

Infrastructure Overhaul

Short Story

0.0 Cost Summary, Basic Roll-out Timeline Future Considerations 0.1 Select Materials

Long Story

- 1) Executive Summary
- 2) Current Design, Costs
- 3) Design Objectives
 4) Consolidated Design
- 5) Hardware
- 5.1) Hardware Comparisions
- 6) Colo Comparison
 - 6.1) Colo Contracts
- 7) Cost Analysis
- 7.1) Cloud/Managed Service
- 8) Appendix

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BuyWithMe INFRASTRUCTURE CONSOLIDATION ike@buywithme.com

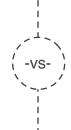
Core Site Costs Summary

Current Enviornment

\$15,209.55 MRC \$182,514.60 annually, 2011

Projected Costs, 2011-12

No Growth: \$15,209.55 MRC Additional Servers X2, Dev/Prod \$30419.09 MRC



Consolidation Plan

\$12,999.31***** MRC (18 mo amortization) \$155,991.72 annually, 2012

Up Front Consolidation Costs

\$162,587.64 Hardware, Hosting

*18 Month amortization of hardware/ setup costs

Timelines

Current roll out new systems:

1-6 days dev, cloud virtual machines ? days prod, product line EOL



New roll out new systems

scripted, 10-20 seconds, virtual 5 business days, hardware

Project Approval to Online

5-8 weeks, TBD, with other daily workload

QA/Developer Time Before Live

1-2 weeks, TBD, with other daily workload

Off-Site Backups

6 months out, take a 2u storage server to Boston? Inexpensive, simple. (Great opportunity to engage Edhance team with internet-facing infrastructure, gives them some time to execute on their core app needs)

Disaster Recovery Facilities

12-18 months out, core operations to NJ

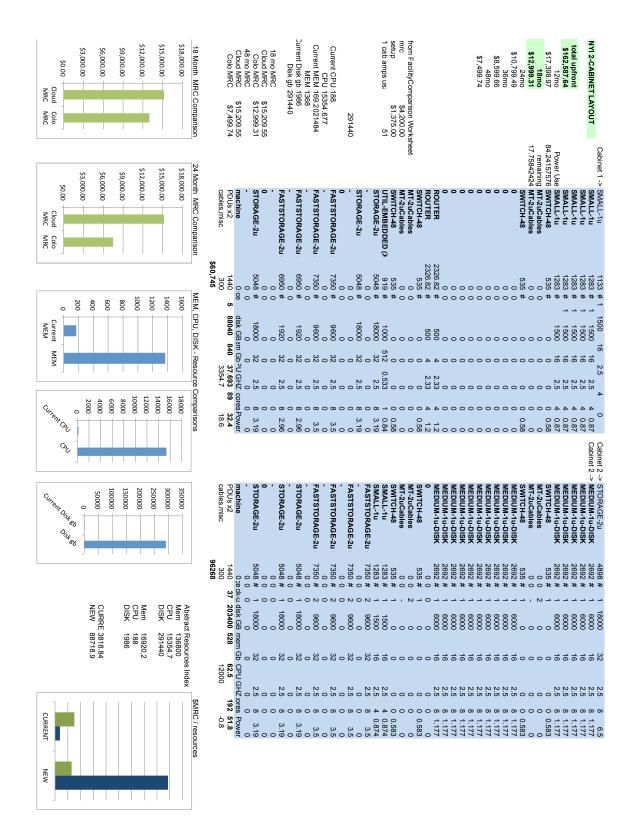
Rapid Geographic/Horizontal Scaling (if necessary)

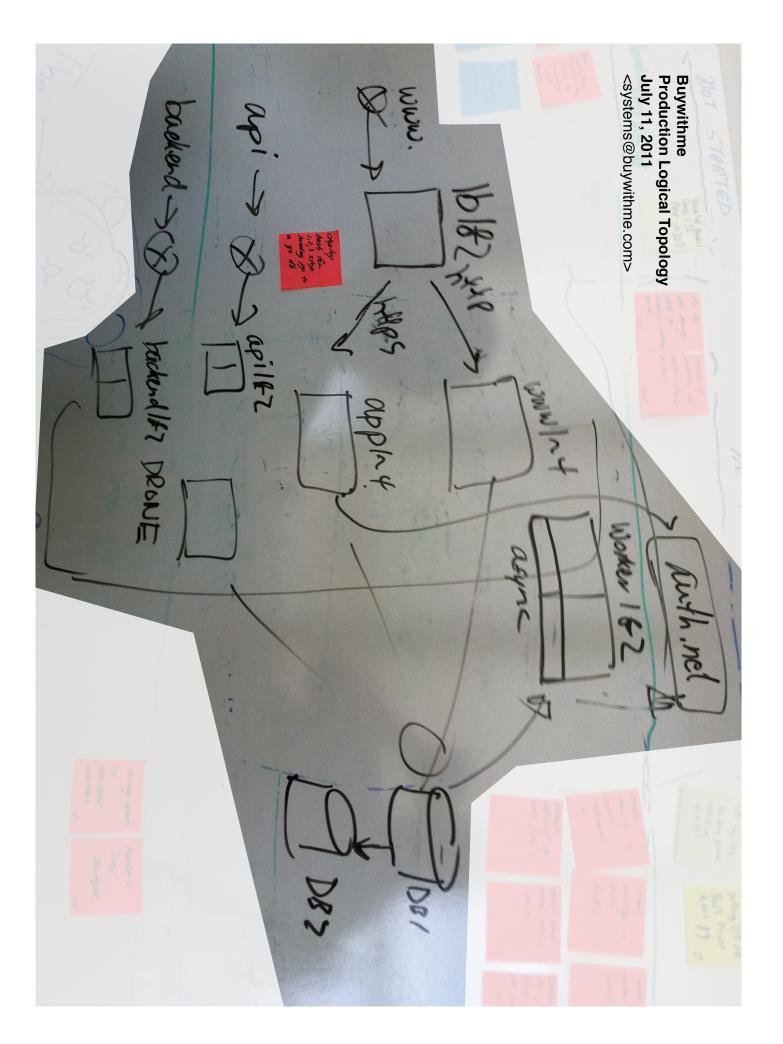
non-cardholder, limited PII application servers can go back out into the cloud.

22.980 < what our costs should be based on existing server resources 13,333 < what our last bills indicate we're paying (Engineyard seems to have lost our servers?)	22.980 <- what our costs should be based on existing server resources 13.333 <- what our last bills indicate we're paying (Engineyard seems to	22,980 <- what ou 13,333 <- what ou	100.8 736 368.5 ghz cpu total Validated from Accounting Bills during 2011 (may be the figure above?):	368.5 nting Bills during 201	736 ad from Accoun	100.8 ı total Validat	ghz cpu	47685	TOTAL (PROI
		19.95 1	? 200	?	20			512 ?	markt
		39.95 1	? 300	?	30			1024 ?	tracking
		1,146 1		6.9	21	5.6	2.8	2011	www4 tm26-si
		1,146 1		7.5	19	5.6	2.8	2011	www3 tm26-si
		1,146 1		9.2	19	5.6	2.8	2011	www2 tm26-si
		1,146 1		13	19	5.6	2.8	2011	www1 tm26-si
TED 18mo:	1 DEV PROJECTED 18mo:	1,146 1		6.2	15	2.8	2.8	2011	worker2 tm26-
DJECTED 18mo:	1 PROD PROJEC	1,146 1		8.3	15	2.8	2.8	2011	worker1 tm26-
		1,146 1		30.1	50	2.8	2.8	2387	stage tm26-s0
	\$182,514.60 annually	1,146 1		171	290	2.8	2.8	1900	NFS tm26-s00
\$838 TOTAL	\$15,209.55 monthly	1,146 1		⇉	21	2.8	2.8	900	lb2 tm26-s002
		1,146 1		⇉	21	2.8	2.8	900	lb1 tm26-s002
\$42.37 Engine Yard Elastic Storage AWS		1,146 1		13.7	29	8.4	2.8	3949	dbslave tm26-
\$300 gentohosting		1,146 1		16.5	29	8.4	2.8	7983	dbmaster tm2
\$50 Github		1,146 1		3.5	15	5.6	2.8	2008	backend2 tm2
al) \$15 Hoptoad (Note: Most errors truncated, limited	47 servers (virtual)	1,146 1		4.5	15	5.6	2.8	2008	backend1 tm2
\$400 Alertra		1,146 1		8.1	15	5.6	2.8	2008	app4 tm26-s0i
0 bundled with New Relic	3.678307575 GB MEM	1,146 1		8.2	15	5.6	2.8	2008	app3 tm26-s0i
\$0 Hoptoad		1,146 1		6.4	15	5.6	2.8	2008	app2 tm26-s0i
\$30 DynDNS		1,146 1		6.4	15	5.6	2.8	2008	app1 tm26-s0i
\$0 Dynect DNS Hosting	1986 GB DISK	1,146 1		14	24	5.6	2.8	2008	api2 tm26-s00
AWS/Amazon Web Services, S3 Storage	_	1,146 1		13	24	5.6	2.8	2008	api1 tm26-s00
/mo External Services	2021484 GB MEM								
		ice/Mo virtual server count	NETWORK sr NETWORK tr: Price/Mo	DISK USED DISKTYPE		PU's DISK GB	hz Num CPU's	MEM mb CPU ghz	PROD N
₹ WORKSHEETS	TOTALS LINKED TO OTHER WORKSHEETS						AND COSTS	CURRENT SERVER RESOURCES AND COSTS	CURRENT SER

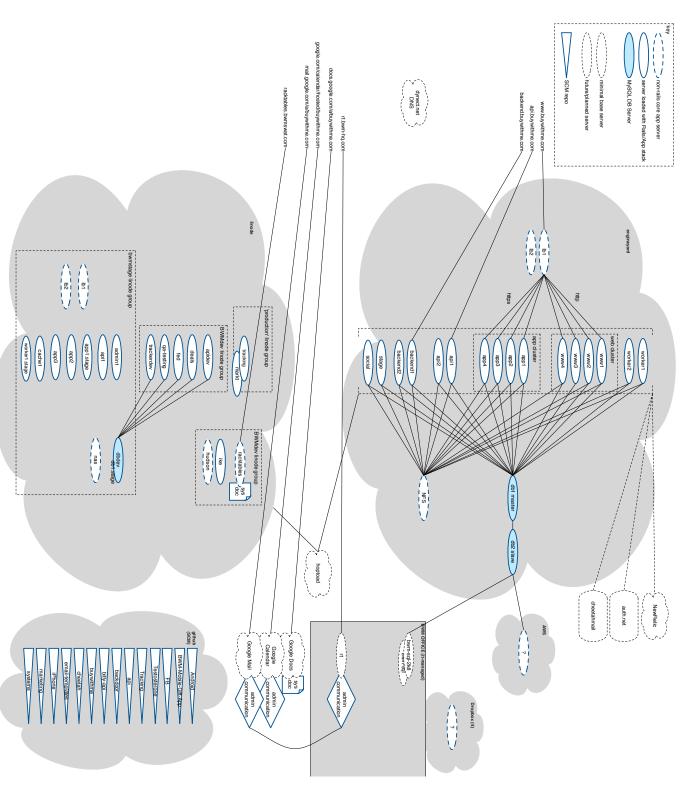
truncated, limited account)

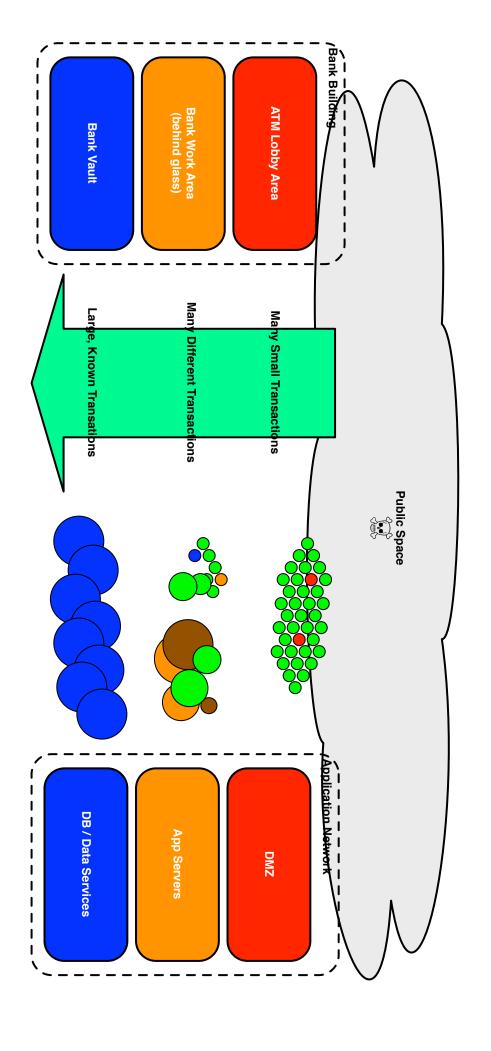
2.8 5.6 20 0.048 2.8 5.6 20 0.048 2.8 5.6 20 0.049 2.8 5.6 20 0.024 2.8 5.6 80 0.048 2.8 5.6 80 0.048 2.8 5.6 80 0.048 2.8 5.6 80 0.049 2.8 5.6 80 0.044 2.8 5.6 80 0.044 2.8 5.6 80 0.044 2.8 5.6 80 0.044 2.8 5.6 20 0.044 2.8 5.6 20 0.044 2.8 5.6 20 0.044 2.8 5.6 20 0.044 2.8 5.6 20 0.044 2.8 5.6 20 0.044 2.8 5.6 20 0.044 2.8 5.6 20 0.048 2.8 5.6 20 0.049 2.8 5.6 20 0.049 2.8 5.6 30 0.049 2.8 5.6 80 0.049 2.8 5.6 80 0.049 2.8 5.6 80 0.049 2.8 5.6 30 0.049 2.8 5.	DEV
2.8 5.6 20 2.8 5.6 20 2.8 5.6 20 2.8 5.6 20 2.8 5.6 30 2.8 5.6 80 2.8 5.6 80 2.8 5.6 80 2.8 5.6 80 2.8 5.6 80 2.8 5.6 80 2.8 5.6 80 2.8 5.6 80 2.8 5.6 20 2.0 20 2.0	MEM mb
5.6 20 5.6 20 5.6 20 5.6 20 5.6 20 5.6 30 5.6 80 5.6 80 5.6 80 5.6 80 5.6 80 5.6 20 5.6 20 5.6 20 5.6 20 5.6 80 60 20 60 20	CPU ghz
DISK GB 200 80 80 80 80 80 80 80 80 80 80 80 80 8	Num CPU's
20 20 20 20 20 20 20 20 20 20 20 20 20 2	U's DISK GB
DISK USED	B DISK USED
	DISKTYPE
200 7 200 7	NETWORK sr NETWORK tr: Price/Mo
800 800 800 800 200 200 200 800 800 800	RK traPrice
79.95 1 19.95 1 19.95 1 19.95 1 19.95 1 19.95 1 19.95 1 19.95 1 79.95 1	Mo



