

The Meaning of “Much More Than just DBAs”



When you choose Remote DBA Experts, you get Much More than Just DBAs. You benefit from the strong service culture we've developed over our 15 year history. Our remote DBA services enable you to leverage the collective wisdom and expertise of our IT experts, our formal set of processes, procedures, and best practices, and our proven set of integrated tools and technologies used in our service delivery process.

The value we provide derives from our approach to service delivery, which has evolved for over 15 years of operation. It is built on a solid foundation that is made out of top-notch individuals and leadership plus the vision, goals and strategies that drive our daily execution. It is supported by four strong pillars that enable us to deliver you value for a fraction of the cost of full-time internal resources.

Our four Value Pillars include:

- Our proactive service culture,
- Our team's collective knowledge and teamwork approach,
- Our set of operational processes, procedures and the best practices, and
- Our support systems and resources put in place to make sure the DBAs deliver you service like no one else!

The Foundation of Our Value

Top-Notch Individuals

All great businesses start with top-notch talent. The Remote DBA Experts Team is made up of a broadly diverse group of top-notch individuals ready to serve you and meet all your business' database administration needs. When we hire we consider three key aspects of the individuals we retain. We evaluate their attitudes, their aptitudes, and their approach in a number of both technical and non-technical areas. Our goal is to make sure they've got what it takes to fit in our culture and to add value internally and to our customers. We seek disciplined individuals who love to learn and share what they know. We want people who love serving customers and are proactive in all aspects of what they do.

Vision, goals and strategies

Great businesses also start with a clear sense of direction and purpose. Vision, goals and strategies drive their daily execution. Everyone knows where the business is headed and the role they play in accomplishing the necessary tasks to get there. Our vision is to create and maintain a great place to work. Our team works diligently and is continuously learning new skills to ensure we deliver remote database administration service like no one else in our industry.

The Four Pillars of Our Value

Value Pillar 1: A Proactive Service Culture

Remote DBA Experts' value delivery system is architected to accomplish our number one goal: provide remote database administration service "Like No One Else" in our industry! Our efforts to create and maintain a proactive service culture begin with our rigorous hiring evaluation process. Our recruiting and selection approach is geared to look for candidates with a proactive mindset and a deep passion for customer service on top of their strong technical aptitudes.

Once on board, team members follow our internal processes and procedures designed to enable proactive customer service. Meetings are held regularly to generate new ideas that bring added value to our customer base and ensure that we adhere to best customer service practices.

Recognition programs and incentives are in place to reinforce the organization's commitment to proactive customer service. Our internal "iWOW" recognition encourages service delivery team members to broadcast "Kudos" emails to the whole organization when someone does something noteworthy. Similarly, we broadcast customers' "WOWs" to everyone and we post them on a prominent board in the company lobby. Any above and beyond efforts get recognized with cash bonuses paid on the next pay period after the recognition event.

Value Pillar 2: Team Knowledge and Teamwork

Team knowledge is the top competitive advantage we have! While we make a big effort to retain top-notch individuals, we make an even bigger effort to ensure we develop and harness team knowledge and teamwork. Our collective knowledge and experience spans hundreds of years. It was built over time while delivering database administration service to thousands of databases and hundreds of diverse customers nationwide. It is founded on our teams' exposure to a wide-range of hardware and software platforms, and communication and security schemes throughout their careers.

When you retain our service, you are not buying the services of a single DBA. Instead, you are able to leverage the collective knowledge of our entire team. This is our TeamShare™ approach. This approach

allows you to take advantage of our collective knowledge and experience for a fraction of the cost of traditional in-house consultants or full time employees.

We also leverage TeamShare™ to power our unique Proactive Monitoring Process called Mopsus™. This process is foundational to our ability to prevent database problems. TeamShare helps us reduce the amount of time spent on troubleshooting and problem solving. We leverage the team's expertise to provide faster and better resolution to database performance issues and outages.

We have instituted knowledge management processes, procedures and systems designed to gather, retain and disseminate knowledge. We conduct regular internal team sharing sessions to exchange best practices, new knowledge, and lessons learned. To better manage and focus our collective knowledge, we have created "Centers of Excellence" and "Center of Expertise" for every supported platform in our service portfolio. These "Centers" provide logical collection "buckets" for the knowledge and expertise we have as it relates to our value delivery system. Our goal is to align individuals' passions and talents with customer needs.

When someone has both passion and talent for a particular aspect of our service offering, they become a Subject Matter Expert (SME). SMEs are typically chosen to lead projects and take on specific tasks within their Centers of Excellence or Expertise. This approach ensures that the customer gets the most experienced person available to perform complex tasks or solve big problems.

