware and connectivity, along with offsite data storage and replication.

As a cost effective, secure and scalable solution, BaaS uses proven technology to provide a step-up on traditional physical media solutions. BaaS offers access to a range of onsite hardware and connectivity types to cater for any volume of data when you need it and as you use it.

Why BaaS?

- Funded as an operational expense rather than being a capital expense
- Reduced management and operational overheads for your business
- Increased reliability of backups
- Improved data recovery time versus tape solutions
- Easily deployed alongside existing tape infrastructures
- Lower Total Cost of Ownership (TCO)
- Supported on-site hardware, network connectivity and off-site data storage
- One predictable monthly cost for the entire service
- Utilises proven high-quality hardware appliances
- Backups are validated to ensure data integrity

How can we help?

As a regional organisation, we consider ourselves experts in the field of effective remote site backups. Geraldton Data Centre not only understands the need and importance of ensuring all of your data is safe and secure, but that the solution is comprehensive and cost effective.

We ensure that the recommended solution incorporates your level of speed connections so that they can be utilised to move data offsite for additional security. When the data needs to be restored, it is executed in a time efficient manner in order to have your network and data fully functional and usable on your production environment.

Geraldton Data Centre can also provide:

- Monthly storage of replicated business data
- Installation and configuration of the primary backup server and replacement backup software
- Provision of virtual environment for data restoration purposes
- Configuration of backups for replication between client sites and our data centres
- Supply, installation and configuration of appliances to meet your data backup and storage needs
- Specification and installation of appropriate network connectivity between your site and our data centres
- All data can be backed up and replicated to multiple data centre locations in Western Australia with a minimum 400km being the physical point of separation

Backing up your data is one thing to do, but can you be sure that the data you value is actually able to be recovered?

When did you last check?

When it goes off site where is it housed and how do you get it back?

Disaster Recovery as a Service (DRaaS)

Disaster Recovery as a Service (DRaaS) is a crucial component of cloud computing as it is designed to bring key technology resources back online after a natural or human-induced disaster. In smart business management, insurance gives you the peace of mind that all your physical assets are covered if disaster strikes. DRaaS is like insurance for all your data and systems, which are a core component of your business' success.

DRaaS requirements and expectations are documented in a specific Service Level Agreement (SLA) with the vendor providing failover to a cloud computing environment, either through a contract or pay-per-use basis.

Why DRaaS?

Where there is an unexpected event, an offsite vendor will be less likely than the business itself to suffer the direct and immediate effects, allowing the provider to implement disaster recovery even in the event of a worst case scenario.

By utilising an effective DRaaS solution, it prevents organisations having to invest in and maintain their own offsite Disaster Recovery environment. Contracts are flexible and can be adjusted as the business' needs change. DRaaS can be especially useful for small to mid-size businesses that may not have the expertise to develop, configure and test an effective disaster recovery plan.

How can we help?

We use your current internet connection or provide a separate point to point communications link, which connects your business directly to our network. This link then provides offsite backups to secure data centre locations.

With two separate locations, the Geraldton Data Centre has the unique advantage of being able to offer companies the ability to replicate their core services to both a primary and secondary location over 400km away, all within Western Australia. All data transfers between our data centres take place over high-speed fibre, enabling your business to be back online within an acceptable timeframe.

Geraldton Data Centre can offer services from offsite backup targets where we simply store your data, to full management solutions where we oversee all of your backups, test the validity of the backup, carry out regular test recoveries and provide reports and recommendations on data retention and storage options.

The costs of our backup services are modelled from the Service Level Agreement (SLA) that allocates a specific time to recover your data. This determines how and where your data is stored. Data that requires a rapid recovery time is stored in our Near Line SAN environment. Data that requires a moderate recovery time is stored in our duplication environment where rehydration of the data during restoration is required.

Disaster Recovery is more than just data or file recovery.

Your IT business services need to be up and operational with minimal impact on the delivery of core services to your business and to your clients.