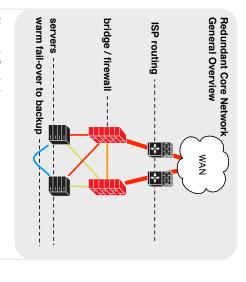


Buywithme Logical/Physical Topology (Cloud) July 20, 2011 <systems@buywithme.com>



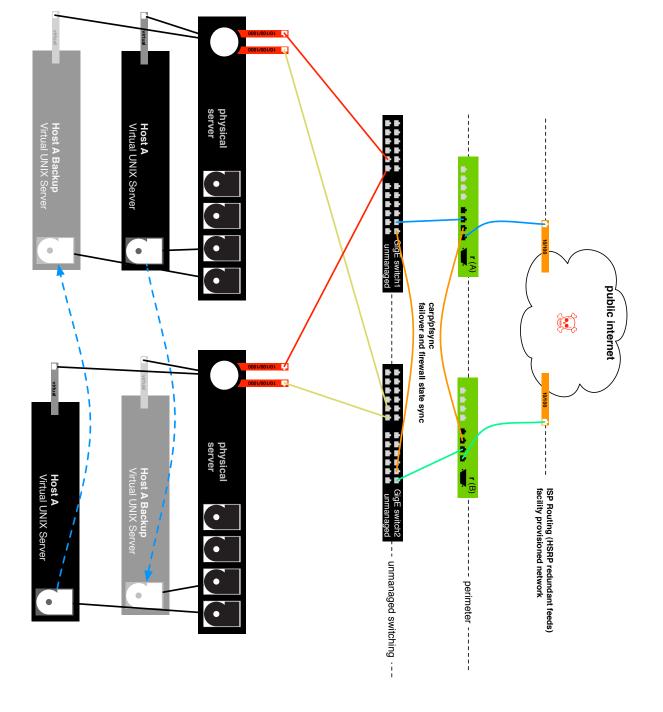


Remote Infrastructure Partner/Vendor B2B target www network (partner data sources/channels/ (partner data sources/channels/ (loading web apps, etc...) push/pull - e.g. cc auth, twitter, push/pull - e.g. cc auth, twitter, sftp push/pull,) sftp push/pull,) Internet IP Routing, Firewalling, Traffic Shaping, L4 Load Balancing Static Content, DNS, Public L7 Load Balancing **SSL Proxy Infrastructure Services** App Worker WWW API (scheduled jobs, (purchasing, and (app without (computationally computationally 'non-http' daemon purchase activity) expensive activity) expensive activity) programs) DB **File Services Local Backup Vault**



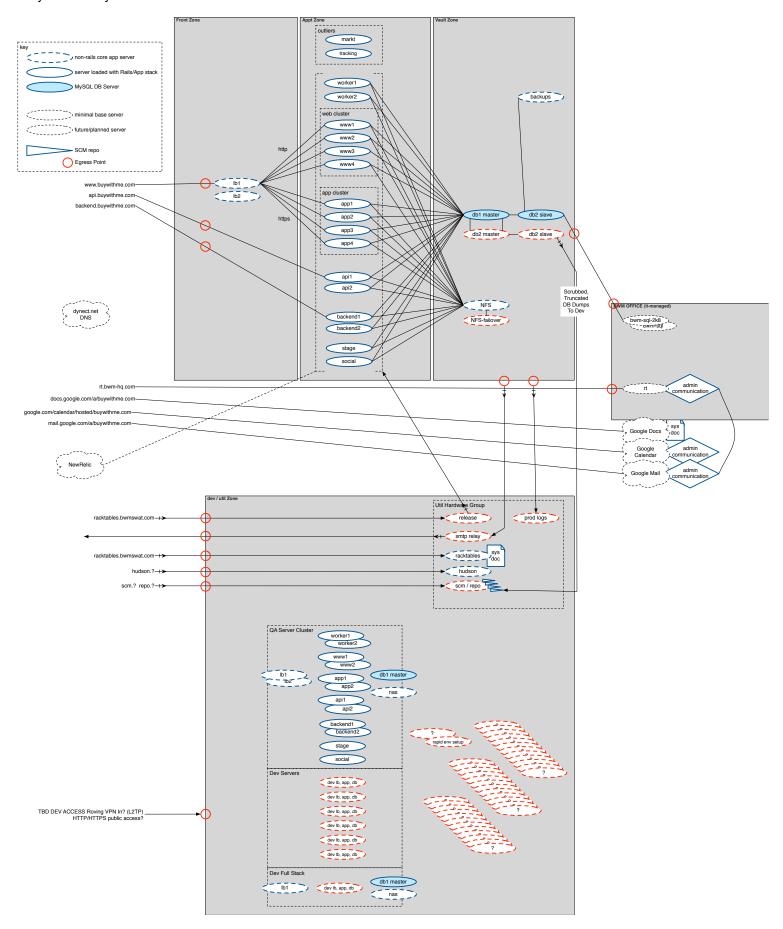
Network Statistics

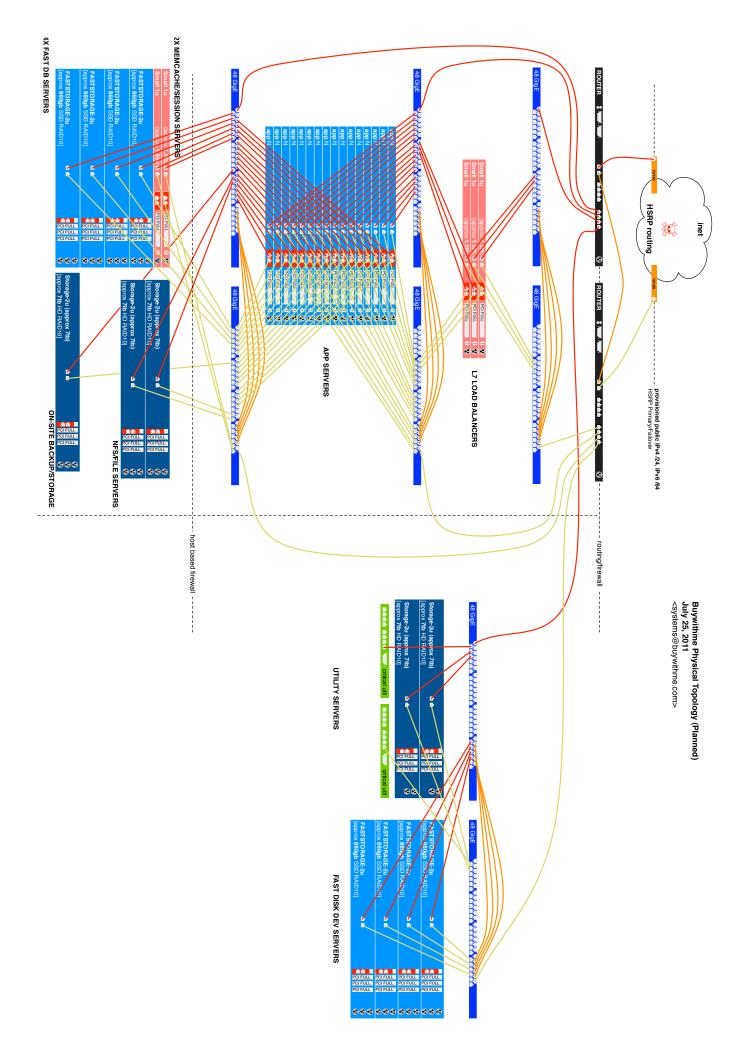
- Open Source Softwareusing PF, (PfSense) from the OpenBSD project
- Firewall can be managed safely from inside the network, via https/browser interface. SSH tunnel and IPSEC tunnel remote access.
- IPSEC capable, L3 load balancing capable, policy-based routing capable- all across redundant lines
- Flexibility for fast DMZ deployment, vlans, etc...
- Common components, inexpensive to replace.
- Minimal managed hardware means smaller attack surface area.

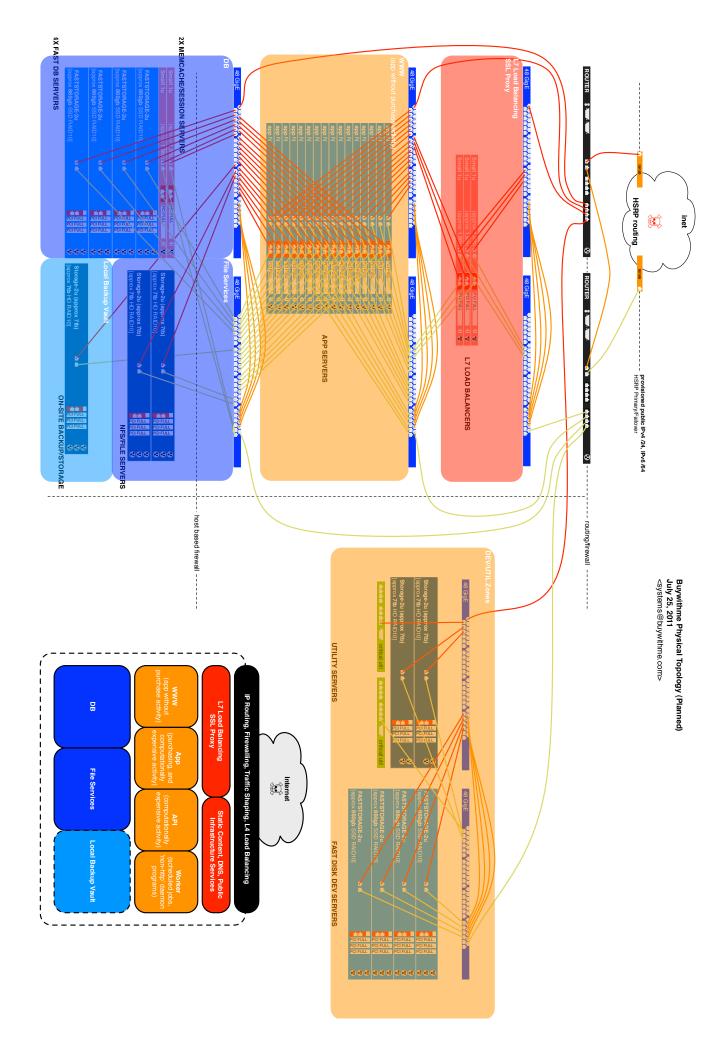


Buywithme Logical/Physical Topology (Colo) July 25, 2011

<systems@buywithme.com>







FacilityComparison

NY/NJ Colocation Quote Comparison Isaac (.ike) Levy 2 cabinets

WINNER BASED ON COST, REPUTATION

Facility	Internes	NYI
Facility MRC	Internap \$5,050.00	
Setup	. ,	
Extra Costs		none \$1,375.00
Extra Costs	Hone	none
Bandwidth Included	10mb commit 95 th percentile Dual HSRP 100	10mb commit, 95 th percentile, Dual HSRP 100mb
Banawatii malaasa	Torrib commit, 50 percentile, Budi Flora 100	Tomb commit, 30 percentile, Buar Hora Toomb
2 Cabinets, right of first refusal on 3 rd adjoining	2 cabinets, right of first refusal may cost extra	Right of first refusal is clear, adjoining cabinets ma
	2x 20a primary, 80% utilization	2x 30a Primary, 85% utilization
Power Secondary Config	20a 'redundant', 0% utilization, designed for fa	n/a both primary
, ,	· · · · · · · · · · · · · · · · · · ·	• • •
20a, Power Usable, if 20a circuts	2 x 20a x .80	2 x 20a x .85
20a, Amps Usable Per Cabinet	32	34
EACH CABINET (AMPS, 110v)		
30a , Power Usable, if 30a circuts		-
primary/failover		2 x 30a x .85
	51	
primary/primary	NOT AVAILABLE	2 x 30a x .85
	SUBJECT TO AVAILABILITY 4 x 30a x .5	2 x 30a x .85
EACH CABINET USABLE QUOTED AMPS	30	
(2 cabinets) TOTAL POWER BEST OFFER	64	102
Order-To-Delivery Time	30 days	72 hours
Order-10-Delivery Time	oo days	72 Hours
Remote Hands	\$300/hr, 1/2hr min	Free Reboots, Minor Diagnostic
Tremete Hande	\$000/III, 1/2/II 1/IIII	1100 Hoboto, Illinor Blughtotic
Monitor-Escalate	Extra Managed Contract Can Be Arranged	24/7 Monitor-Escalate, \$10/mo/server, a-la-cart
Certification	SAS-70 Type II (since 2009)	SAS-70 Type II, (since 2007)
Network Backbone	Internap Proprietary P-NAP, Multiple Carriers	Carrier Neutral backbone, 25-30 carriers at 100 V
	July 25, 2011 (requested July 20th)	July 19, 2011 (requested the 18th)
NOTES ON 2010 2x Cabinets pricing	1 cabinet extrapolation, 2011 quote	
MRC	\$2,900.00	
Setup	\$2,735.00	\$750.00

