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# Grab reader attention, showcase your content, and motivate your audience.

**Appum Group  
Standard Design Style  
Four-Color Option**

**Appum Group White Papers**

**Security in a Information Driven World**

Information theft is a huge risk for companies conducting business in today's information-based economy. If key corporate financial data, for example, was sold to a company's competitor, the results could be disastrous. The last thing that a company wants is to discover that its sensitive internal records have been altered or destroyed by a virus or an malicious intruder. Therefore it becomes critical for a company to ensure that all its internal information is secured, and that steps are taken to make sure that extensive security measures are maintained on an ongoing basis.

The issue of security becomes even more concerning to businesses who choose to outsource their information services to an Application Service Provider (ASP). When people think of ASPs, they think about accessing their data over the Internet, which immediately brings up the topic of security. According to a recent survey of IT executives conducted by industry research group IDC, approximately 85 percent indicated that security is their top priority when evaluating an ASP.

ASP customers need to feel confident that their data is safe not only over the networks but also from the prying eyes of ASP employees. Because the ASP business model is driven on the basis of measurable performance and support, many ASPs are able to offer a higher level of security services than most companies can provide for themselves. Also because ASPs know that effective security is essential to their own business operations, the level of security investment that are made to their own infrastructure translates into highly cost effective security services that can be extended to their corporate customers on a very cost effective basis.

Spaceley Technology understands the importance that providing a robust and effective security model has within a complete information service offering. Spaceley Technology believes that achieving information security requires more than simply providing highly technical solutions. Spaceley Technology has developed a robust multi-faceted security program that uses a combination of automated tools, rigid security policies, and extensive security procedures that are designed to ensure that tight security settings are in place.

The Spaceley Technology view of security services covers all facets of the information environment including:

- Firewalls
- All Network Devices and Components
- Anti-Virus Solutions
- Operating Systems and Applications
- Dedicated Security Personnel and Security Management Programs


The key to Spaceley Technology's position as a leader in the management and delivery of software applications services is SPACECO, the Spaceley Technology Accelerated Computing Event Coordinator. SPACECO defines best practices for the evaluation, certification, implementation, operation, and support of hosted applications and services. SPACECO includes Spaceley Technology's own desktop and server-management software, which facilitates the management of applications across multiple data centers from a single facility. Spaceley Technology distinguishes itself from other information service organizations by being the only provider that also makes use of its products and services in the delivery of retail ASP offerings in three countries (U.S., Norway, and Sweden).

**About Spaceley Technology and the SPACECO Architecture**

Spaceley Technology, founded in Norway in 1997, is the world's first Application Service Provider. As a leading provider of Windows-based application delivery and computing services, Spaceley Technology was the first ASP to provide a real world, application availability Service Level Agreement (SLA) that extends from data center servers to the end user desktop. Spaceley Technology was also the first ASP with multinational operations in Europe and the U.S. and as a result, has the most experience running complex Windows application production environments from remote, highly secure data centers. In 2001, Spaceley Technology launched a global Service Provider Software business, which provides infrastructure and consultative solutions to companies who wish to provide ASP services to their own customer base.

Today Spaceley Technology supports customers in more than 100 locations throughout Scandinavia and the U.S., each accessing a variety of applications from their desktops for a fixed monthly fee. In addition to offices in Norway and Sweden, Spaceley Technology opened its U.S. headquarters in Fort Lauderdale, Florida in 1997, and co-located its U.S. application hosting server farm in a highly secure Exodus data center. Today Spaceley Technology is the most experienced Microsoft-platform ASP for Small, Medium and Enterprise Business markets.

The key to Spaceley Technology's position as an industry leader is in the management and delivery of software applications as a service. This is accomplished by SPACECO™, a Spaceley Technology proprietary technology that defines best practices for the evaluation, certification, implementation, operation, and support of hosted applications (See Figure 2). SPACECO™ was developed to manage information Technology costs and complexity, while improving accessibility, reliability and security for its customers worldwide.



**Appum Group  
Standard Design Style  
Two-Color Option**

**White Paper**

**Security in a Information Driven World**

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**Custom, 3-D graphics; front/rear cover artwork; multiple columns and callouts**  
**The Appum Group offers a high-end look and feel that doesn't break your budget.**



**Spaceley Technology Security Services and Policies**

**White Paper**




**Today's white papers work harder and smarter.**

White papers have long been the stock-in-trade of technical marketers. But now, smart marketers in a wide variety of non-technical industries use white papers to promote complex products and services.

**Does a "white paper" have to be . . . white?**

The Appum Group has produced hundreds of white papers—and we've learned that good copy always gets a boost from a visually pleasing layout and supporting graphics.

Why? Perception is reality. When a paper is visually inviting, it will automatically be perceived as more professional, readable and important.

Still, white papers are not meant to be as slick and glossy as other marketing collateral. The layout, color scheme and graphic design support the content and enhance readability.

**Get stellar design—and spend less.**

Our proven design approach helps convey the value of your content before the reader even gets past the title page.

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**Appum Group white papers get results.**

Appum Group white papers are targeted marketing pieces that educate, inform and motivate. We leverage our experience and our exclusive methodologies to produce white papers that get read.

With our unique design approach, you get a white paper with a professional image that provides true business value for your organization. And, our exclusive FastDraft™ production methodology streamlines content-gathering, writing and review processes, ensuring that we deliver a quality product on time and on budget.

Let us help you turn your white papers into marketing power tools. Visit [www.whitepapercompany.com](http://www.whitepapercompany.com) or call 866-811-5738.

**Typical White Paper Layout**

Single-column; black-and-white or two-color; 2-D, line graphics or text-only

**White Paper**

**Spaceley Technology Security Services and Policies**