If you're not sure, call us on 9920 8555!

“ The technical support that the team provides is excellent. They are reliable, timely and available to help. Our time critical needs have always been met. At Shine Aviation, we recently upgraded to fixed wireless services. Our internet has improved dramatically which has allowed for an increase in our productivity, ultimately leading to improved benefits for the company. More than the technical support, we value their outstanding relationship management. They know our business, our capacity and our technology limits. We enjoy having a direct approach to both our client manager and our dedicated technician. Because of the strength in this relationship, we trust the advice and recommendations given to us and are looking forward to moving into the next phase of the technology and communications evolution.

Troy Goodale
Head of Ground Operations
Shine Aviation

”

BUSINESS CONTINUITY

Business Continuity planning provides the next step in Disaster Recovery. It goes beyond traditional data recovery and focuses on developing critical contingency plans to be used in the event of disasters or unexpected events. It is a crucial component to mitigating unnecessary chaos which can lead to further damage of your business.

Business Continuity covers the risks most hazardous to your business operations. The plan is initially developed with a thorough audit of your business and its operations, followed by a strategic outline of how to proceed if disaster should strike. It also includes a list of key personnel and their respective responsibilities.

Why Business Continuity?

When an unexpected event shuts down part or all of your operations, there is an increased potential to miss hours, days, weeks or months of income opportunities. A company that has to shut down operations for an extended period of time may also risk losing customers to competitors.

Businesses need a strong continuity plan that is clearly understood and articulated across all areas of the business. The benefits of Business Continuity include:

- Dramatically improved data recovery times, allowing your operations to be up and running in a matter of hours as opposed to days or weeks
- Elimination of the dependency on people and processes to ensure your data is backed up and secure
- Access systems from anywhere by including an application delivery server

How can we help?

Geraldton Data Centre's local consultants can work with you to develop a Business Continuity Plan that is appropriate for your organisation and mitigates the real risks that you manage. We understand Business Continuity is more than IT and will tailor the plan to your entire organisation's unique needs.



The transition to fixed wireless communications has made a positive impact on Shine Aviation's business productivity, increasing the speed of connection and allowing vital programs to operate better.



CLOUD FOR LOCAL GOVERNMENT AUTHORITIES

Cloud computing allows Local Government Authorities (LGAs) to set up what is essentially a virtual office, giving them the flexibility of connecting to their business anywhere at any time.

With the growing number of web enabled devices used in today's business environment such as smartphones and tablets, essential data is now simple and easy to access. The adoption of cloud computing services in LGAs may also provide a platform for Business Continuity and Disaster Recovery that would normally be cost prohibitive. This could assist in meeting compliance requirements in respect to Disaster Recovery Planning.

Why Cloud?

- A secure, scalable, resilient, high performance cloud based platform which can be delivered either on or off premise
- Ability to take advantage of a shared "Regional" community cloud model, with LGAs sharing the cost of the cloud whilst maintaining the benefits
- Provisioning of a private or shared cloud can be done quickly and efficiently
- Minimal onsite installation costs
- Low upfront capex investments
- Just pay for what you use
- 'Always on' - as long as you have access to the internet you can access your data
- Provides effective mitigation from business continuity events that could affect your local infrastructure/building (e.g. bushfire, fire, flood events)

How can we help?

Market Creations and Geraldton Data Centre have worked in partnership with IT Vision to provide a tailored, high performance cloud environment for SynergySoft. This collaboration is specifically directed to fulfilling the needs of LGAs.

We also deliver a range of innovative cloud based solutions for companies not operating on SynergySoft software. Our highly qualified team possess the depth of experience required to ensure a technology solution is developed to meet your business needs.



itVISION
people with vision



synergysoft



As a WALGA preferred supplier, Market Creations exhibit a can-do attitude, consistently challenging the status quo and creating innovative solutions in technology. We have been impressed with their approach to working together with other WALGA preferred suppliers in order to achieve a positive result for Local Governments. Their work with IT Vision is an excellent example of what can be achieved when companies collaborate to produce creative results for the greater good of regional Western Australia. The Market Creations team continues to show willingness to be original, combined with a solid determination to be successful in helping regional communities grow.