NY/NJ Colocation Quote Comparison Isaac (.ike) Levy 2 cabinets

WINNER BASED ON COST, REPUTATION

n/a /as what we got, verbal OR to line-item the resources	11/0	i capillet quote, 2011	quote, zuiii	1 cabinet quote, 2011	1 cabinet extrapolation, 2011 quote	NOTES ON 2010 2x Cabinets pricing
Quote in Aug. 2, (Requested 7/22/2011)		kbone, 25-30 carriers at 100 VBYO ested the 18th)	ers at 100 V.Carrier Neutral backbone, 25-30 c. July 19, 2011 (requested the 18th)	Carrier Neutral backbone, 25-30 carri July 19, 2011 (requested the 18th)	Network Backborne Internap Proprietary P-NAP, Multiple Carriers Carrier Neutral backborne, 25-30 carriers at 100 v Carrier Neutral backborne, 25-30	Network Backbone in Quote Date Ju
n/a		late, \$10/mo/server, a-la-carin/a	er, a-la-carl24/7 Monitor-Escalate, \$10	24/7 Monitor-Escalate, \$10/mo/server, a-la-cart/24/7 Monitor-Escalate, \$10/mo/server, a-la-cart/n/a SAS-7/7 Type II (since 2007) SAS-7/7 Type II (since 2007)	Monitor-Escalate Extra Managed Contract Can Be Arranged Contification SAS-70 Type II (since 2009)	Monitor-Escalate Ex
\$200/hr Managed services from Datagram is offered		or Diagnostic	Free Reboots, Minor Diagnostic	Free Reboots, Minor Diagnostic	300/hr, 1/2hr min	Remote Hands \$300/hr, 1/2hr min
15-30 days		15-30 days	72 hours	72 hours	0 days	Order-To-Delivery Time 30 days
	102	102	102		64	(2 cabinets) TOTAL POWER BEST OFFER
	51	51	51		30	EACH CABINET USABLE QUOTED AMPS
	35	2 x 30a x .85	2 x 30a x .85	2 x 30a x .85	30a, Power Usable Description SUBJECT TO AVAILABILITY 4 x 30a x .5	30a, Power Usable Description St
PWR-208V/6kVA - UPS protected L6-30A receptacle:	35	2 x 30a x .85	2 x 30a x .85	2 x 30a x .85	IOT AVAILABLE	primary/primary_NOT AVAILABLE
	51	51	51		51	,
	35	2 x 30a x .85	2 x 30a x .85	2 x 30a x .85	x 30a x .80	primary/failover 2 x 30a x .80
				•		30a, Power Usable, if 30a circuts -
						EACH CABINET (AMPS, 110v)
		34	34		32	20a. Amps Usable Per Cabinet
			2 x 20a x .85	2 x 20a x .85	x 20a x .80	20a , Power Usable, if 20a circuts 2 x 20a x .80
			n/a both primary	n/a both primary	Power Secondary Config 20a 'redundant', 0% utilization, designed for fan/a both primary	Power Secondary Config 20
1 Cabinet Quote PWR-208V/6kVA - UPS protected L6-30A receptacle	for 4" and 5" if necessary		cabinets m:Right of first refusal is clear, ad 2x 30a Primary, 85% utilization	Right of first refusal is clear, adjoining 2x 30a Primary, 85% utilization	efusal on 3° adjoining2 cabinets, right of first refusal may cost extra Power Config Quote 2x 20a primary, 80% utilization	2 Cabinets, right of first refusal on 3° adjoining cabinets, right of first refusal is clear, adjoining cabinets m:Right of first refusal is clear, adjoi
1100Mbps - flat rate	ditional cost, must bring our own	percentile, Dual HSRP 100mb NONE- add	SRP 100mb 10mb commit, 95 ^{sh}	r 10mb commit, 95 st percentile, Dual HS	Bandwidth Included 10mb commit, 95° percentile, Dual HSRP 100r 10mb commit, 95° percentile, Dual HSRP 100mb 10mb commit, 95° percentile, Dual HSRP 100mb NONE- additional cost, must bring our own 100 Mbps - flat rate	Bandwidth Included 10
				none	one	Extra Costs none
	\$3,900.00	\$0.00	\$1,375.00		\$5,295.00	Setup
		\$3,199.90	\$4,200.00			MRC
Datagran						



Service Order

SO Type: Colocation

Facility: 100 William Street, NYC

Date: 07/21/11
Rollout: 07/25/11
File #: Q69-53-4730

Company: BuyWithMe, Inc.
Contact: Isaac Levy

Address: 345 Hudson Street, 13th floor

New York, NY 10014

Tel: 917.667.6270 Fax: 866.305.2632

Email: ilevy@buywithme.com

One Time Fees - Detailed Description and Pricing

Item	Unit	Description	Quantity	Rate	Item Total
0001	Colocation	48U Cabinets, Lockable Cabinet	2	\$250.00	\$500.00
0002	Primary Power	30 AMP 110V [L5-30R] Circuit	4	\$500.00	\$2,000.00
0003	Bandwidth	Burstable Bandwidth: Fast Ethernet Connection (100 Mbps), 10 Mbps Included \$25.00 per Mbps Over 10 Mbps billed at the 95th Percentile IP Space: /24 Network-250 Useable IPs	1	\$0.00	\$0.00
0004	Redundant Uplink	Redundant/HSRP-Based Uplink	1	\$250.00	\$250.00
0005	Management Discount	Management Approved Discount	1	-\$1,375.00	-\$1,375.00
					TOTAL
	One Ye	ar Contract Required			\$1,375.00

Service fees: This Service Order contains the cost for services described above. Pricing is based on factors such as billable time, network deployment, network resources, programming, hardware, as well as other variables. If any of these factors are modified by the customer or are modified as a direct result of a change in customer needs, or any misunderstanding of capabilities that increase any expense beyond what was originally conveyed for the project, the customer shall be billed accordingly. NYI is required to warn the Customer of additional charges as the NYI becomes aware of an imparity of services rendered in comparison with the estimate. NYI is not liable for additional charges to the Customer that the Customer was not aware of due to the lack of knowledge, due diligence or negligence on behalf of the Customer, or charges from third parties.

THIS OFFER IS VALID FOR FOURTEEN (14) DAYS FROM THE DATE BELOW

X

Date

I accept the above Service Order subject to the provisions mentioned above. The New York Internet Company may proceed as payment will be made as outlined above.



Service Order

SO Type: Colocation

Facility: 100 William Street, NYC

Date: 07/21/11 Rollout: 07/25/11

File #: Q69-53-4730

Company: BuyWithMe, Inc.

Contact: Isaac Levy

Address: 345 Hudson Street, 13th floor

New York, NY 10014 917.667.6270

Tel: 917.667.6270 Fax: 866.305.2632

Email: ilevy@buywithme.com

Recurring Fees - Detailed Description and Recurring Pricing

Item	Unit	Description	Quantity	Rate	Item Total
0001	Colocation	48U Cabinets, Lockable Cabinet	2	\$700.00	\$1,400.00
0002	Primary Power	30 AMP 110V [L5-30R] Circuit	4	\$600.00	\$2,400.00
0004	Bandwidth	Burstable Bandwidth: Fast Ethernet Connection (100 Mbps), 10 Mbps Included \$25.00 per Mbps Over 10 Mbps billed at the 95th Percentile IP Space: /24 Network-250 Useable IPs	1	\$250.00	\$250.00
0005	Redundant Uplink	Redundant/HSRP-Based Uplink	1	\$150.00	\$150.00
					TOTAL
	One Ye	ar Contract Required			\$4,200.00

Service fees: This Service Order contains the cost for services described above. Pricing is based on factors such as billable time, network deployment, network resources, programming, hardware, as well as other variables. If any of these factors are modified by the customer or are modified as a direct result of a change in customer needs, or any misunderstanding of capabilities that increase any expense beyond what was originally conveyed for the project, the customer shall be billed accordingly. NYI is required to warn the Customer of additional charges as the NYI becomes aware of an imparity of services rendered in comparison with the estimate. NYI is not liable for additional charges to the Customer that the Customer was not aware of due to the lack of knowledge, due diligence or negligence on behalf of the Customer, or charges from third parties.

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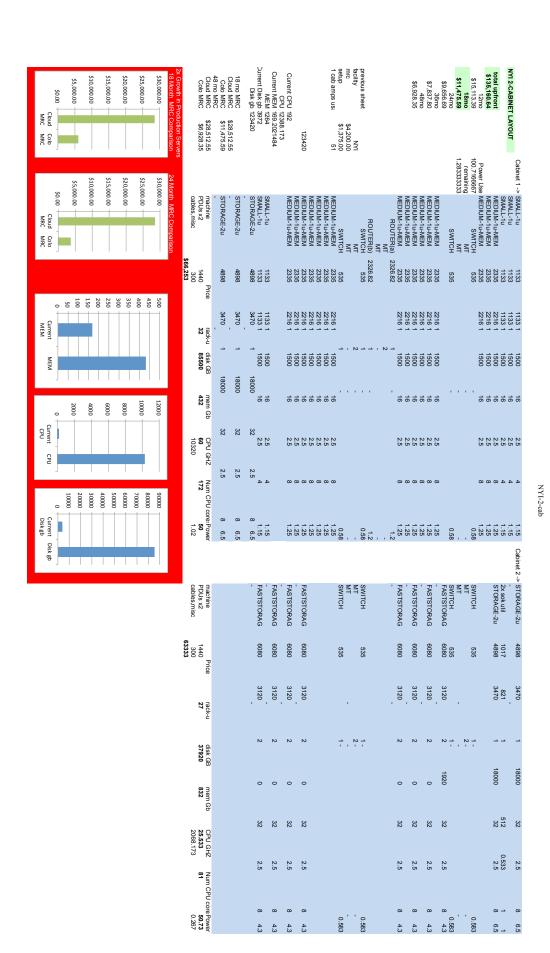
New York, NY 10014

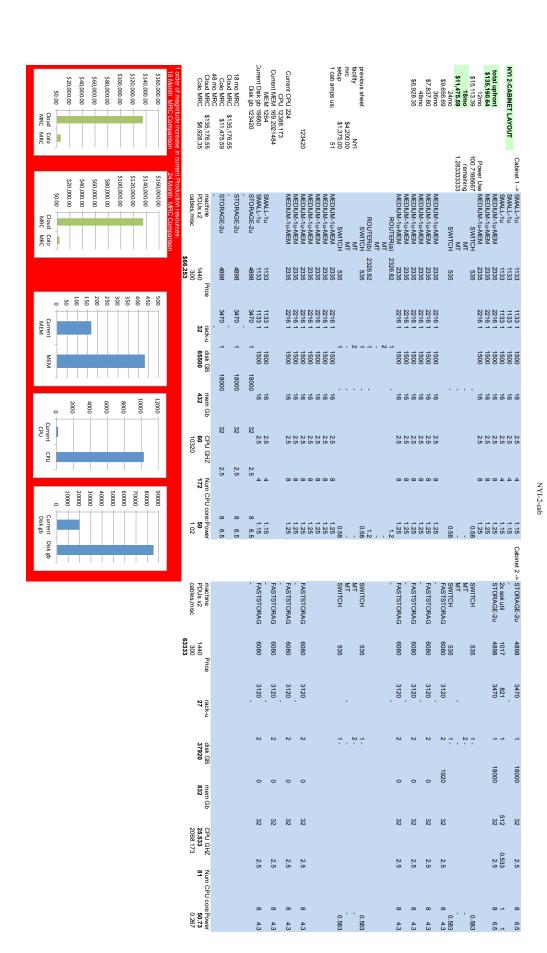
Tel: 917.667.6270 Fax: 866.305.2632

Email: ilevy@buywithme.com

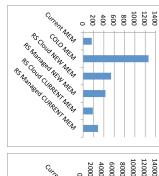
Miscellaneous Service Notes

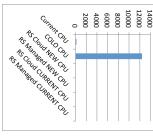
- $24 \times 7 \times 365$ On Site Technical Support w. Remote Hands Administration included up to 60 Minutes per Incident
- Systems Administration, Hardware Administration, Including Racking/Stacking Services available for \$150/Hour with 1/2 Hour Minimum
- Third Party Liaison Services available to escort Hardware and/or TelCo Support Staff for any required onsite service
- SAS70 Type II/SSAE16, PCI, HIPAA Compliant
- IP Monitoring Available, CLOGMON and Zabbix Server Monitoring Available

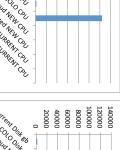


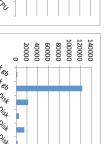


Rackspace MRC/Spec Comparisons









disk GB 620

mem Gb 15

CPU GHZ ?

Num CPU core Power ? 0

540

#VALUE!

#VALUE!

0

mem Gb 12

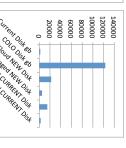
CPU GHZ ?

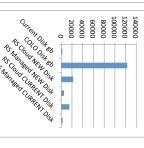
Num CPU core Power

432

#VALUE!