Value Pillar 3: Processes, Procedures and Best Practices

Another key to our value is the set of processes, procedures and best practices we have developed over time that make up our service delivery system. At the highest level, we manage our business as distinct processes: Leadership, Marketing, Sales, Service and Support. Each process has its own set of goals and strategies, and we continuously monitor, manage, and improve each of them as well as the sub processes within each process. We also look to ensure they are all aligned with the company's vision, goals and strategies.

Our operational management framework is derived from both ITIL and ITSCMM standards. We have built an extensive library of documented processes and procedures for all challenging daily administrative activities. In addition, our team members work with each customer to document customer-specific processes and procedures for complex activities. Documenting complex administrative processes such as production to decision support, database refreshes and application upgrade activities will allow future iterations of these activities to be executed more quickly and with less errors.

A robust detailed documentation library creates an environment that is less complex, less error-prone, reduces the amount of time DBAs spend learning new database environments, and reduces the overall

time spent on day-to-day support activities. DBAs are able to spend more time administering the environment than finding the objects they are trying to support.

Our Continuous Process Improvement System ranks the most challenging or complex processes that Remote DBA Experts' personnel perform on a regular basis. Each business process is analyzed and "systemized" by a core team of technicians. ITSCMM and ITIL framework compliant procedural documentation is created to streamline and improve the quality of the process under review. Checklists, sign-off and best practice documents are created. Once the systemization is complete, the business process is assigned to a process owner who then becomes solely responsible for its Continuous Process Improvement.

Time is dedicated weekly to discuss support procedures and processes. All support DBAs participate in these discussions ensuring that a continuous stream of measurement data flows in which is immediately used to further improve the existing processes. Everyone is challenged to constantly seek, document and share best practices. We are not ashamed to admit that there is a better way and shamelessly adopt best practices regardless of their source as long as we test them to ensure they are indeed effective and safe. Our egos go out the door when it comes to a better way of doing something. We learn from everything, everyone, and everywhere. The key mindset that permeates our culture is that "there (almost always) has to be a better way".

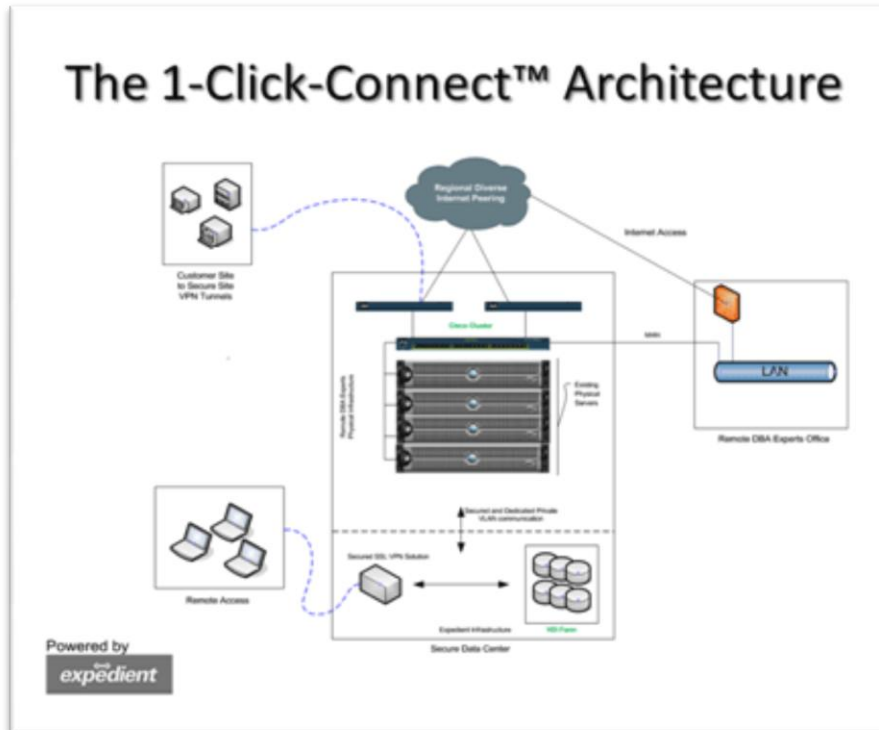
Value Pillar 4: Our Support Infrastructure: Support Systems and Resources

The last of the Four Pillars involves the people and systems that enable our service delivery team to operate efficiently and effectively. We have internal and external resources dedicated to support our remote database administration service delivery team. That includes our information technology and communications infrastructure, software tools and capabilities, and the human resources and financial systems necessary to execute our service mission.

Our technology infrastructure includes PDAs and laptops loaded with the tools sets appropriate for each service delivery team member. It also includes all the secure network hardware and software and redundant offsite disaster recovery capability to ensure our commitment to AlwaysOn™ operations.