**Ricky Burges
CEO
WALGA**



RECORDS AND ARCHIVE MANAGEMENT

Records and Archive Management provide a secure, specialised environment for paper records, electronic data tapes, magnetic hard disks and photographic material.

These facilities can vary from a simple rack and stack warehouse to a fire certified facility with detection systems and Hypoxic environments. A Hypoxic system lowers oxygen content in the air to 14.5-15.1% where ignition cannot occur, and is safe for human occupants.

Aside from basic storage, most businesses also require assistance in the supply of the boxes, managing removal, indexing, archiving future retrieval, and eventual destruction of confidential information in these boxes.

Why Records Management?

Document archive and storage is becoming increasingly important as legislation is now outlining the necessity for businesses to keep documentation for a specific lifecycle period.

This is even more critical for documents in certain industries such as medical, legal, financial and government agencies. This need can create an overload in physical boxes taking up valuable onsite real estate and causing potential safety issues.

Record Management Facilities provide a solution in the availability of physical space, mitigation of potential hazard and a reduction of resources invested in maintenance. Other benefits include:

- Legal compliance around document lifecycle
- Secure document storage
- Increased onsite real estate
- Health and Safety standards compliance

How can we help?

Geraldton Data Centre offers highly secure facilities with specialised archival environment and secure access. The facility is fire certified for 2 hours with a dedicated VESDA fire and contaminant detection system. Prevenex Hypoxic is also active at all times to prevent any potential ignition.

As the facility is located within the region, transportation costs are reduced to accompany competitive storage rates. We also offer additional services in lodgement, digitisation, retrieval, destruction, transportation, online access and consultancy. Our team is always available to help with any questions or concerns you may have, giving you total peace of mind that your records are safe.



Safe, secure storage for all your archive containers

MICROSOFT OFFICE 365 OUR HYBRID CLOUD PARTNER

Microsoft 365 is a multiplatform solution that can provide both web based and desktop versions the latest Microsoft Office suite of enterprise grade applications.

Delivered to users via the cloud, it includes Exchange Online for email, SharePoint Online for collaboration, Lync Online for unified communications and a suite of web based versions of traditional Microsoft Office applications.

Why Microsoft 365?

Our business landscape has grown. There is an increasing need to be on the road for work, whether it be travelling between towns or visiting out of office locations. Microsoft 365 gives staff the ability to send emails, set up meetings, update and share documents, send and receive instant messages as well as having virtual face-to-face conversations.

Microsoft 365 offers:

- Accessibility - access to Microsoft 365 applications from any device and any location you have access to web connection
- Easy IT – you can manage all applications through a single web-based admin centre. You can install Microsoft 365 on desktops with a click, and protect your business with security, automatic backups, and guaranteed 99.9% uptime
- Value – possess true business grade tools and up-to-date software for a predictable cost, with easy administration and no upfront licensing costs
- Offline installations of product suite also available with selected plans
- Unified version management with updated versions included in the subscription

How can we help?

As a regional company, we understand the challenges of connecting to networks outside of metropolitan areas. Geraldton Data Centre offers Microsoft 365 solutions that are suitable and practical for each client's business needs, location and network access.



Microsoft Partner

Gold Devices and Deployment
Gold Midmarket Solution Provider
Silver Server Platform

HARDWARE & SOFTWARE SALES SOLUTIONS

We provide both hardware and software solutions for businesses, along with the labour required for implementation. Our team consists of highly qualified technology and integration experts, supported by business consultants, project managers and systems engineers. We have the depth of experience required to ensure a cost effective technology solution is developed to meet your business needs. Through our heavy investment in the training and development of our staff, we are currently the only Microsoft Gold Partner operating north of Perth.