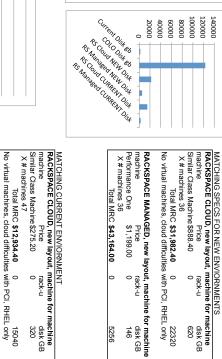
288





MRC Comparison	

18 Month



MATCHING CURRENT ENVIORNMENT WITH CHEAPEST LEAD OFFERING	NT WITH CHE	APEST LEA	D OFFERING	
RACKSPACE CLOUD, new layout, machine for machine	machine for ma	achine		
nachine Price	rack-u	disk GB	mem Gb	CPU GHZ
Similar Class Machine \$10.95	0	320	0.25	.>
X # machines 676				
Total MRC \$7,402.20	0	216320	169	#VALUE!
The state of the s		-		

RACKSPACE MANAGED, new layout, machine for machine machine Price rack-u disk GB Enhanced One \$769.00 0 70

mem Gb 8

CPU GHZ ?

Num CPU core Power 2

disk GB 320

mem Gb

CPU GHZ ?

Num CPU core Power

188

#VALUE!

#VALUE!

0 0

X # machines 36

Total MRC \$27,684.00

2520

288

#VALUE!

72

\$10,000.00 \$15,000.00 \$20,000.00 \$25,000.00 \$30,000.00 \$35,000.00 \$40,000.00 \$45,000.00 \$50,000.00

\$5,000.00 \$0.00

Cloud MRC

Colo MRC RS Cloud NEW RS Managed

RS Cloud CURRENT

RS Managed CURRENT

THE STREET STREE						
RACKSPACE CLOUD, new layout, machine for machine	machine for ma	chine				
machine Price	rack-u	œ	mem Gb	CPU GHZ	Num CPU core Power	Power
Similar Class Machine \$10.95	0	320	0.25	?	?	0
X # machines 676						
Total MRC \$7,402.20	0	216320	169	#VALUE!	#VALUE!	0
No virtual machines, cloud difficulties with PCI, RHEL only	with PCI, RHEL	only				
RACKSPACE MANAGED, new layout, machine for machine	out, machine for	machine				
machine Price	rack-u		mem Gb	CPU GHZ	Num CPU core Power	Power
Enhanced One \$199.00	0	70	0.25	?	?	
X # machines 676						
Total MRC \$134 524 00 0		47320	169	#VALUE!	#VALUE! 0	0

RACKSPACE CLOUD, new layout, machine for machine	D, new layout,	machine for m	achine				
machine	Price	rack-u	œ	mem Gb	CPU GHZ	Num CPU core Power	re Power
Similar Class Machine \$10.95	e\$10.95	0	320	0.25	.>	۰,	0
X # machines 676							
Total MRC	Total MRC \$7,402.20	0	216320	169	#VALUE!	#VALUE!	0
No virtual machines, cloud difficulties with PCI, RHEL only	cloud difficulties	with PCI, RHE	Lonly				
RACKSPACE MANAGED, new layout, machine for machine	GED, new layo	ut, machine fo	r machine				
machine	Price	rack-u		mem Gb	CPU GHZ	Num CPU core Power	re Power
Enhanced One	\$199.00	0	70	0.25	?	.>	
X # machines 676							
Total MRC	Total MRC \$134,524.00 0	0	47320	169	#VALUE!	#VALUE!	0

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BuyWithMe INFRASTRUCTURE CONSOLIDATION ike@buywithme.com

Executive Summary: CORE WEB INFRASTRUCTURE CONSOLIDATION Author: Isaac (.ike) Levy, Systems Group, <ike@buywithme.com> 2011-08-02

Dependencies: Finance

Blocks or Required by: Production Systems Availability/Reliability,

Current Development Resources Consistency,

PCI Base Requirements

Provides: SPEED, SECURITY, RELIABILITY, SCALABILITY, PREDICTABLE COST

#######

Overview

This project will increase core web resources by at least 1 order of magnitude (10x), while reducing Core Website Infrastructure costs to approximately 2/3 our current MRC. The proposed plan aims to retain the business promise of 'the cloud' by leveraging security-oriented, Open Source, virtual server technology.

Current Systems Group objectives are to provide a safe and scalable production development environment, as well as providing appropriate resources for rapid web development. A second objective, is to provide an environment where we can pass PCI, to a level commensurate with business objectives for the core Buy With Me site.

Currently, at the pace which Buywithme is growing, we are struggling to keep up with these Systems Objectives, and we need to move to resolve them in the fewest steps possible.

#######

Proposal

While documenting and measuring the existing Buywithme environments, it has become exceedingly clear we have out-grown cloud infrastructure- and this is the recommended time to move our infrastructure in-house.

Current Problems This Project Resolves or Enables

Measured or recorded issues, during June 2011:

- More Sysadmin time needs to be spent on business-impacting engineering problems
 - much time is spent chasing tickets for external cloud providers
 - business/development process is fractured by the myriad of outside services,
 - many services are extremely time consuming to track and use
- resources (like new virtual servers)
- Surprisingly High Cost
- cloud services cost is justifiable at a given scale, which we have far outgrown
- death by 1000 cuts in accounting, as clear budget tracking is untenable
- "Instead of a coffee machine, lets give every employee a Starbucks Credit Card."
- Opportunity to maintain consistency across Infrastructure
- fractured services are affecting cross-team technology standards $% \left(1\right) =\left(1\right) \left(1\right)$
- fractured services create microcosms of institutional knowledge held by many individuals
- Vendor Product Lock-In, Legacy Services Problems
- Our core website is currently running in an End-Of-Life Cloud Product (EngineYard xCloud)
- Our core vendor las little economic incentive to upgrade or otherwise provide support for our systems
- Our core website is being run on top of 2 layers of service providers, (Terramark, Amazon)
- 3rd Party Systems Interruptions
 - Our systems face periodic interruptions and failure which are completely out of our control
- Immeasurable and Untenable Security Environment
 - We are completely at the mercy of low-wage employees, whom we do not know, across tiers of managed service companies
 - Every one of our servers is facing the public internet with little means for protection
- No boundaries or isolation available for Card-holder and PII environments

The Benefits we must take with us from "The Cloud"

- + Virtual Servers can be rolled out within minutes
- + The idea of scaling:
- + horizontally (more servers)

- our core website is in an End-of-life product, restricting growth
- + geographically (more servers closer to user origin)
- our Engineyard dependence keeps us bound to a legacy product, and vendor's needs
- + Flexible, Predictable Total Cost of Ownership (oy I hate that term but it's appropriate here)
 - our core website billing is currently believed to be inaccurate
 - Bills from accounting give a far lower price than our product use indicates
 - (it seems our provider has not had economic incentive to keep track of our servers?)

###############

Implementation

We arrived at a need for 2 Co-located cabinets at a NY area datacenter, based on an assessment of current application design and resources, balanced with projected needs in the next 18 months. 5 NY datacenters were solicited for quotes, 1 stands above the rest in cost, services, and reputation.

Greybox Intel Servers have been selected, for several reasons:

- + rapid roll-out, plentiful online vendors
- + inexpensive scaling/growth cost
- + inexpensive replacement cost (3 yr mfr warranty, DOA warranty common)

Open Source network technologies were selected, for several reasons:

- + Superior Redundancy and Security Features
- + Ease of use and management
- + 25 orders of magnitude cost difference to brand-name systems

The Design Objectives:

- + Reduce/Eliminate Business Emergencies due to Infrastructure:
- + Transparently Redundant Network, Firewall/Routing/Switching
- + Hardware Segregated Network Zones (Security, Performance)
- + Fully Redundant Servers Infrastructure
- + Enable and Guide Application Transparent Failover
- + Minimize server diversity/complexity
- + Enable 'remote hands' management, rack-and-stack, reboots, pulling disks
- + Enable Revenue-Generating Application Development to stay in focus:
 - + Transparently Performant Network
- + Meet Security Objectives by reducing surface area for compromise
- $\scriptstyle +$ Provide sane application resources for Developers, consistent with production
- + Enable predictable, cost-effective scaling:
 - + horizontal, vertical, geographic
- + Production: for our revenue-generating and business-critical applications:
- + Provide a safe working and release environment
- + Provide a securable environment
- + Reduce maintenance costs to focus budgets on new development projects
- + Stick to standards, and Jr. Admins will be capable of safely administering services
- + Stick to standards, and HR/Change-management for Admins becomes far less risky

Impact to the current system $% \left(1\right) =\left(1\right) \left(1\right) \left($

Buywithme is currently lucky to serve only a North American market, where 'midnight maintinence' is a minimally impacting event to the business. The actual process of 'flipping the switch' can happen safely at night, and be aborted and re-tried if there are outstanding problems.

The current Rails application stack will however need to be minimally cleaned up (filesystem organization

The current Rails application stack will however need to be minimally cleaned up (filesystem organization and conventions imposed by our cloud providers), yet this cleanup is already underway as a background objective in other ongoing work. The incompatibilities of running our Rails apps across different cloud providers (and even on laptops), luckily has made our development teams quite adaptive and aware of platform differences.

The release process will need to be changed in subtle ways- primarily, instituting 'pushing' code out to application servers will be a change, (instead of giving them privilege to pull them from our immeasurably valuable repositories). This forces us to clean up and eliminate many old, broken, or vendor-specific tools used in our release process.

################

Potential issues

Timing is always an issue, but the current number of daily 'fires' is proving to be a severe distraction from making progress- and this reactive-based work will continue dominate the Systems group for some time to come as Buywithme settles into it's current trajectory.

With that, the actual 'flip of the switch' should be targeted within as broad a window as possible, and service contracts should overlap by 1 full month between old and new environments- to mitigate the risk of being forced to prematurely move.

A secondary mitigation of this risk, would be to prepare the different virtual servers on 'frontrunner' systems, (2x servers placed at the same colocation facility- to prepare as much of the work as is possible.)

Cash flow is a secondary issue: Greybox hardware is a 'cash on the barrel' business. With that, timing for the project could be further complicated by 3rd party leasing or other deferred payment options. Brief discussions between Randy and the appropriate finance officers should enable a clear solution.

Wishlist/Future Considerations

Off-site backups should be addressed immediately, (2-6 months after deploy), to the effect of shipping 1 storage server to a secure location, (with ssh available via the internet). This is a perfect starter project for working with the Edhance team, (James), as they solidify and execute on their own Datacenter move-in, in Boston.

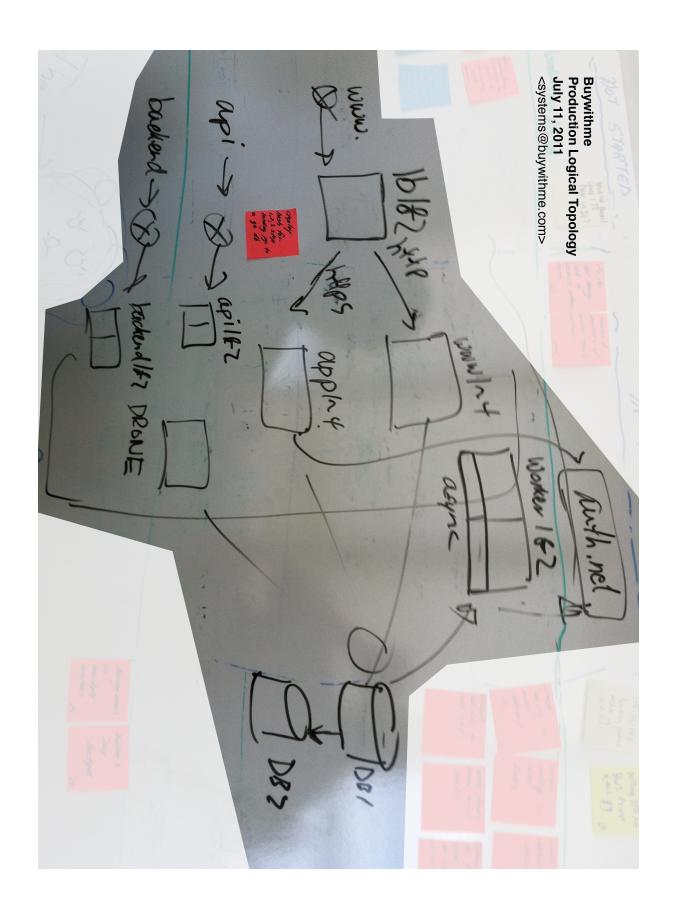
A Disaster recovery site is a future consideration which this plan does not explicitly cover. A second facility should be assessed in 6-12 months with separate network connectivity, on a separate power grid, and a separate business from the facility we move into now. The closest this can physically be is NJ, (assuming our systems end up in NYC). We could get away with a reduced physical footprint, to sustain the entire application stack in a 'resource-constrained' manner- for emergency use.

This plan should not plan to encompass geographic scalability, which is better handled in small, isolated deployments, (a great use of the cloud). DR sites are most successful when they are within arms reach, and maintained directly in-line with core production systems.

