bladetec

manifesto
bladetec and the power of less

contents

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The story of two guys named John and their passion for business computing.
"Business computing" & "passion" would normally illustrate a perfect definition of "oxymoron". Yet Bladetec's story is about harnessing their passion for innovations in computer technology to create substantive benefits for the business world.

The two Johns, Kingdon and Pitcher, united their forty years of expertise in the industry and created Bladetec, a company whose stated goal and daily practice is, 'to evangelise about the Power of Less in computing'. Bladetec combine truly unique products with expert systems design and process engineering to deliver the performance others can only promise.

what is the power of less?

Simply put, the Power of Less equals Simplicity. Listening to their clients in the business world for the last twenty years, John & John heard the same universal truth, stated in myriad ways:

> *Business computing is too complicated, too expensive, doesn't deliver on its promises, is a bottomless money pit. It's crap.*

Bladetec recognised, and filled, the need for a company who simply offer a computing experience that doesn't disappoint. By utilising the best of "disruptive technologies", they build systems which are less complicated, less expensive, more efficient, reliable and beautifully engineered to do exactly what they're supposed to do — all the time.

The Power of Less equals less hardware, less IT budget & staff, less downtime & frustration, less cost, less worry about the shortcomings of your IT systems, enabling more focus on your core business.

> *"Harnessing disruptive technologies to bring real innovation to the marketplace"*
> *(John Kingdon)*

Bladetec is dedicated to cultivating **disruptive technologies**. A disruptive technology upsets the status quo in a given market by offering vastly superior performance or value, due to an innovation not found in the mass market. Digital photography replacing traditional film photography is a perfect example. Bladetec applies the laws of Natural Selection to technology as three steps:

1.   Mutate
2.   Integrate
3.   Innovate

Digital photography's path from mutation to integration
Digital photography was made possible by the invention of the charge-coupled device (CCD) by George Smith and Willard Boyle at Bell Labs in 1969. Although its primary purpose was for use in computer memory and video telephones, the CCD soon became the technological standard for imaging in thousands of applications. Arun Netravali, executive vice president of research at Bell Labs, emphasised the impact of the invention in 1997:

"The story of the CCD highlights (a) beautiful aspect of research...the possibility that you may, in the process of solving today's problem, create something unexpected that will have a huge impact in the future." [1]

The CCD was the **mutation**. Still, it took another 22 years until Kodak produced the first totally portable Digital Camera System—the DCS, in 1991. Images were stored on an external 200MB hard drive (that's MEGA-byte, not gigabyte) and the entire package, in its hardshell briefcase, weighed 55 pounds. The Kodak DCS was the **innovation**.

Over the last fourteen years, digital photography has become the industry standard; by 2004, Kodak stopped selling film-based cameras entirely as they became the largest manufacturer of digital cameras in the world. And integration of digital cameras into mobile phones brings further advancement: through simplicity, low cost, flexibility and **integration**, photography has changed forever.

As such, the Blade PC manufactured by ClearCube is the **mutation**. Bladetec applying this niche technology to vastly improve business computing in the most demanding environments is the **innovation**. They extend the same principles with **Bladetec Revolution™**, combining all your business computing needs into a completely secure, subscription-based service. By doing so, they eliminate your need to purchase or support computers ever again, taking **integration** to a new level. But more about that later...

References

[1]   "George Smith and Willard Boyle Win C&C Prize for Charge-Coupled Device" Lucent Technologies Website/Bell Labs — http://www.bell-labs.com/news/1999/september/20/1.html

why blade PCs?

The PC computing experience is ubiquitous; we're now generations into a workforce who is native in Windows, and they all want their PC! Many critical business applications will only run on Windows PCs. But as familiar as Windows is (and thereby advantageous in terms of workflow, efficiency, pleasure of use, training, etc.), the desktop PC is ill-suited for the business world.

We all know a PC network is a cluster of individual devices peppered throughout an organisation that are all quirky, unwieldy and need to be maintained. It's a bundle of failure points waiting to happen. IT Support systems and protocols become temporary fixes on a bad, poorly deployed concept. The results are ever more IT resources, more spare hardware, endless software updates and an ever-spiralling support budget for a system that is inherently compromised from the start.

