



## **BACKGROUNDER**

**CONTACT:** Zachary Smith, 212-812-4178; pr@voxel.net

# **VOXEL: CHANGING HOW COMPANIES SCALE "ON-DEMAND" IN THE WEB 2.0 ERA**

***Voxel means high-performance and rapid scalability for  
HEAVY, PerezHilton, Daily Kos, National Review, eBay, Fast Company,  
and others***

## **OVERVIEW – "Just Turn it On. Make it Happen"**

Voxel's difference lies in its ability to deliver high-performance Internet Infrastructure that is exponentially scalable, flexible, fully-supported and cost-effective. From powering the Internet's top live-streaming video sites, blogs, and high traffic websites, to corporations requiring huge computing resources on-demand and to budget-conscious Internet startups, Voxel offers unparalleled expertise in hosting infrastructure, managed services, content delivery and cloud computing. The result and benefits to Voxel clients are simplified decision-making on what to use and when, rapid and seamless implementation of infrastructure, unmatched ease of use and significant cost savings.

## **HOW VOXEL IS DIFFERENT – Five Key Things to Know**

- **Proprietary Global IP Network** -- Voxel has built its own global IP network (ASN29791), spanning nearly 20 hosting and POP locations in every major Internet hub in America, plus critical European and Asian locations.
- **VoxCAST CDN** – Voxel is one of the few hosting companies to operate its own premium, fully-integrated, performance-tuned Content Delivery Network (CDN) service.
- **Voxel 24x7x365 Customer Support** - With 10 years of deep experience in Managed Hosting, Voxel engineers provide the knowledge, technical depth, and mission-critical support to give the Company's clients complete confidence in scaling their Internet Infrastructure, plus the expertise to proactively monitor and advise clients on the best combination of Voxel services to fit their budget and specific delivery needs.
- **VoxCLOUD Cloud Computing**– Having perfected the art of rapidly scaling dedicated hosting deployments, Voxel introduced its VoxCLOUD offering in March 2009. VoxCLOUD is an incrementally-billed cloud computing offering and gives customers the best of all worlds – on-demand flexibility across their entire hosting deployment and a unified solution to access both physical and virtual resources - all with the support of Voxel's engineers at every step of the way.

- **Voxel's "Universal Transfer" standard** - Launched in mid-September 2008, Voxel became the first hosting company to allow its clients to mix and match hosting bandwidth usage and CDN delivery – challenging the existing notion that CDN services require premium delivery costs. With Universal Transfer, Voxel clients choose whether they deliver content via hosting or CDN services with the benefit of significant cost savings and an easy-to-manage, single line item on their invoices.

## **VOXEL CLIENTS – “Real Clients. Real Business.”**

Voxel's full service stack, technical expertise and flexible packages “democratize” who has power on Internet, making Voxel the choice of the most demanding and popular video sites, blogs and brand names in media-rich verticals as well as budget-minded Internet startups. Voxel “raving fan” clients include:

### Technology and Telecommunications

Internap, KDDI America, Inc., Octoshape, Advomatic, SourceForge, MessageDefense, Wasabi Systems, Mochila, Twistage, Regional Educational Technology Network (RETN)

### Video Sites and Blogs

HEAVY Network, PerezHilton, DailyKos, Politicker, BlogAds, SportsBlogs, Kuro5hin, Wonkette, Babble, Nerve.com

### Music, Media & Publishing

Los Angeles Times, Chicago Tribune, Twistage, Digitally Imported Radio (Di.fm), AccuRadio, Inc.com, Fast Company, TIME, Inc., New York Observer, The Rachael Ray Show, National Review, The Blaze (Glenn Beck)

### International Companies

eBay, Hasbro Inc, Time Inc., Porsche Cars of North America, Comodo, M1 Singapore

### Financial – Hedge Funds and Trading Platforms

Alpari (European and US), Lincoln Funds, VR Capital Group, Silexx Financial

Other key verticals include: Online gaming, Political/Advocacy, Wholesale Telecom Carriers, Mobile Application Developers, Streaming Video