BuyWithMe INFRASTRUCTURE CONSOLIDATION ike@buywithme.com

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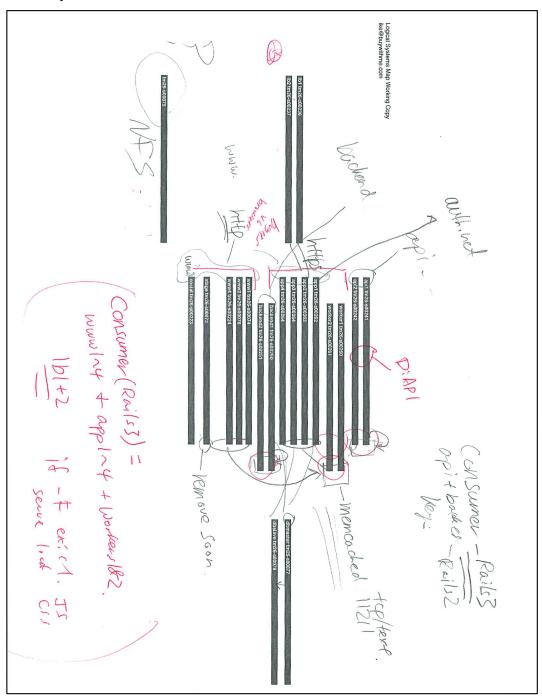
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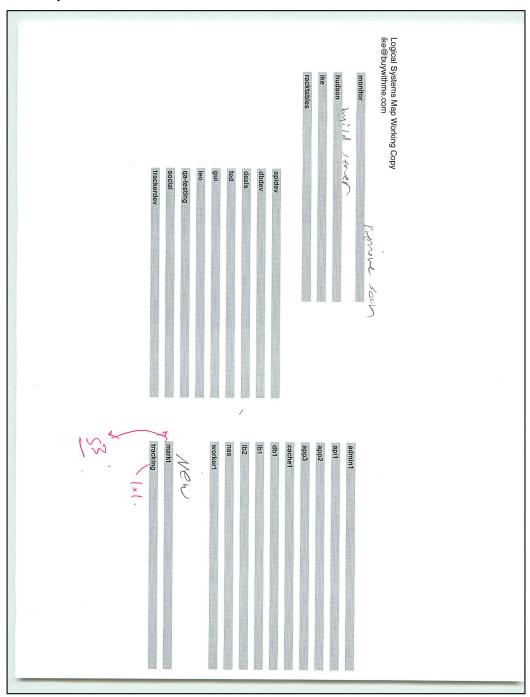
Buywithme
Production Database Topology
July 11, 2011
<systems@buywithme.com>



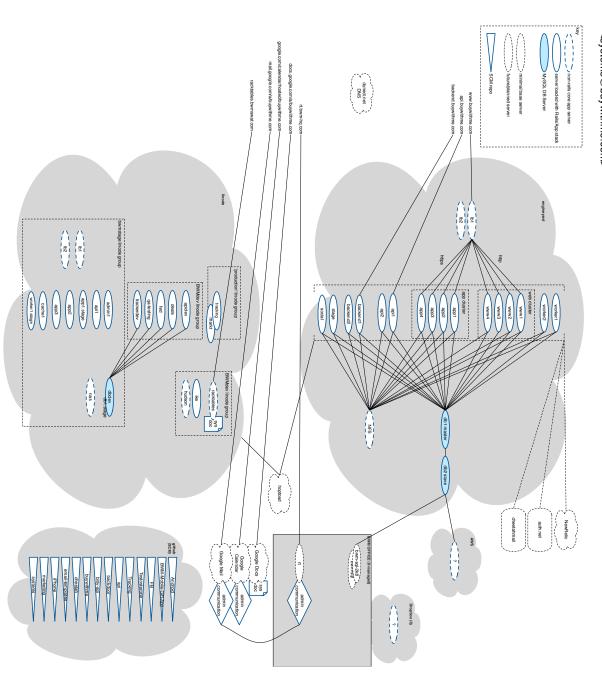
Buywithme Production Logical Topology (Engineyard) July 14, 2011 <systems@buywithme.com>



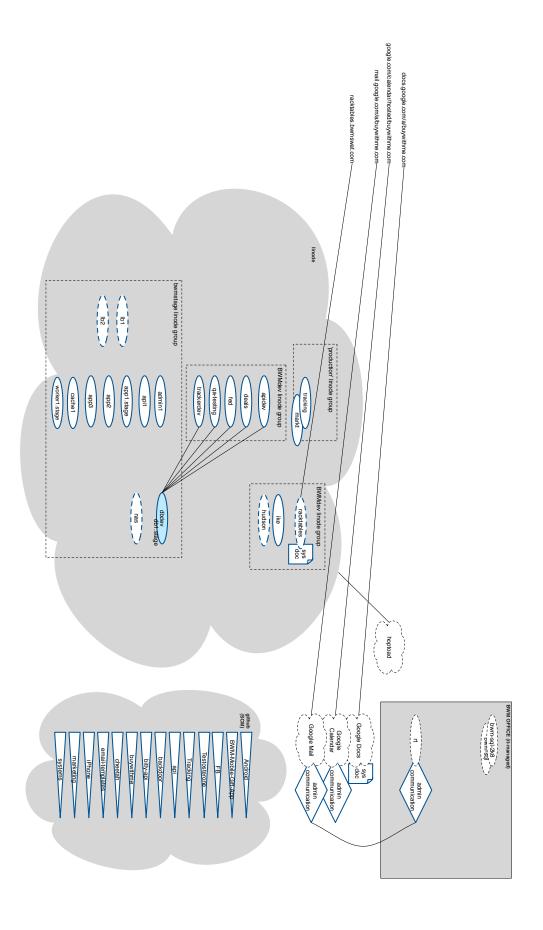
Buywithme Dev/Utility Logical Topology (Linode) July 14, 2011 <systems@buywithme.com>

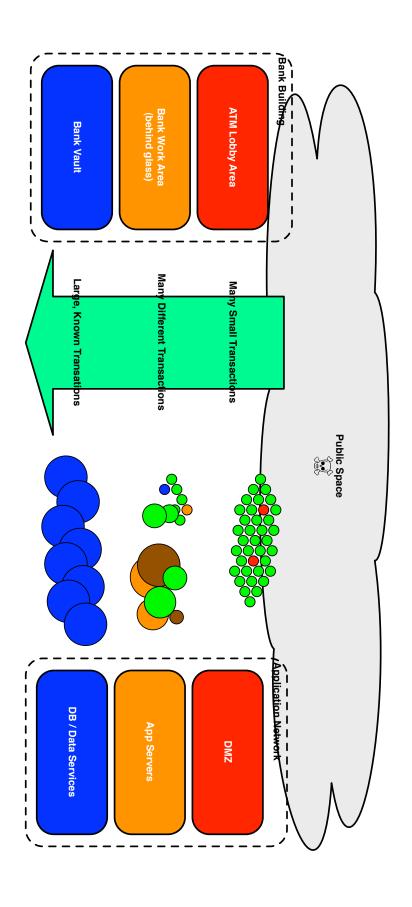


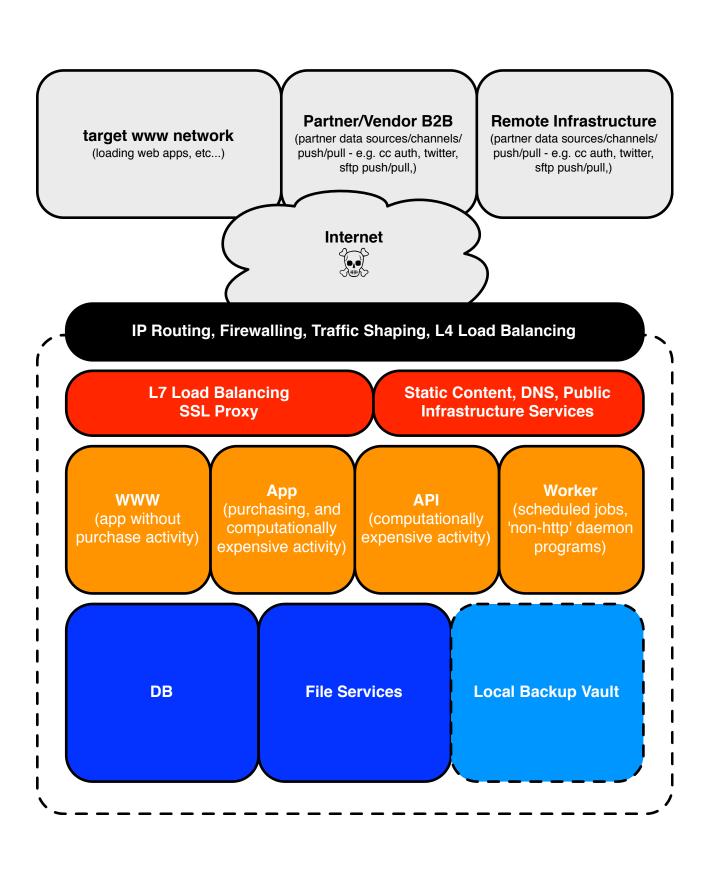
Buywithme Logical/Physical Topology (Cloud)
July 20, 2011
<systems@buywithme.com>

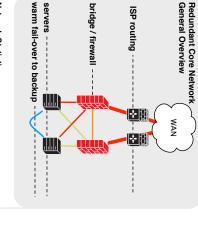


Buywithme Logical/Physical Topology (Cloud) July 20, 2011 <systems@buywithme.com> minimal base server non-rails core app server MySQL DB Server server loaded with Rails/App stack dynect.net 2 DNS www.buywithme.com— api.buywithme.com— backend.buywithme.com rt.bwm-hq.com-夏||夏| workerd
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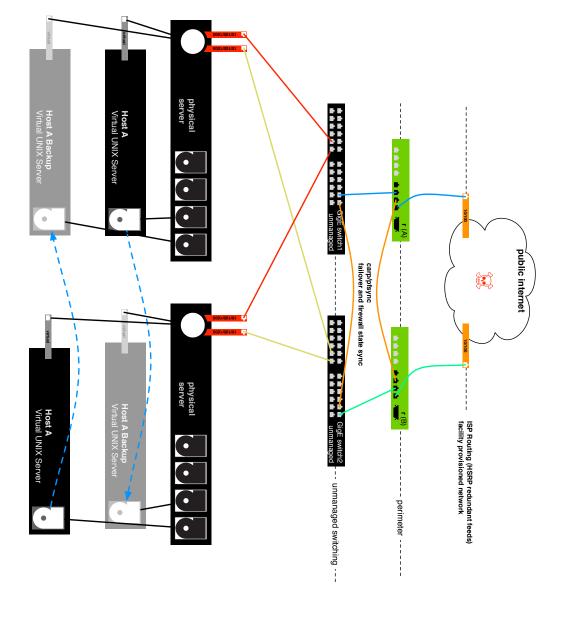






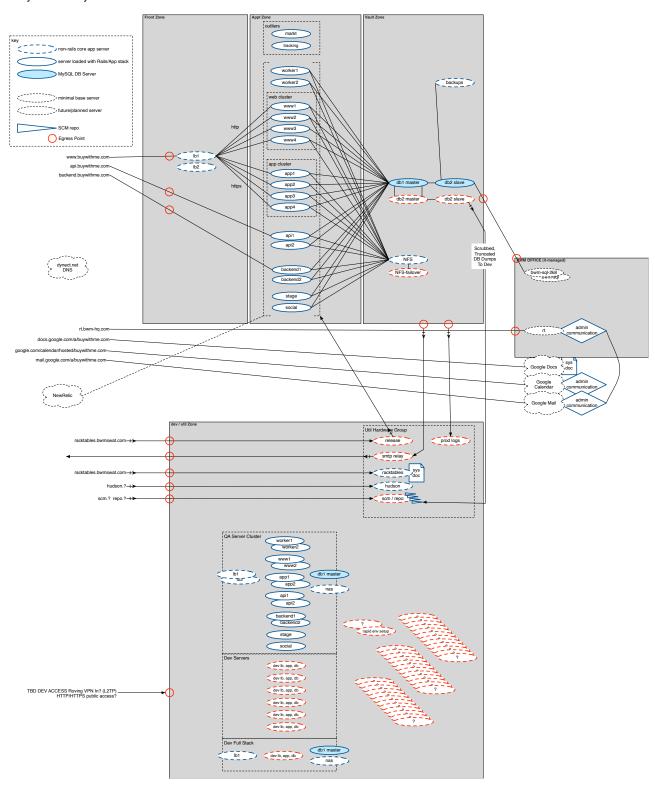
Network Statistics

- Open Source Softwareusing PF, (PfSense) from the OpenBSD project
- Firewall can be managed safely from inside the network, via https/browser interface. SSH tunnel and IPSEC tunnel remote access.
- IPSEC capable, L3 load balancing capable, policy-based routing capable- all across redundant lines
- Flexibility for fast DMZ deployment, vlans, etc...
- Common components, inexpensive to replace.
- Minimal managed hardware means smaller attack surface area.



