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Ted de Vos
President
Simnet



Head in the Cloud

Simnet offers a growing array of online services that meet unique client needs

Simnet has its head in the cloud, and that's a good thing when it comes to online business tools.

"Anything that can be brought online, we have online," President Ted de Vos says of the cloud-based business model. His Whitby-based technology company offers a wide array of services hosted on 100 servers—managing applications and databases, hosting websites and email, and backing up all the related information. Ongoing access is even secured with six internet connections, redundant power and cooling systems.

And each solution is developed to meet a customer's unique needs.

"What we do is get an idea from a client as to how they want to use technology, what their end game looks like, and then we try to bring in various components to make that happen," he explains. "Most of those components revolve around hosting, providing high-end internet-based products that they probably couldn't afford. But because we have an enterprise system online, we can partition that and offer them a discounted price."

The work has attracted a wide array of clients. A national real estate company, for example, relies on Simnet to manage 7,000 email accounts. A major clothing retailer relies on the virtual home for its databases and online services. And an offshore casino uses Simnet to host the business intelligence systems that analyze online activities.

Several online services will even be hosted in Whitby, now that the company is building a dedicated data centre close to its head office.

"Whitby is definitely growing," he says, explaining the business investment. "There are new businesses that are looking for, or existing businesses that are looking to have new solutions, better ways to leverage their technology, as they go from doing things the old way to moving into the new age of having cloud-based computers."

The Town's existing infrastructure will help to make that a reality.

Community of Choice...for Business

Fast Fact Simnet is building a dedicated data centre to host several online services in Whitby.



"In order to have the Internet, you have to have good power," de Vos says. "We have high-end fiber internet connection here, over 100 megs of bandwidth, and we have good, reliable power."

The community's Economic Development Office has offered support of its own. "They gave us insight into what new businesses were coming to the local area, and ways of steering our business or capturing [an] audience with new businesses that are coming. And they actually helped us with some ideas as to who would be interested in some of these services that we're offering," he says.

The advantages of moving the business to Whitby hardly end there. Three-hour commutes back and forth to work are now a thing of the past, giving him more time with his family and quicker access to enjoyable surroundings.

"I enjoy the country more than the city, and I find that Whitby has a bit of both. Whitby has a nice downtown and it's only 15 minutes to the country," he says. "There's lots of big parks and there's lots of places to go and enjoy the outdoors."

The same environment has helped to attract several like-minded employees and suppliers for the business. "When it came to hiring, I was pleased to find lots of IT people in the area," he says. An array of suppliers like marketing and advertising agencies has added further support.

Says de Vos: "The prices are better than Toronto and the quality is the same or better."

Web: www.simnet.ca