## **VOXEL FAST FACTS**

- Proprietary international Internet network backbone connecting Network POPs across America, Europe and Asia
- Fast, organic growth; Well over 1,250 customers with over \$700 ARPU/mo
- Consistently on the pioneering edge, first to offer one low price for hosting and CDN bandwidth (2008); Simple integration for Amazon Computing customers to use premium CDN offering (2008); and commercially supported load balancing for Linux RAILS (2000)
- Founded in 1999, with sustained organic growth without aid of venture capital or outside funding

## BACKGROUND (continued)

- Proprietary international Internet network backbone connecting all key Network IPOs
- 24x7 Follow the sun support, with 40 employees (30 in NYC and 10 in Singapore)
- Over 60% of our traffic is peered
- Experienced management team and institutional funding necessary for growth
- Headquartered in New York City with offices in Singapore
- Open source approach and philosophy extends to belief that business practices and pricing should be transparent
- Majority of new clients benefit from Universal Transfer combination of server bandwidth and use of the VoxCAST CDN
- Various contract terms (from 1 hour to 1 year), all shown via transparent pricing on company website, with managed hosting offerings starting at under \$250; fully customizable packages and terms give clients greater control and further savings.
- Hourly-based "cloud" servers – both physical and virtual over the same, consistent and easy to mix with traditional hosting, for a true, Hybrid Cloud solution.

## SERVICE OVERVIEW: Hosting, Content Delivery, Cloud Computing (2009) and IP Network Services

### **ProManaged Hosting – Meeting tomorrow's needs on-demand and on-budget**

Ultra-reliable infrastructure and top-notch performance using managed servers, load-balanced clusters, geographic redundancy, and proven open standards-based technology.

- Deploy cutting edge hardware + supported open source software solutions targeted to client specifications.
- Manage, monitor and optimize performance and reliability automatically; leverage the expertise of Voxel's industry-leading engineers.
- Provide supported hardware and uptime SLA's.
- Augment holes in clients' internal IT as little or as much as required.
- Deliver innovative solutions to mitigate downtime by providing geographic load-balancing and seamless integration with the VoxCAST CDN.

### **VoxCAST Content Delivery Network – We eat traffic spikes for breakfast!**

The distributed infrastructure and instantly scalable access/performance necessary to help companies reliably deliver rich media and high-bandwidth content from the 'edge', over the Internet.

- Instantly provision the high-bandwidth infrastructure, Internet access and performance necessary to ensure reliable delivery of large data files, music, video and other media, including live streaming video and audio.
- Analyze and predict deployment requirements based on real-time log analysis; Voxel engineers assist to scale your application on the Voxel network.
- Automatically handle sudden or unexpected traffic surges to avoid embarrassing crashes.

### **VoxCLOUD – Global cloud computing services combined with dedicated infrastructure**

## BACKGROUND (continued)

VoxCLOUD is Voxel's global cloud computing platform introduced in March 2009 due to market demand. Completely open (accessible via common API's) and fully-supported, VoxCLOUD gives customers complete control of how they scale applications, paying only for what they use.

- Global footprint: Computing services available on-demand across 3 continents (North America, Europe and Asia).
- Competitive on-demand pricing: Clients pay competitive rates on a per-hour basis for only the resources they use on a per-hour basis.
- Best of all worlds hybrid cloud: Same benefits of aggregated Universal Transfer and dedicated hosting infrastructure.
- Simplified software architecture: Open standards, client-accessible API consistent for both virtual and dedicated infrastructure.
- Scale up and down in seconds: Ability to provision computing resources on a massive scale in as little as 60 seconds.
- Monitoring and full expert phone support: Every moment of the day, VoxCLOUD clients can count on full support by a dedicated single point-of-contact.

### **IP Network Services – Stay “On-Net” with Voxel**

High capacity, next generation IP transit and transport services across the Voxel owned-and-operated, fully meshed BGP4 backbone for carriers and high-use customers. Available in carrier hotels around the world, Customers benefit from direct connectivity to hundreds of networks. Support and turn up intervals put traditional telecom providers to shame and spare customers the normal frustrations of traditional telecom providers.