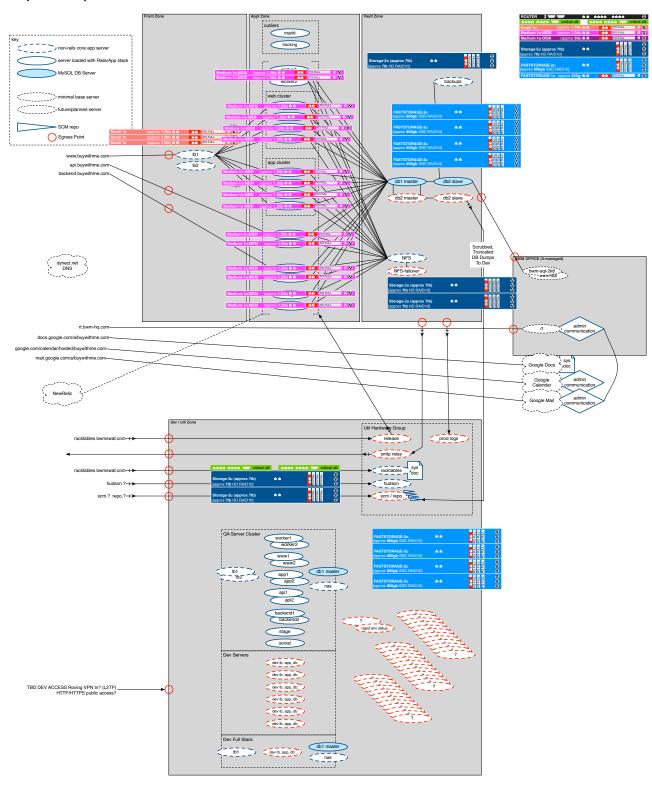
Buywithme Logical/Physical Topology (Colo) July 25, 2011

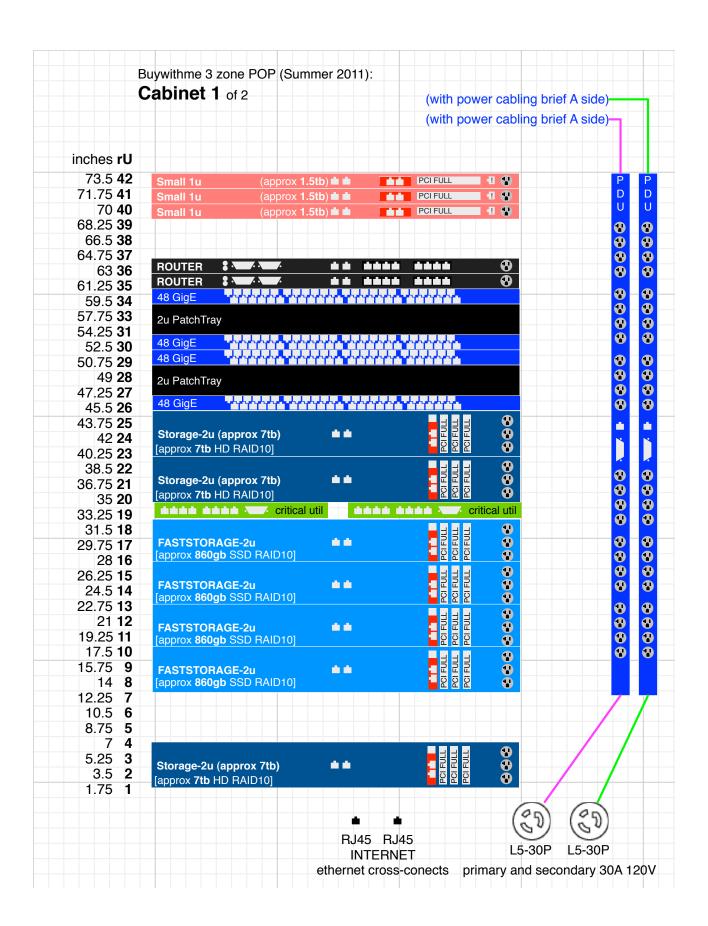
<systems@buywithme.com>

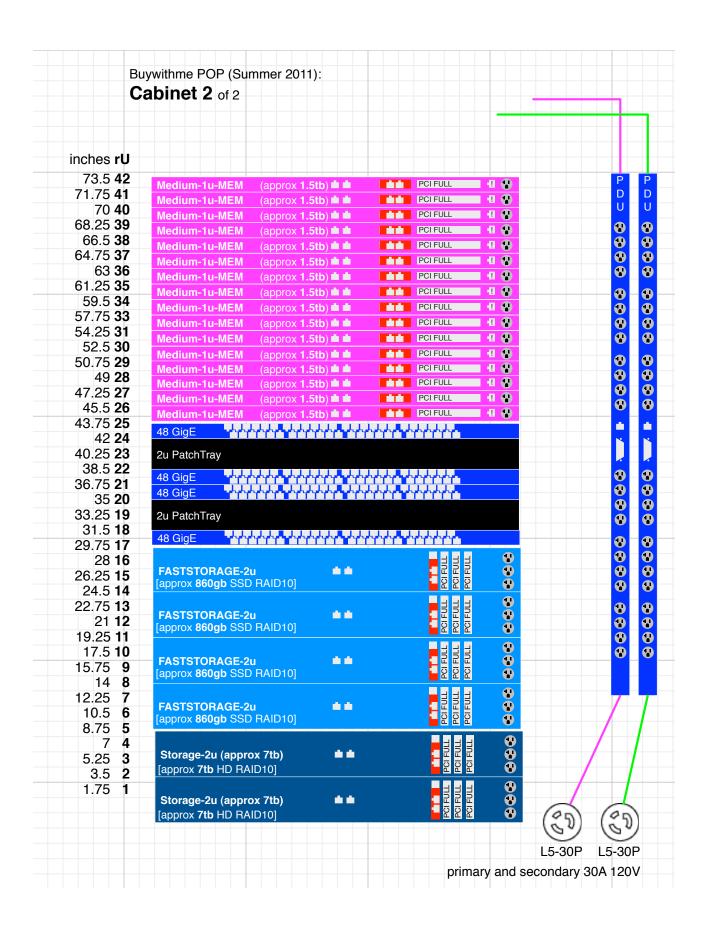


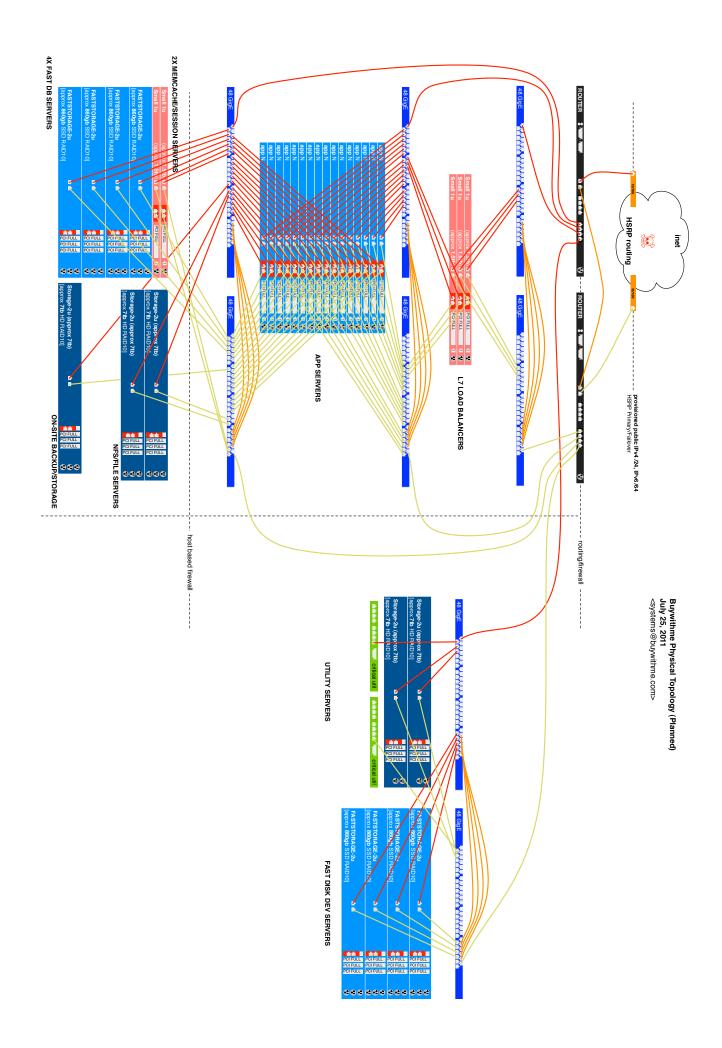
Buywithme Logical/Physical Topology (Colo) July 25, 2011

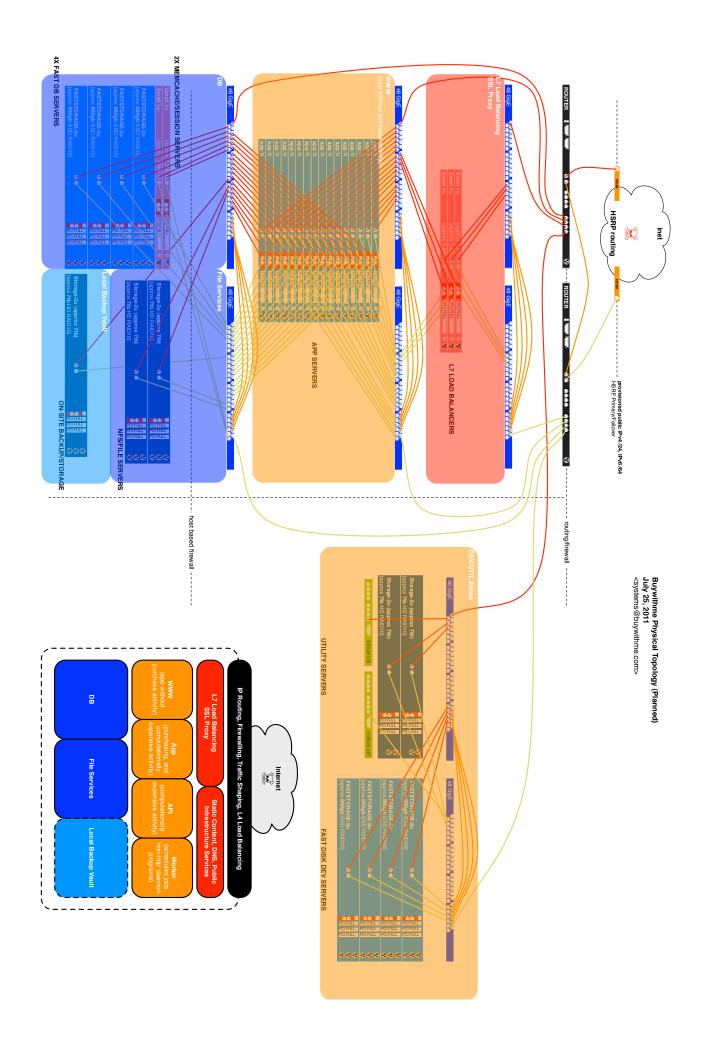
<systems@buywithme.com>











	http://www.supermicro.com/products/chassis/1U/515/SC515-280U.cfm	Supermicro SuperChassis 515-280UB (or similar) Intel CPU(s), Price more important than speed, dual/quad-core preferred. 4gb Memory 1x internal HD, 500gb (or -) 2x onboard Gigabit Ethernet Whatever fits properly with riser(!) No DVD/CD-Rom necessary 2PCS Intel 4-port Gigabit Ethernet PCI Card 10x Gigabit Ethernet Total	ROUTER \$2,327 \$2,327 1 Price-W-Disk Price rack-u disk GB
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SALES QUOTE

SQ-121901

8/1/2011



Customer Contact Ship To

BuyWithMe, Inc. Isaac Levy 345 Hudson Street,13th Floor, NEW YORK NY 10014 UNITED STATES Tel: (917) 667-6270 BuyWithMe, Inc. Isaac Levy 345 Hudson Street,13th Floor, NEW YORK NY 10014 UNITED STATES Tel: (917) 667-6270

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5		H80563QJ0538M / Keon E5345 Quad-	2		\$479.00 EA	\$(0.00	\$958.00	
7	10018421 / SNK-P0017 / SUPER 1U, Passive Heatsink f/ Socket-771 CPUs					\$22.00 EA	\$(0.00	\$44.00
9		MEM-DR220L-HL04 2-5300 (667MHz)		2 \$89.00 EA			\$(0.00	\$178.00
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Contact

Customer

SALES QUOTE

SQ-121901

8/1/2011



Isa 345 NEW UNI	WithMe, Inc. lac Levy Hudson Street, YORK NY 10014 TED STATES : (917) 667-627					BuyWithMe, Isaac Levy 345 Hudson: NEW YORK NY UNITED STATI Tel: (917)	Street,13 10014 ES	th Fl	oor,
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	http://www.supermicro.co	Supermicro PCI Riser, (if not included) Supermicro SC510-200B	1u Supermicro model similar to SYS-5017C-LF Intel CPU(s), Price more important than speed, c 1x 3.5" internal HD, 1.5Tb (supplied with server) (WD Caviar Black or Similar) (WD Caviar Black or Similar) 16gb Memory 2x onboard Gigabit Ethernet 1x pcs Intel 2-port Gigabit Ethernet PCI Card (2 extra Gigabit Ethernet, total: 4 ports) No DVD/CD-Rom necessary	SMALL-1u
	 http://www.supermicro.com/products/system/1U/5017/SYS-5017C-LF.cfm	not included)	1u Supermicro model similar to SYS-5017C-LF Intel CPU(s), Price more important than speed, dual/quad-core preferred. 1x 3.5" internal HD, 1.5Tb (supplied with server) (WD Caviar Black or Similar) 16gb Memory 2x onboard Gigabit Ethernet 2x onboard Gigabit Ethernet PCI Card (2 extra Gigabit Ethernet, total: 4 ports) No DVD/CD-Rom necessary	\$1,283 \$: Price-W-Disk Price
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Contact

Customer

SALES QUOTE

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Isa 345 NEW UNI	WithMe, Inc. lac Levy 6 Hudson Street,1 7 YORK NY 10014 TED STATES .: (917) 667-6270					BuyWithMe, Isaac Levy 345 Hudson S NEW YORK NY UNITED STATI Tel: (917)	Street,13 10014 ES	th Fl	Loor,
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3		CM8062300921702 Keon E3-1220 Qua		1		\$215.00 EA	\$0	.00	\$215.00
5	,	MEM-DR340L-HL03- 3-10600 (1333MHz		4		\$79.00 EA	\$0	.00	\$316.00
7	,	WD1502FAEX / WD L.5TB Sata-600 7	200RPM 3.5in	1		\$116.00 EA	\$0	.00	\$116.00
9		AOC-SG-i2 / SUPE oit Ethernet Con		1		\$82.00 EA	\$0	.00	\$82.00
11	SER-ASSEMBLY Assembly Ser			1		\$75.00 EA	\$0	.00	\$75.00
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						Balance			\$1,133.00