Market Creations and Geraldton Data Centre have a number of accreditations with technology software and hardware providers such as Apple, and we are recognised as part of the Apple Consultants Network. The company is also a channel partner for Cisco, Dell, Polycom, NextGen and AAPT and is an Amcom telephony reseller. We hold third party contracts to service ATMs and Telstra phones around the Mid West, Gascoyne and Pilbara regions.



Market Creations and Geraldton Data Centre have supported us over many years by providing numerous solutions in technology and communications. The decision to move onto the Cloud platform was an enormous shift for Patience Bulk Haulage. The Geraldton Data Centre team thoroughly understood our requirements through our existing relationship and their extensive knowledge of how our business operates. Their approach was professional, flexible and supportive which allowed for a very successful outcome.

**Hendrik Le Grange
Chief Financial Officer
Patience Bulk Haulage**



Patience Bulk Haulage has been able to use the flexibility of the Cloud to better manage their IT expense and scale it to suit market conditions.

“ The consultancy services we have received from the Geraldton Data Centre team have been exceptional. In their extremely professional and experienced approach, they took the time to properly understand what we are trying to achieve with our Information and Communications Technology. The scope of works was carefully developed and the strategic planning successfully engaged all levels of the organisation. Our feedback was well addressed.

**Kate Watson
Project Manager
GCo Electrical**

”

ICT CONSULTANCY

Organisations are increasingly reliant on Information and Communication Technology (ICT) to perform efficiently. Geraldton Data Centre Consulting services span the complete ICT lifecycle providing support and project management of your ICT initiatives.

We can provide high level consulting throughout the planning phase, working through design and concept into managing the procurement and implementation of your projects. We work closely with our clients, their partners and subcontractors through the ICT lifecycle to ensure that the ICT investments achieve the strategic business outcomes expected.

Why Consultancy?

By engaging the services of an external consultant, your business will receive an unbiased perspective in how you should move forward. Consultancy services can offer fresh, strategic solutions for your business that are competitive and results driven, untarnished by the throws of conflicting internal opinions. Geraldton Data Centre's consultants will work with you to help ensure your technologies and investments are in line with your business needs, both now and in the future.

How can we help?

Geraldton Data Centre's consulting team possess a great depth of experience working locally, statewide, nationally and internationally. Using our team ensures your organisation receives a level of consulting expertise and professionalism second to none. Our proven and tested methodologies provide a strong backbone to our capability.

Our services cover the following disciplines:

- Technology Design
- Systems Planning
- Information Management Planning
- Technology and Systems Acquisition
- Disaster Recovery Planning
- Business Process Review
- Business Change Management
- Project and Program Management
- Project Management Office Services
- Project Methodology Rollout
- Contract and Supplier Management



GCo Electrical have developed strategic Information and Communication Technology plans to transition into new technology solutions.



*make a
difference
every day!*

OUR STORY

The Geraldton Data Centre was created in response to demand for data centre and cloud computing services in the region. This demand extended to the Perth market where the need for a data centre outside of the metropolitan area, but within Western Australia, was identified.

After receiving our Australian Telecommunications Licence in early 2014, the Geraldton Data Centre formalised an agreement with the City of Greater Geraldton (CGG) for non-exclusive access to CGG controlled Fibre Optic cable capacity in the region. This agreement also included the utilisation of their pit and pipe network on a common-user-infrastructure basis, for the delivery of services to businesses in the region.

Geraldton was one of the first regional cities in Australia to receive the National Broadband Network (NBN) rollout, which has increased opportunity for the Geraldton Data Centre to offer high speed business internet services.

Geraldton Data Centre is a wholly owned subsidiary of Market Creations. With headquarters in Geraldton and an office in Perth, Market Creations serves the state of Western Australia offering marketing and technology solutions.