Bladetec breaks the cycle by providing an uncompromised Windows XP, media-rich experience, but with all the plusses of a purpose-built network environment. The advantages are many...

'Imagine a traditional PC experience with improved service levels and reduced operational and support costs. Imagine automatically allocating IT resources to meet the ever-changing needs of users. Imagine updating a desktop application for thousands of users in hours, not weeks. Imagine the ease of management that results from housing PCs, storage, servers, network devices and software applications inside the data center. Now imagine all of these benefits in the same enterprise IT solution...It could save more than 50 percent in TCO over 5 years, and break even in eleven months versus a similar number of PCs and traditional servers.'

Source: Hewlett Packard featured story:
Consolidated Client Infrastructure — Dec. 2003 www.hp.com

HP has beautifully highlighted the power of the Blade PC as an innovation. However, you can't actually *buy* one from HP. They published a compelling argument, a nice picture of a prototype, an MSRP and hypothetical case studies of future applications.

What they don't offer is an actual product, nor will they in the foreseeable future. By introducing Blade PCs, HP would erode their core business in desktop PCs. The same holds true for Dell. But if Blade PCs represent a considerable advancement in business computing, why aren't the industry titans selling them by the millions? Because they are invested in squeezing any remaining profit out of a technology (desktop PCs) before they'll introduce the better innovation.

However, they *will* publish a data sheet in an attempt to freeze the market until they're ready to move on in the name of progress. By doing so, they deliberately stifle true innovation.

Bladetec incorporates key elements of Blade PC technology to deliver massive improvements in office computing for our clients. Many are found in computer-critical environments where system failure is not an option—national security, trading floors, operating theatres. And nobody understands, engineers and deploys ClearCube Blade PC systems better than Bladetec. Our clients have reaped the substantial benefits of Blade PCs in:

- Military/Ultra Secret Applications
- Police and Law Enforcement
- Hospitals to preserve sterile environments in operating theatres and combat MRSA

- High performance computing
    - Forensic data analysis
    - Petroleum & Gas companies for seismic modelling
    - Financial modelling
- Financial; trading floors and retail banking

mini case studies

Ministry of Defence/NATO

Bladetec is proud to be an official supplier to the Ministry of Defence (UK) as part of the Defence Information Infrastructure (Future) Iniative [DII (F) project],
a £2.3 billion, ten year project.

Bladetec played a key role in helping the UK's Defence Forces to improve efficiency and enhance national security through the provision of highly secure blade PC infrastructures. They enabled MOD Command Centre operations to evolve into a full PC Networked environment, delivering an invaluable process change in one of the world's most secure environments.

NATO have integrated Bladetec Secure PC systems in the UK and the Netherlands as part of an ongoing programme to deploy ultra-secure networks across NATO's European bases.

Banking/Finance

At a European-based international bank, IT support on the trading floor was
a major consideration: there was only one IT person for fifty traders.
The overburdened IT person thought, "if only there were a Blade PC network…" Bladetec made his dream a reality by engineering and installing a system that is seamlessly administered and maintained by a staff of one, without him ever having to leave his desk.

Similarly, Bladetec provided a system for a boutique hedge fund in London. Their concerns were high availability to the traders (i.e. little or no down time) and all the advantages of a small form factor (a flat screen, mouse and keyboard at the trader's station).

By deploying a Bladetec system, they achieved the critical performance they needed minus the inherent clutter, cable management nightmares, heat and size of a desktop PC network. The client considers their Bladetec PC trading floor environment to provide such a competitive edge, that they wish to remain anonymous.

Healthcare

A German hospital encountered serious computing problems in life-or-death settings. They were suffering from equipment failure in their operating theatres; when a system goes down during an operation, how can you possibly send in a tech to replace it?

By deploying Blade PCs, the availability issue was solved. The CPUs are out of the operating theatre and if a unit fails, the computing could be switched remotely to another blade within seconds.

Additionally, Blade PCs are garnering much attention in health care studies as a way of stemming the spread of MRSA and other diseases in hospitals. Deaths from MRSA in the UK increased twenty-fold from 1993 to

2003 and scientists in the US have linked the spread of the hospital super bug to a sharp increase in the use of technology in hospitals:

'Dr. Gary Norskin from the Northwestern Memorial Hospital in Chicago carried out a study on technology as part of a new trend in the US, which is now taking a long hard look at how the introduction of computer equipment into hospitals can often represent a health risk.