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MEDIOM-10-MEM		\$4,410	disk CB	5	CDI - CH 7	Nim CDI 2000 Day 2000 B
	Price-W-Disk Price	rack-u	disk GB	mem Gb	CPU GHZ	Num CPU core Power
1u Supermicro model similar to SYS-6015W-NTB	nilar to SYS-6015W-NT	B				
2x Intel CPU(s), Price more important than speed, dual/quad-core preferred.	ore important than spee	d, dual/quad-core prefe	erred.			
NO HARDDRIVES NEEDED	DED					
16gb Memory						
2x onboard Gigabit Ethernet	rnet					
1x pcs Intel 2-port Gigabit Ethernet PCI Card	it Ethernet PCI Card				RAID10	
(z exila Gigabit Eirleiffet, total: 4 polis) DVD/CD-Rom	r, rotal. 4 ports)				400	
Supermicro PCI Riser, (if not included)	not included)				RAIDZ	
1 disk (higher machine count, standard chassis)	ount, standard chassis)				-0 1	
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http://www.supermicro.com/products/system/1U/6015/SYS-6015W-NT.cfm	m/products/system/1U	6015/SYS-6015W-NT.	<u>ofm</u>			
			Medium-1u-MEM		× 1.5tb) 🖶 🖶	PCIFULL I
			Medium-10	-WEW (approx 1.5	× 1.5(a) = =	
		w 100				

	 http://www.supermicro.com/products/system/1U/6015/SYS-6015W-NT.cfm	1 1	1 1 1	1	4 disk (high density 1u standard chassis)	Supermicro PCI Riser, (if not included)	2x onboard Gigabit Ethernet 1x pcs Intel 2-port Gigabit Ethernet PCI Card (2 extra Gigabit Ethernet, total: 4 ports)	1u Supermicro model similar to SYS-6015W-NTB 2x Intel CPU(s), Price more important than speed, dual/quad-core preferred. SATA/SAS Backplane NO HARDDRIVES NEEDED 16ch Memory	MEDIUM-1u-DISK \$2,842 Price-W-Disk P
, sie	1U/6015/SYS-6015W-NT.c							NTB eed, dual/quad-core prefe	\$2,216 1 Price rack-u
Medium-1u-DISK	<u>fm</u>							rred.	6000 disk GB
									16 mem Gb
(approx 5tb) ■ ■					1344	RAIDZ	RAID10 864		2.5 CPU GHZ
POIFULL 4 4									8 1.496727273 Num CPU core Power



Contact

Customer

SALES QUOTE

SQ-121903

8/1/2011



Ship To

BuvWithMe, Inc. BuvWithMe, Inc. Isaac Levy Isaac Levy 345 Hudson Street, 13th Floor, NEW YORK NY 10014 345 Hudson Street, 13th Floor, NEW YORK NY 10014 UNITED STATES Tel: (917) 667-6270 UNITED STATES Tel: (917) 667-6270 Account Rep Schedule Date Account Due Date Terms 54089726 Credit Card 8/1/2011 8/1/2011 Aline Camacho Quotation PO # Reference Ship VIA Printed MEDIUM 1U FREE Ground Shipping 8/2/2011 10:47:35AM SO-121903 1 Item / Model / Brand Price Discount Amount Otv Description UM \$849.00 \$849.00 \$0.00 10018352 / SYS-6015W-NTB / SUPER Barebone 1U S-771 f/ Quad/Dual-Core Xeon EΑ 3 10018730 / AT80574JJ053N / INTEL \$335.00 \$0.00 \$670.00 2.33GHz DP Xeon L5410 Quad-Core, S-771 EΑ \$135.00 \$0.00 \$540.00 5 10018731 / MEM-DR240L-HL03-FB6 / SUPER 4GB DDR2 PC2-5300 (667MHz) FB-DIMM 240P EΑ 10019920 / AOC-SG-i2 / SUPER \$82.00 \$0.00 \$82.00 2-Port Gigabit Ethernet Controller Card ΕA \$75.00 \$75.00 \$0.00 9 SER-ASSEMBLY Assembly Service EΑ 11 SHIP-FREE \$0.00 \$0.00 \$0.00 Free Domestic Shipping EAThank you for your request to quote with Wiredzone. Due to industry dynamics price(s) quoted may change at any time without prior notice. Please review each line item carefully and make sure it meets your requirement(s). Taxable \$0.00 Tax Details \$0.00 Total Tax \$2,216.00 Exempt \$2,216.00 Total \$2,216.00 Balance

	329b Memory (need at least 649b capable) 2x onboard Gigabit Ethernet 2x onboard Gigabit Ethernet 1x pcs Intel 2-port Gigabit Ethernet PCI Card (2 extra Gigabit Ethernet, total: 4 ports) DVD/CD-Rom Supermicro PCI Riser, (if not included) 3Ware Raid Controller 3Ware 9650SE-16ML PCIe (OR 12 PORT VERSION?) (3ware battery) 3ware BBU-MODULE-04	STORAGE-2u \$5,048 \$3,470 1 1 Price-W-Disk Price rack-u d 2u Supermicro model similar to CSE-826E1-R800LPB 2x Intel CPU(s), Price more important than speed, dual/quad-core preferred. 3.5" SATA/SAS Backplane NO HARDDRIVES NEEDED
Storage-2u (approx 7tb)	SiON2)	8000 isk GB
pprox 7tb)		32 mem Gb
:	RAID10 0 RAIDZ 0	2.5 CPU GHZ
POI FULL POI FULL POI FULL		8 3.190181818 Num CPU core Power



SALES QUOTE

SQ-121904

8/1/2011



Customer Contact Ship To

BuyWithMe, Inc. Isaac Levy 345 Hudson Street,13th Floor, NEW YORK NY 10014 UNITED STATES Tel: (917) 667-6270 BuyWithMe, Inc. Isaac Levy 345 Hudson Street,13th Floor, NEW YORK NY 10014 UNITED STATES Tel: (917) 667-6270

	Account	Terms	Due Da	ate	Account	Rep	Sche	dule Date
	54089726	Credit Card	8/1/20	011	Aline Car	macho	8	/1/2011
	Quotation	PO #	Refere	nce	Ship V	'IA	Page	Printed
	SQ-121904		STORAGE	E 2U	FREE Ground Ship	ping	1	8/2/2011 10:47:35AM
L	Item / Model Description	/ Brand	Qty		Price UM	Disco	unt %	Amount
1	10010000 / 0	SE-826E1-R800UB / SUPER U E-ATX w/ 800W Red. P.Supply	1		\$799.00 EA	\$0	.00	\$799.00
3	,	SBDTU-LN4F+-B / SUPER Prop. S-1366 up to Xeon 5600	1		\$449.00 EA	\$0	.00	\$449.00
5	,	T80614006954AA / INTEL con E5603 Quad-Core, S-1366	2		\$210.00 EA	\$0	.00	\$420.00
7		NK-P0038P / SUPER Heatsink f/ Socket-1366 CPU	2		\$25.00 EA	\$0	.00	\$50.00
9	· ·	MEM-DR340L-HL06-ER13 / SUPER -10600 (1333MHz) 240pin DIMM	9	9 \$79.00 EA			.00	\$711.00
11	,	SC-R2UU-X2E4R / SUPER ot (X7DXU) to 2x PCI-E (x4)	1 \$33.00 EA			\$0	.00	\$33.00
13	,	SC-R2UU-UA3E8 / SUPER SLOT + 3X PCI-E X8 LEFT SIDE	1		\$96.00 EA	\$0	.00	\$96.00
15	· ·	650SE-12ML-SGL / 3WARE i-lane (SFF-8087) Sata-300	1		\$649.00 EA	\$0	.00	\$649.00
qu	oted may change	request to quote with Wiredzone. Due to at any time without prior notice. Please sure it meets your requirement(s).				Page Sub To	1 otal	\$3,207.00



Contact

Customer

SALES QUOTE

SQ-121904

8/1/2011



	Cuscomer		Concact				Ship it	,		
Isa 345 NEW UNI	WithMe, Inc. lac Levy 6 Hudson Street 7 YORK NY 10014 TED STATES 1: (917) 667-62						BuyWithMe, Isaac Levy 345 Hudson : NEW YORK NY UNITED STATE Tel: (917) 6	Street,13 10014 ES	th Fl	oor,
	Account		Terms		Due	Date	Account	Rep	Sch	edule Date
	54089726		dit Card			/2011	Aline Ca		8	3/1/2011
	Quotation		PO #		Refe	rence	Ship V	/IA	Page	Printed
	SQ-121904				STOR	AGE 2U	FREE Ground Ship	oping	2	8/2/2011 10:47:35AM
L	Item / Model Description	/ Brand			Qty		Price UM	Disco	unt %	Amount
17		BBU-MODULE-04 / ckup Unit for 3W			1		\$115.00 EA	\$1	0.00	\$115.00
19		SE-S084F/RSBS / +/-R DL) CD-R/RW			1		\$48.00 EA	\$1	0.00	\$48.00
21	SER-ASSEMBI Assembly Se				1		\$100.00 EA	\$1	0.00	\$100.00
		tic Shipping			1		\$0.00 EA	ŞI	0.00	\$0.00
to ti	industry dynar me without prio	er request to quote onics price(s) quoted or notice. Please rece sure it meets you:	may change at an view each line it	ry E	Tax Deta	ils	Total Ta Exempt Total Balance	x		\$0.00 \$0.00 \$3,470.00 \$3,470.00

FASTSTOR	8x 2.5" SATA Hot-Swap Drive Bays 2x Intel CPU(s), Price more important than speed, dual/quad-core preferred. 2.5" SATA/SAS Backplane NO HARDDRIVES NEEDED 16gb Memory (need at least 64gb capable) 2x onboard Gigabit Ethernet 1x pcs Intel 2-port Gigabit Ethernet PCI Card (2 extra Gigabit Ethernet, total: 4 ports) DVD/CD-Rom Supermicro PCI Riser, (if not included) http://www.supermicro.com/products/system/1U/1025/SYS-1025W-U.cfm	FASTSTORAGE-1u (SSD) \$3,897 \$1,907 1 960 Price-W-Disk Price rack-u disk GB
FASTSTORAGE-1u (approx 450g) i ii iii		16 mem Gb
< 450g) ■ ■	RAID10 432 RAIDZ 672	2.5 CPU GHZ
POI FUL U		8 2.030909091 Num CPU core Power

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FASTE	 http://www.supermicro.com/products/system/1U/1025/SYS-1025W-U.cfm			Supermicro PCI Riser, (if not included)	(2 extra Gigabit Ethernet, total: 4 ports)	16gb Memory (need at least 64gb capable) 2x onboard Gigabit Ethernet 1x pcs Intel 2-port Gigabit Ethernet PCI Card	2.5" SATA/SAS Backplane NO HARDDRIVES NEEDED	2x Intel CPU(s), Price more important than speed, dual/quad-core preferred.	1u Supermicro, 8x SATA bays (Something Like SYS-1025W-UB?)	Price-W-Disk Price rack-u disk GB	FASTSTORAGE-1u (HD) \$4,097 \$1,907 1 4800
FASTSTORAGE-1u (approx 450g) ♣ ♣				() T		N. T.				mem Gb	16
50g) *				3360	0 A ID 7	RAID10 2160				CPU GHZ	2.5
POI FULL 41 😯										Num CPU core Power	8 2.3





