

loftgroup

creative digital agency

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SOFTLAYER[®]
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The Loft Group is a creative digital agency whose passion is delivering composable digital solutions and precision tools for our clients. We enhance your people and your process through heightened visibility of your data and improved communications, made accessible through any channel.

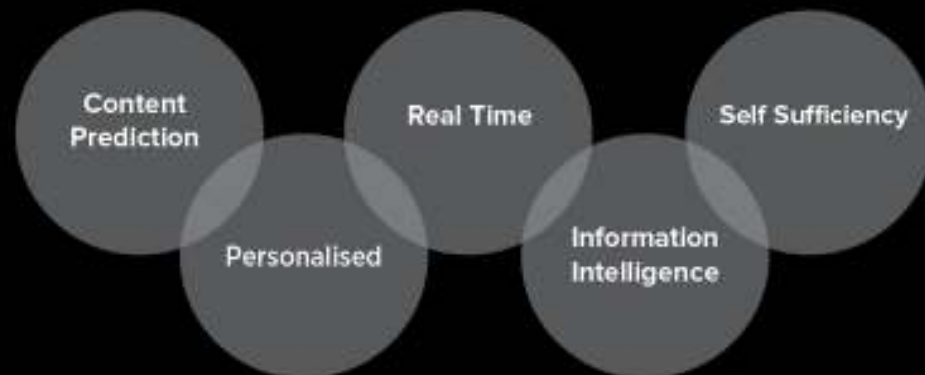
We deal with the creation of business intelligence by using leading predictive search and cognitive technologies to resolve issues with processing and data integrity.

We work with you to build anywhere, anytime access to relevant, using real-time information to support the collaboration and social culture that drives the adoption of technology within your workplace. This is how we provide for the demanding needs of the mobile enterprise.

Content Delivery Platform

Using our knowledge of technology, design and process, we want to help you build information from your data exactly as you define it.

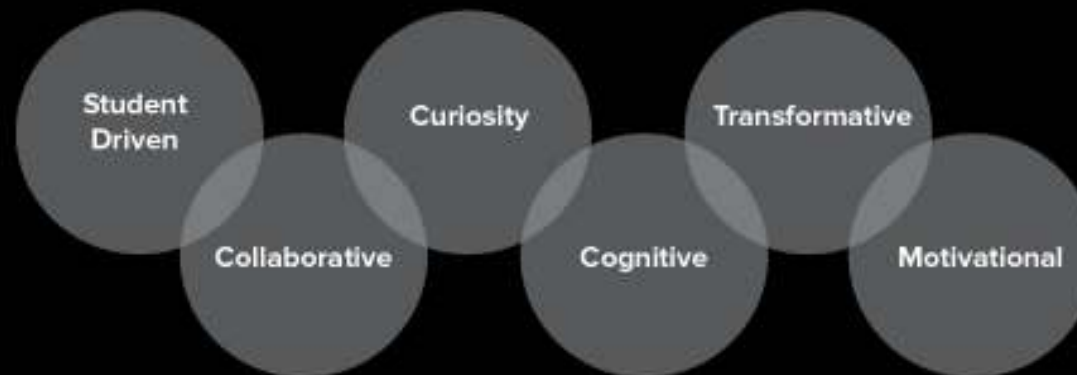
We've designed our content delivery platform to distribute that information in a way that makes common sense. Your message to your people, using the information that is most important for them to get the job done.



Digital Education Platform

Loft Group has identified the need for a software platform upon which an individual can engage with content through self-organised educational models and benefit from the proven beneficial social collaboration and be encouraged through the sharing of their efforts by mentors and peers.

Our team transforms the traditional training material into rich and engaging educational content that is 'self-directed' and leverages peer to peer knowledge sharing and learning.



**Why the Cloud?
More interestingly.
why softlayer?**

“To accompany the big scale concepts of educational content delivery down to an individual experience and then deploy that on a global scale.”

Value Chain



Can we provide service to that country? **YES.** Can we secure that companies data by hosting on separate infrastructure? **YES.** Can we provide dense monitoring and disaster recovery models?
ABSOLUTELY.

What SoftLayer offers...