- True multi-homed, fully-meshed BGP4 IP network with connections up to N x 10Gb/s.
- Direct delivery to end-user “eyeball” networks through hundreds of peering relationships.
- Private-line interconnections without transgressing the Internet.
- Access your Voxel-managed infrastructure via private-line interconnections from your office, support or development center without transgressing the Internet.

## VOXEL TIMELINE & MILESTONES

### **1999**

- Company founded in Troy, NY as a Linux centric MSP
- At the time, Linux is not considered enterprise-ready

### **2001**

- Introduces first commercially supported load balancing solution for Linux (RAILS)
- The company wins the business of high demand dotcom's such as Flower.com and Musicfans
- Establishes a niche utilizing open technologies to provide high-scalability web services

**BACKGROUND (continued)**

- Voxel releases open source products and makes code contributions to the Linux kernel

**2003**

- Expanded hosting facilities to multiple datacenters in New York
- As an organically grown company with no VC, Voxel weathers the dot-com crash

**2005**

- Opens first private 3,000 square foot datacenter in New York City
- Moved headquarters from Troy, NY to New York City
- Started building regional dark fiber network on the East Coast using in-house expertise

**2006**

- Aggressively continues network build-out; expands into almost every Equinix in the United States
- Company exceeds 500 customers
- Acquires Delphian Solutions Group, adding software development capabilities
- Opens development office in Shanghai, China

**2007**

- Aggressively expands IP network throughout continental US and into Europe
- Introduces the VoxCAST Content Delivery Network; On-demand and Live formats supported
- Exceeds 1,000 customers
- Voxel IP network is in 14 carrier hotels around the world

**2008**

- Beats Amazon to the punch by being first to offer Amazon Web Services clients true CDN service on VoxCAST at the same or lower cost of using Amazon S3. At the same time, Voxel publishes pricing for hosting and CDN.
- Covered by key analysts including: Tier One Research (Daily T1R View Reports), Contentinople Insider, Streaming Media, and other notable coverage by Om Malik/GigaOm among others
- Expands IP network in Amsterdam and Singapore
- Establishes first global dedicated sales team in Singapore to service Asian clients
- Challenges industry pricing standards with Universal Transfer, a pricing model which removes the surcharge associated with off-loading content to a premium CDN
- Offers newly released Linux Voxel Server Environment (VSE) with built-in monitoring, resource optimization and performance-enhancement tools. New open-source mod\_cdn module enables hosting clients to turn on VoxCAST CDN within hours and/or move easily between dedicated high-performance servers and the VoxCLOUD Cloud.

**2009**

- Launched SilverLining Cloud computing virtualization in closed private preview

**BACKGROUND (continued)**

- Ranks on Gartner Research “Cool Vendors in Cloud Computing” and a company considered for 2009 Gartner Research “Magic Quadrant” Report
- Ranked #623 on the 2009 “Inc. 5000” list and among the top 100 in the IT industry
- Global launch of first cloud computing offering operating on three continents

**2010**

- Launch of Private VoxCLOUD offering
- Key customer growth in major verticals of Media, SaaS and Financial Services

**2011**

- Hired industry veteran, Raul K. Martynek, as CEO and President
- Closed oversubscribed investment round to fuel future growth and expansion

- o **SAMPLE CUSTOMERS POWERED BY VOXEL**

Customers from industry leading telecom Service Providers to Fortune 1000 enterprises to the leading content sites on the Internet all trust Voxel for their high-scalability managed hosting, network services and content delivery needs.