The Market Creations Technology and Integration group is currently the only Microsoft Gold Partner operating north of Perth. The company is a channel partner for Cisco, Dell, Zellabox, Telstra, Nextgen, AAPT and Amcom. Through the attainment of various certifications, Market Creations is recognised as part of the Apple Consultants network. We also hold third party contracts to service ATMs and Telstra payphones throughout the region.

Market Creations aims to be the leading marketing and technology agency operating in regional Australia. Working as a team, we strive to make a measurable, positive difference to our clients.

OUR PEOPLE

We believe in building a team of people who are committed to not only our philosophies and values, but to the goal of making a difference.

To date, we have made a significant investment in recruiting talented local people who are dedicated to helping local businesses transition into the next phase of technology.

By investing in local talent, we have seen mutually beneficial outcomes for businesses and the community at large.

Our team understands the business landscape and has expert industry experience in achieving strong and innovative results.

OUR VALUES

Innovation

Always strive to challenge the status quo.
Have a willingness to be original.

Quality

Be boldly committed to quality and continuous improvement.

Customers

We value our customers' needs and preferences.

Partnerships

We recognise our partnerships with external and internal suppliers are vital to our success.

Excellence

Performance, measurement and appraisal.
Do everything with excellence in mind.

GLOSSARY

DATA CENTRE

Designated facility for the storage of data, connected to clients via the cloud. Also facilitates records and archive management.

CLOUD COMPUTING

The process of storing and accessing data, applications and communications over the Internet rather than traditional physical hardware.

HARDWARE

Refers to the physical, visible parts of information and communication technology.

SOFTWARE

Refers to virtual programs and applications.

NATIONAL BROADBAND NETWORK

A national wholesale-only, open-access data network currently in development in Australia. It is sold to service providers, who then sell Internet access and other services to consumers.

TELECOMMUNICATIONS

The exchange of information over technology.

IaaS (INFRASTRUCTURE AS A SERVICE)

A third-party provider hosts virtualised computing resources over the Internet on behalf of the client.

BaaS (BACKUP AS A SERVICE)

A managed solution that delivers onsite hardware and connectivity, along with offsite data storage and replication.

DRaaS (DISASTER RECOVERY AS A SERVICE)

An aspect of cloud computing designed to bring key technology resources back online after a natural or human-induced disaster.

RECORDS AND ARCHIVE MANAGEMENT

Provides a secure, specialised environment for paper records, electronic data tapes, magnetic hard disks and photographic material.

CONTINUITY

The state of stability and unbroken existence or operation in the event of disruption.

SHAREPOINT

A Microsoft developed web application framework that integrates company intranets, document control and information management.

IS YOUR BUSINESS READY TO BENEFIT FROM THE CLOUD?

IT MAKES SMART BUSINESS!

GERALDTON OFFICE

(08) 9920 8500

mc@marketcreations.com.au

7 Chapman Road,
Geraldton, Western Australia, 6530

PERTH OFFICE

(08) 6168 1000

mc@marketcreations.com.au

Suite 22/513 Hay Street,
Subiaco, Western Australia, 6008

www.geraldtondatacentre.com.au



Microsoft Partner
Gold - Devices and Deployment
Gold - Midmarket Solution Provider
Silver - Server Platform



Authorised Service Provider



Geraldton Data Centre is a wholly owned subsidiary of Market Creations. Market Creations is an integrated marketing and technology agency offering an extensive range of services, from our main office in Geraldton, to clients throughout WA. Broadly, Market Creations provides business solutions in marketing, publications and technology services.

The Market Creations Technology and Integration group is currently the only Microsoft Gold Partner operating north of Perth. It has attained certifications with Apple being recognised as part of the Apple Consultants Network. The company is a channel partner for Cisco, IBM, Acer, Dell, Telstra, Nextgen and AAPT. The Company holds third party contracts to service ATMs and Telstra payphones around the region. Market Creations is one of the largest regional IT support companies in Australia. ABN 19 104 480 935