Scalability

Composability

Transparency

Self-managed automated provisioning of resources via API's

Dial into the right scale, power and cost

Application architecture across dedicated servers or hybrid

Scale on the fly - physical or virtual

**Provision of resources “more” adjacent to
each of our customers geographically**

Reduction of hops - minimise public network latency

**Global resources for a customer
stitched as a private network**

Customer constellation - control of that
customers experience

Why a Transformative Business Model?

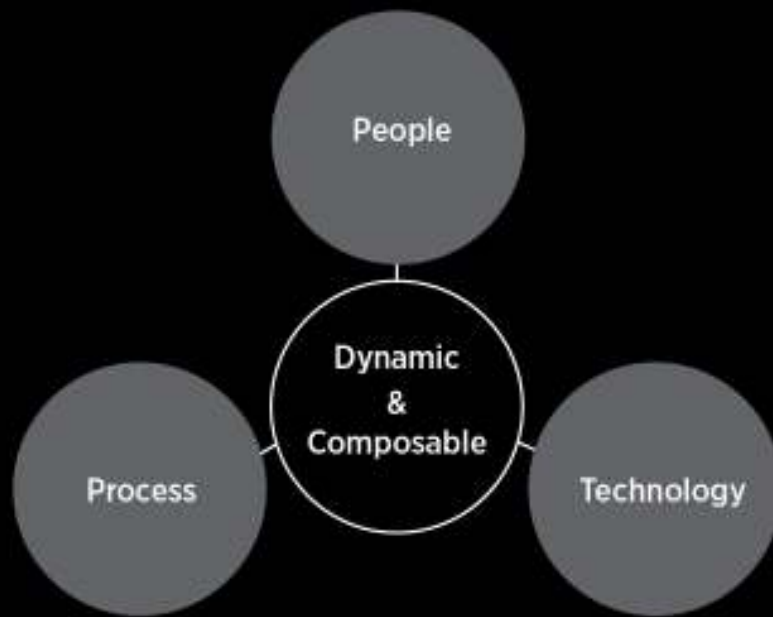


Consumerisation
of IT

Customer
Expectations

Business
Responsiveness

Our Agile Business Model



Move
Quick



Responsive
Process

Adaptive
Design



Engaged
Customer

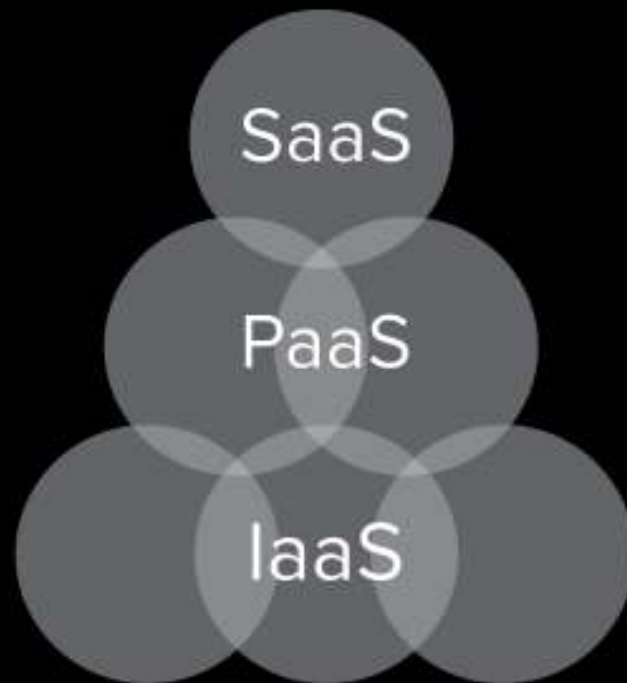
Building
Blocks



Scaleable
Growth


“The value of SoftLayer is realised by every component within the chain being transparent. We can drill down on our customers platform requirements to deliver a remarkable degree of oversight that clearly supports a user pays model.”

Composing our Model



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 **CLOUDANT**

 Codename: BlueMix

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Companies that wish to grow rapidly can do so, at scale, using cloud services that they could never have procured from traditional IT.



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Let's have a conversation #loveloft

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