Customer Connection System

Being able to quickly and efficiently connect to a customer's database environments is a critical success factor when it comes to delivering remote support services. The types of connections that customers deploy are seemingly endless. Each customer has unique connectivity and security requirements that must be met in order to access their systems. Whether it is to solve a problem or execute a DBA task, remote service providers must be able to connect quickly and effortlessly.



To solve this challenge, Remote DBA Experts has developed a unique approach called "1-Click-Connect™". With "1-Click-Connect™", our team of database and monitoring professionals can securely and efficiently connect to the Remote DBA Experts' Virtual Desktop Infrastructure.

Our advanced Virtual Desktop Infrastructure (VDI) enables our Customer Support Architecture to be a more consistent platform. The

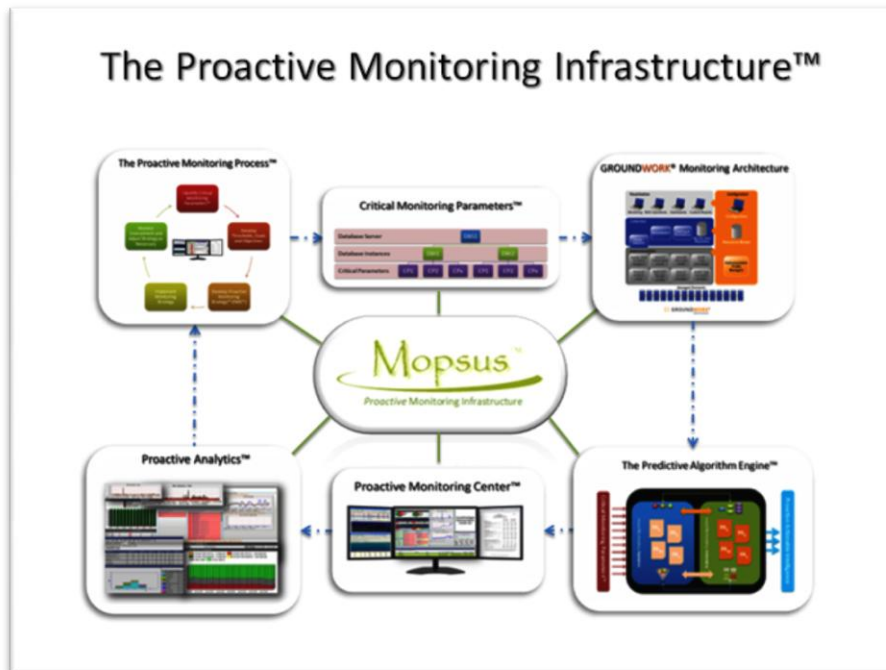
VDI is a centrally managed and controlled through Active Directory. The VDI enables Remote DBA Experts to create customer/service-specific unified desktop environments with all of the connectivity mechanisms, security controls, support information and administrative tools required to support each customer's unique needs. The VDI resides and is managed by Expedient at their World-Class High Availability DR facility.

Monitoring System

Another key weapon in our "Technology Arsenal" is our Proactive Monitoring Infrastructure™ called Mopsus™. The infrastructure includes all the assets and capabilities used to enable, manage, and support the most proactive monitoring approach in the industry. Mopsus™ is composed of six key elements:

1. A GroundWork® Monitoring System
2. Critical Monitoring Parameters™
3. Proactive Monitoring Process™
4. Proactive Monitoring Center™
5. Predictive Algorithm Engine™
6. Proactive Analytics Set™

The diagram in the following figure shows how these six elements are integrated to create a unique holistic systematic approach that is designed to provide a robust and unique monitoring capability.



This unique process is powered by the Groundwork Monitoring Platform and our proprietary Predictive Algorithm Engine™ extends its capabilities. Mopsus™ is managed centrally from our 24x7x365 Proactive Monitoring Center. To the best of our knowledge, no one in our industry takes such a disciplined, comprehensive and systematic approach as we do!

Knowledge Management System

Knowledge is critical to our business. Our Knowledge Portal is designed to support daily operations and enable the team to gather, store and share information. The portal is a single, integrated platform that allows us to collaborate and share information using a common interface, instead of relying upon disparate fragmented systems. The Portal software provides a secure system for adding and updating content within the portal. Secure uploads and downloads ensure sensitive information is protected. Sophisticated search functions allow users to locate key documents easily. A problem history repository is available to leverage the team's collective knowledge. Links to key toolsets allow technicians to seamlessly transfer from the portal to the Groundwork monitoring product, time-entry and ticketing systems.

Communication System

Finally, our communication capabilities include a VoIP system with advanced "Find-Me, Follow-Me" features that improve access and availability of key personnel. These capabilities allow us to be easily accessible and connected at all times.

Thanks for taking time to read our paper! If you wish to learn more about us visit our website at www.remotedbaexperts.com, call us on 412-208-1661, or send us an email to info@remotedbaexperts.com