



WEB LIFECYCLE SERVICES POWERED BY REPLIWEB

CONSUMER BRAND SERVICES

For brand enterprises, the ability to deploy the onslaught of changes to Web properties has never been more critical. Poorly implemented code and content can result in severe performance impacts to consumer facing websites — or worse, bring a production site down altogether. Either outcome will almost certainly cause irreparable damage to brand reputation, consumer loyalty and your bottom line.

CenturyLink Technology Solutions has significant experience in reining in the chaotic, multi-organizational workflows that encumber the code and content releases of production websites. These inefficient processes can slow down time-to-market and impede your business from gaining market share and competitive advantage. Our strategic partnership with RepliWeb, a leader in lifecycle management for application and Web infrastructure, offers our hosting clients a powerful complement to their cloud, dedicated hosting and colocation solutions through a seamless integration of the RepliWeb R-1 deployment tool for Web content, IIS Metabase, .NET assemblies and COM+ applications — all fully managed by CenturyLink.

WEB LIFECYCLE SERVICES — SPEED, PRECISION, PEACE OF MIND

Our code deployment solutions start with what's most important: the CenturyLink team. Today, some of the world's most recognizable brand organizations count on CenturyLink to quickly and efficiently deploy content and code to their client facing websites. These brand sites often number in the hundreds, which can exponentially complicate Web deployments. The Web Lifecycle services team leverages tools and builds processes that result in accelerated release cycles, improved content and application continuity throughout production servers, improved efficiency of internal marketing and IT teams, improved speed-to-market and most importantly, delivered at a significant cost savings.

WEB LIFECYCLE SERVICES AVANTAGES

- Comprehensive content, code and IIS deployments
- Real-time monitoring and visibility for end-users and IT
- Automated or immediate rollback and recovery
- Deploy on a scheduled, real-time or ad-hoc basis — defined by client, executed by CenturyLink
- Cross-platform support for Windows, UNIX and Linux environments
- Dashboard visibility linked through Station Portal



CenturyLink
Technology Solutions

REPLIWEB R-1

The RepliWeb R-1 deployment platform is a cost-effective, feature-rich Web content and application deployment automation platform trusted by leading brand enterprises. Because R-1 is integrated into the CenturyLink managed services fabric, CenturyLink is able to extend this rich set of code and content deployment tools to all CenturyLink hosting clients that are looking to streamline Web deployments. It's as simple as turning the service on — no licensing, no complicated implementations and no training required. The Web Lifecycle service experts serve as an extension of your teams, leveraging the R-1 platform to quickly and reliably publish your code and content updates, provision new Web applications and update existing applications in a matter of minutes, not days. Server administrators trust CenturyLink and R-1 with all the critical technical details to automate their website publishing. Files, Web content, IIS settings, .NET assemblies and COM+ components can roll out to one, dozens or hundreds of physical or virtual servers.

What drives the need to adopt Web Lifecycle Services?

- **Inefficient Manual Processes** – Why manage manual Web content and code pushes when you can automate the process or empower business owners to deploy content? Release Management, powered by RepliWeb, allows IT to delegate deployment capabilities to business users, enabling them to initiate and monitor their own deployment jobs without tying up IT resources.
- **Complex / Dynamic Content and Code Structures** – Enterprise IT environments are more complex than ever, often employing multiple OS platforms and application environments while straining to meet ever-changing business demands. Together, CenturyLink and RepliWeb are able to provide cross-platform, scheduled, real time and on-demand file replication without manual intervention.
- **Distributed Server Infrastructure** – Large distributed enterprises bring their own set of challenges. Release cycles are large and complex, often incorporating diverse applications and computing environments. CenturyLink can help you meet those demands with cross-platform support, transactional deployments, optimized transfer engines, bandwidth control, integrity checking, rollback on failure and robust reporting.

FLIP THE SWITCH AND TURN ON A NEW EFFICIENT WAY OF DEPLOYING YOUR WEB CODE AND CONTENT!

CenturyLink makes it easy for you to leverage one of the industry's most powerful and trusted deployment engines on your CenturyLink hosted solution. Our team will ensure that your code and content updates occur behind the scenes, with no service interruptions, downtime, or impact on your end-users and their browsing experiences. We'll help you employ workflows that drive significant efficiency and speed-to-market and bring an end to chaotic Web deployments that strain your IT teams, frustrate your marketing teams and limit your ability to maximize the market opportunity of your online business.

For more information about CenturyLink Technology Solutions, visit www.centurylink.com/technology or call 1.800.728.8471.