Computers quickly become magnets for airborne dust and bacteria-harbouring dirt, which builds up on their internal cooling fans. The fans represent a further health hazard because of their potential to blow that same dust around a ward.

"Anything that can put bacteria into the air is a risk," said Norskin, "If you bang into a computer and disturb that dust you can effectively create a dust cloud."' [2]

References
[2]   "Dirty PCs fuel hospital super bugs: Control alt infect" by Peter Warren
26th May 2005 The Register
http://www.theregister.co.uk/2005/05/26/dirty_keyboard_risk/

bladetec revolution

You say you want a Revolution — Future Computing Now™
Blade PC networks represent a quantum leap in improving business computing and Bladetec is proud to be the leader as the technology makes its path from innovation to integration.

But what about removing the computer entirely?
What if you could have a full-featured Microsoft XP experience, and a whole lot less?
Bladetec delivers this experience as:

> **bladetec revolution™**
> Your complete business computing environment...without the computer.

- No more computers or software to buy — ever
- One monthly fee for a PC computer network running all your key applications that is:
  – Always on
  – Always works
  – Always the same
- At the office, at home, on the road

Bladetec provides your complete office IT environment, but your network resides at the Bladetec Data Centre: secure, fully managed, backed up, and updated.

how does it work?

1 You subscribe to Bladetec Revolution
Bladetec installs on the desktop of each user, whether it's five or five thousand,
- A monitor
- A keyboard
- A mouse

All your existing computers go away
Bladetec hooks up your extras (printers, scanners, USB devices).

2 Bladetec gives you a full-featured Windows XP environment
- All your programs: the latest Microsoft Office Suite, Database,
  Accounting Package, whatever your needs
- All of your data
- Email, website, VOIP (Voice Over Internet Protocol) and all the other extras you would expect.

3 Always-on service, tech support, updates, back-up & security are included
- Always-on, bullet-proof service with wireless broadband backup
- Program updates and system maintenance, invisibly & automatically
- Expert on Demand — realtime tech support and tutorials with a real human being...
  working with you on your desktop
- Perpetual data back-up
- Instantaneous recovery from user crashes
- Scalable and flexible—add or subtract as many users and new locations
  as you want, when you want.

4 Totally portable
Wherever you can connect to the Internet, you can sign into your desktop,
your programs and your files—at home, on the road, anywhere.

5 Worried about security?
Bladetec is an official supplier to the MOD (Ministry of Defence), NATO, Metropolitan Police and London Police.
They devised systems that fulfil security standards in top & ultra-secret applications. Bladetec's systems safe-
guard national security at their highest levels — your data protection benefits from Bladetec's experience.

In brief
- No more moving targets on computing costs, or meaningless jargon
- No more computers or software to buy — ever
- No more IT consultants, downtime, liability, service contracts, on-site hosting, external support,
  retooling, updating, maintenance, data-loss, viruses, back-ups or computer worries.

bladetec revolution™
we mind your computing — you mind your business

in summary

Bladetec believes that by using technology in innovative and sound ways, your company can save massive amounts of money and precious resources. The greatest advantage of a Blade PC network, either on premises or as a hosted subscription, is dependability & quality of service — you don't go out of business because you lost your computers, your database, your secure environment.

You get to focus on what you do best: your core business.

company information

Bladetec is a multi-national computing company based in the United Kingdom, incorporated in England and Wales on 6 August 2002. It was founded by John Kingdon & John Pitcher to vastly improve business computing through the promotion and expert integration of niche technologies. They were the first company to bring Blade PCs to Europe and have been evangelical about the advantages, building a loyal and prestigious client base of early adopters.

Their international scope is substantial, with experience in most European Union countries, throughout the Middle East & Africa, Australasia and North America. Bladetec has opened a Pacific Rim division, headquartered in Australia, as of January. 2006.

As a privately-owned limited company, Bladetec Ltd is profitable, well-funded and has no external debt, loans or liens of any kind.

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