**VOXEL'S EXECUTIVE TEAM****Raul K Martynek, CEO & President, Member of the Board of Directors**

Raul Martynek joined the Voxel team in 2011 after an impressive 15 year career in the Internet and telecom industry. Raul was President and Chief Executive Officer of InfoHighway Communications Inc., from 2003 until its acquisition by Broadview Networks in 2007. From 1998 to 2003, Mr. Martynek was Chief Operating Officer of Eureka Networks, a telecommunications company, which acquired InfoHighway in August 2005. From 1995 to 1998, he served as an Executive Vice President of GGN, a non-facilities based telecommunications carrier that merged with Eureka in 2000. During his tenure, Raul went from cash starved start-up with little revenue and customers to an organization of over 200 employees and \$120M in revenue.

Since 2007, Raul has been a director of network-based business communications provider, Broadview Networks Holdings, Inc., and director of Bitstream (NASDAQ:BITS), creator of the popular BOLT Browser and MyFonts.com portal. He was also Chief Restructuring Officer of Smart Telecom, an Irish metro fiber carrier, and served as Senior Advisor to Plainfield Asset Management, a \$4B hedge fund focused on the telecommunications and infrastructure sectors. An avid "football" fan, Raul enjoys traveling and has attended five World Cup Events since 1982.

**Raj Dutt – Founder & CTO**

Raj founded Voxel in 1999 from his dorm room at RPI and led the Company as CEO from its inception until January 2011, when he successfully raised growth capital for the business' rapid market expansion and focused his fulltime efforts on the technology platforms that drive Voxel's services. Before Voxel, Raj was the V.P. of Network Operations at Aimster, as well as a Project Manager on VA Linux Systems' Linux.com portal. He enjoys flying single engine airplanes over upstate New York.

**Zachary Smith – Chief Operations Officer**

As Voxel's Chief Operations Officer, Zachary oversees the day to day operations of the company, focusing on providing an industry-leading level of customer service and a sales process that engages, challenges, and respects Voxel customers. Zachary's goal at Voxel is to turn each customer into a "raving fan". Prior to joining Voxel, Zachary founded DelphianSG and MerchantPlus, successful ventures focused on eCommerce development and Internet credit card transaction processing. In May 2006, after a long history of working together, Voxel acquired DelphianSG. Zachary was a bass player in his past life, graduating with performance degree from the Juilliard School in 2001.

**Sam Machiz - Vice President of Sales**

Mr. Machiz joined Voxel after several years of experience in the Information Technology sector, having served on the Executive board of a successful Internet Hosting Company and consulted for numerous organizations on their IT sales and support systems. Mr. Machiz is responsible for spearheading and implementing the sales strategy at Voxel while maintaining a focus on product development. Under Sam's direction, Voxel has earned its reputation for technical excellence in sales, and has grown top line revenue extremely quickly and almost entirely organically.

**Adam Rothschild - Vice President of Network Architecture and Operations**

Adam Rothschild is Voxel's Vice President of Network Operations and Architecture, overseeing for the design, innovation and maintenance of Voxel's innovative and independent Voxel IP Network. Prior to joining Voxel in 2003, Mr. Rothschild founded Latency LLC, an engineering consulting firm, before which he was the Director of Network Infrastructure at Oven Digital, a global web development firm. In his free time, Mr. Rothschild generously volunteers as an

**BACKGROUND (continued)**

administrator and technical advisor to the New York City eXchange (NYCX), a not-for-profit peering point servicing the New York City metropolitan area and other non-profit organizations. Mr. Rothschild received his B.S. in Computer Engineering at the University of Maryland in College Park, MD.

**Kristopher Beevers, PhD VoxCAST Development Lead**

Kris Beevers is the VoxCAST Development Lead at Voxel and is responsible for the architectural design and implementation of the Company's content delivery services. A graduate of the Algorithmic Robotics Laboratory (ARL) at Rensselaer Polytechnic Institute, Dr. Beevers earned his B.S. in Computer Science, was awarded his Master's degree in 2004, and in 2007 completed his PhD with a thesis on robotic mapping and exploration using small robots with limited sensing capabilities. Dr. Beevers has published extensively and participated in research and consulting projects throughout the United States. Prior to joining Voxel, Dr. Beevers co-founded the startup SolidJoint Research, Inc., based in Cambridge, MA, to develop cutting-edge green building materials.