



For Immediate Release

Press Release

SMS Upgrades to Virtualisation Technology for its hosted server applications.

Latest Software Technology aids growing Email and Web Hosting firm in improving service to customers

Warrington Thursday October 25th 2007. Simply Mail Solutions have adopted the latest Virtualisation Software technology to allow them to grow their service whilst improving service to customers and making more efficient use of hardware.

Commented Colin Smith SMS Managing Director “To some companies virtualisation is just about running more servers on a given piece of hardware. For us it was about maintaining levels of service customer without the number of individual items of hardware getting out of hand and becoming unmanageable”

SMS has adopted Infrastructure 3 from VMware, Inc – one of the hottest technology company flotations of 2007 (NYSE: VMW) and implemented it on a batch of powerful new servers from Dell.

Commented Keith Pritchard, Technical Director of SMS “The ability to leverage our enterprise class centralised NetApp storage means that the virtual machines are available to any of the hosts in a cluster. This gives us the ability to seamlessly move a service between servers with zero downtime in the case of a hardware problem for example. The high availability platform constantly monitors itself and all services for any sign of a problem and can take immediate action. Of course, services can be moved manually across the cluster for maintenance meaning no downtime to upgrade memory or replace a card.

Keith added “The solution takes considerably less power than older solutions and is a key component of SMS’s ongoing commitment to a more environmentally friendly data centre. This came at a good time for us and saved us buying a large number of individual servers. The existing servers will be redeployed for services such as DNS”

The company's main email hosting products are:

SMS NexGen, the future of POP3 email now!

MS Exchange, comprehensive email, great for mobiles.

Zimbra Collaboration Suite, email and a lot more.

To compliment these services the company has a competitive and innovative range of web hosting products.

Simply Mail Solutions

SMS is based in Warrington UK and already has many thousands of customers from all over the world and has a rapidly growing web hosting user base.

www.simplymailsolutions.com or email colin@simplymailsolutions.com

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