Contact

Customer

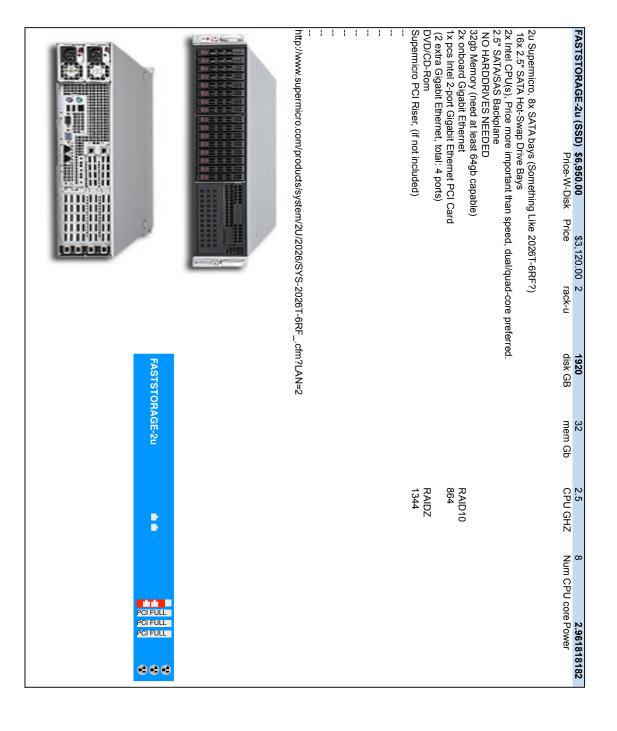
SALES QUOTE

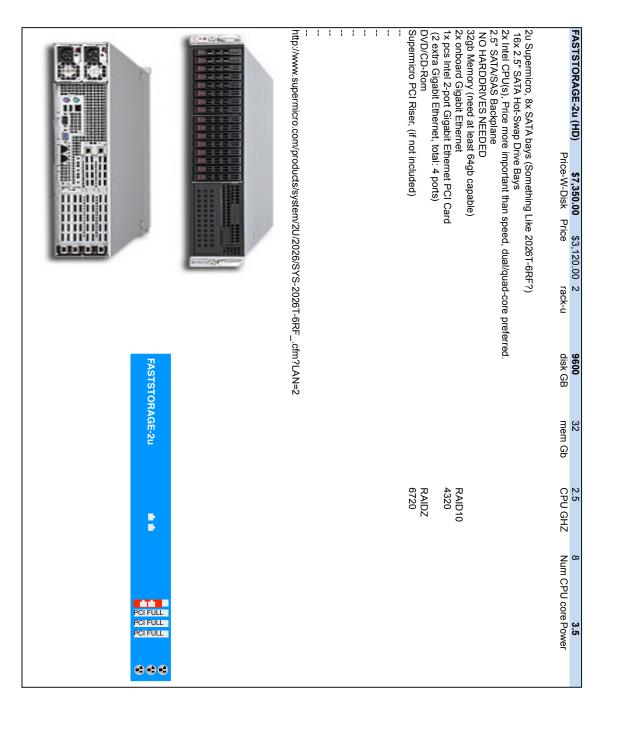
SQ-121908

8/2/2011



IS 34 NE UN	nyWithMe, Inc. caac Levy 15 Hudson Street,1 WW YORK NY 10014 LITED STATES el: (917) 667-6270					BuyWithMe, Isaac Levy 345 Hudson S NEW YORK NY UNITED STATE Tel: (917) 6	Street,13 10014 ES	th Fl	oor,
	Account		Terms	Due	Date	Account	Rep	Sch	edule Date
	54089726	Cred	lit Card	8/2	/2011	Aline Car	macho	8	3/2/2011
	Quotation		PO #	Refe	rence	Ship V	/IA	Page	Printed
	SQ-121908			FASTST	ORAGE 1U	FREE Ground Ship	oping	1	8/2/2011 10:47:35AM
L	Item / Model Description	/ Brand		Qty		Price UM	Disco	unt %	Amount
	· ·	SYS-1026T-UF / S S-1366 - up to		1		\$869.00 EA	\$0	.00	\$869.00
		3X80602E5503 / 1 Keon E5503 Dual-		2		\$208.00 EA	\$0	.00	\$416.00
	· ·	MEM-DR380L-HL03- 3-10600 (1333MHz		3		\$153.00 EA	\$0	.00	\$459.00
	· ·	RSC-R1UU-E8PR / CI-E x8 Right-Si		1		\$19.00 EA	\$0	.00	\$19.00
		AOC-PG-i2+ / SUE oit Ethernet Cor		1		\$69.00 EA	\$0	.00	\$69.00
1	1 SER-ASSEMBLY Assembly Ser			1		\$75.00 EA	\$0	.00	\$75.00
1	3 SHIP-FREE Free Domesti	c Shipping		1		\$0.00 EA	\$0	.00	\$0.00
t	Thank you for your request to quote with Wiredzone. Due to industry dynamics price(s) quoted may change at any time without prior notice. Please review each line item carefully and make sure it meets your requirement(s).			Tax Deta		Taxable			\$0.00
						Total Ta: Exempt Total	x		\$0.00 \$1,907.00 \$1,907.00
						Balance			\$1,907.00







Contact

Customer

SALES QUOTE

SQ-121909

8/2/2011



Ship To BuvWithMe, Inc. BuvWithMe, Inc. Isaac Levy Isaac Levy 345 Hudson Street, 13th Floor, NEW YORK NY 10014 345 Hudson Street, 13th Floor, NEW YORK NY 10014 UNITED STATES Tel: (917) 667-6270 UNITED STATES Tel: (917) 667-6270 Account Rep Schedule Date Account Due Date Terms 54089726 8/2/2011 Credit Card Aline Camacho 8/2/2011 Quotation PO # Reference Ship VIA Printed FASTSTORAGE 2U FREE Ground Shipping 8/2/2011 10:47:35AM SO-121909 1 L Item / Model / Brand Price Discount Amount Otv Description UM \$1,629.00 \$1,629.00 \$0.00 10020188 / SYS-2026T-6RF+ / SUPER Barebone 2U S-1366 - up to Xeon 5600 CPU EΑ 3 32023123 / BX80602E5503 / INTEL \$208.00 \$0.00 \$416.00 2.00GHz DP Xeon E5503 Dual-Core, S-1366 EΑ \$153.00 \$0.00 \$918.00 5 10020302 / MEM-DR380L-HL03-ER13 / SUPER 8GB DDR3 PC3-10600 (1333MHz) 240pin DIMM EΑ 10019920 / AOC-SG-i2 / SUPER \$82.00 \$0.00 \$82.00 2-Port Gigabit Ethernet Controller Card ΕA \$75.00 \$75.00 \$0.00 9 SER-ASSEMBLY Assembly Service EΑ 11 SHIP-FREE \$0.00 \$0.00 \$0.00 Free Domestic Shipping EAThank you for your request to quote with Wiredzone. Due to industry dynamics price(s) quoted may change at any time without prior notice. Please review each line item carefully and make sure it meets your requirement(s). Taxable \$0.00 Tax Details \$0.00 Total Tax \$3,120.00 Exempt \$3,120.00 Total \$3,120.00 Balance



prices/sizes reflect current market rates, August, 2011

SATA Drives 3.5" WD Caviar Bl: WD Caviar Black

 Size (GB
 1000
 1500
 2000

 Price Each
 \$94
 \$119
 \$159

 Price Per GB
 \$0.09
 \$0.08
 \$0.08

 Amp Draw
 0.161727273
 0.174181818
 0.174181818

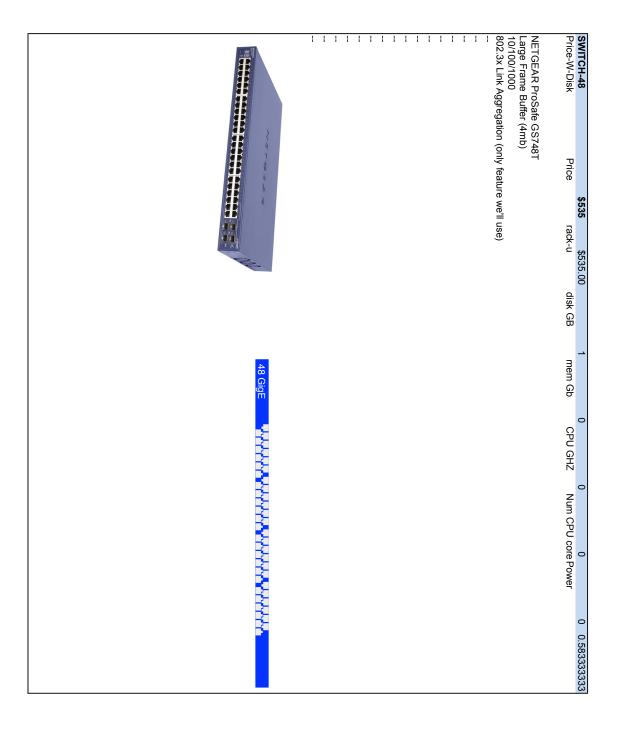
Models: WD Black Series, Seagate Barracuda Series, etc... (Stay away from Green drives excepting storage-heavy applications)

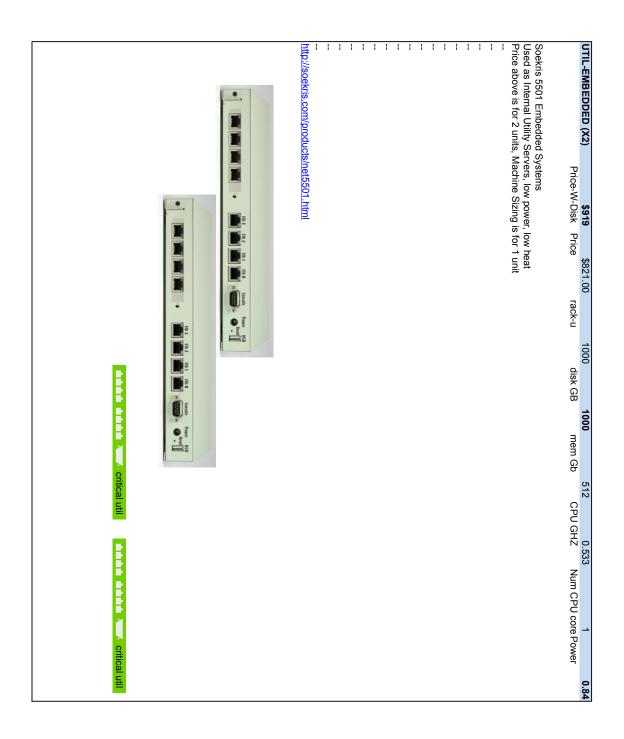
0.116363636 0.116363636	\$1.92	\$230	120	Intel 320 Series SS	SSD Drives 2.5"
6363636	\$1.72	\$440	256	Intel 320 Series SSDSA2CW120G310 2.5" General SATA	
0.32	\$0.20	\$98	500	General SATA	SATA Drives 2.5

WD VelociRar Velocirapor
450 600
\$265 \$255
\$0.59 \$0.43
0.15 0.15 FAST SATA HD 2.5"

TARGET DISKS (standards used for other worksheets) size 450 0.15 120 0.116363636 600 0.15 amp draw price 1500 0.174181818 \$119 \$265 \$230 \$255

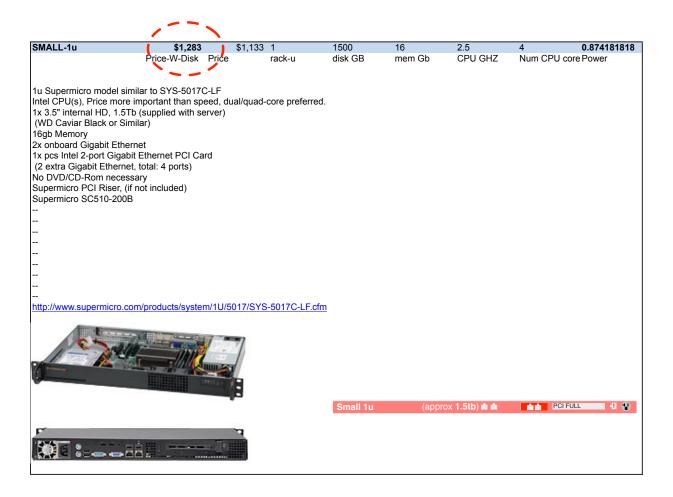
3.5" SATA 2.5" SATA 2.5" SSD 2.5" FAST HC



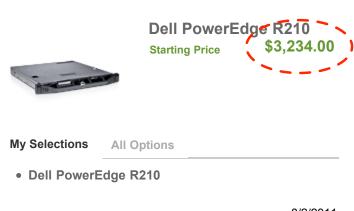


5.1

Greybox Intel vs. Dell Small 1-u



Print Summary



Date 8/2/2011

The Dell Online Store: Build Your System 8/3/11 11:23 AM

Print Summary

Dell PowerEdge R210
Starting Price \$3,234.00



My Selections **All Options**

• Dell PowerEdge R210

Date Catalog Number	8/2/2011 9:05:49 AM Central Standard Time 5 Retail 555			
Catalog Number / Description	Product Code	Qty	SKU	ld
PowerEdge R210: PowerEdge R210 Chassis w/up to 2 Cabled HDs and Quad-Pack LED Diagnostics	R210	1	[224-6640]	1
Operating System: No Operating System	NOOS	1	[420-6320]	11
Hard Drive Configuration: Onboard SATA, 1-2 Hard Drives connected to onboard SATA Controller -No RAID	OBSATA	1	[330-5367]	27
Internal Controller: No Controller	NCTRLR	1	[341-3933]	9
Rails: 2/4 -Static Post Static Rails	STATIC	1	[330-4138]	28
Hard Drives (Multi-Select): 1TB 7.2K RPM SATA 3Gbps 3.5-in Cabled Hard Drive	1TSU	1	[341-6347]	1209
Primary Hard Drive: HD Multi-Select	HDMULTI	1	[341-4158]	8
Power Cords: Power Cord, NEMA 5-15P to C13, wall plug, 10 feet	WP10F	1	[330-5113]	38
Bezel: Bezel	BEZEL	1	[313-7839]	17

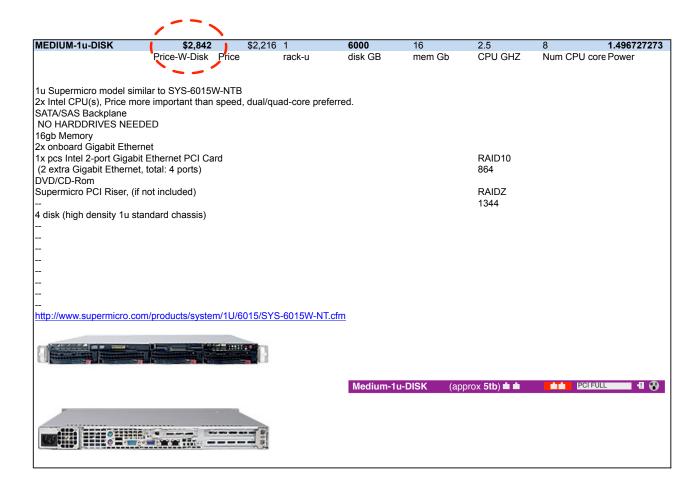
The Dell Online Store: Build Your System 8/3/11 11:23 AM

Memory : 16GB Memory (4x4GB), 1333MHz, Dual Ranked UDIMM	16G4UP3	1	[317-2022][317- 2409]	3
Processor: Intel® Xeon® X3440, 2.53 GHz, 8M Cache, Turbo, HT	X3440	1	[317-2309][317- 2311]	6
Ship Group : Shipping Material,PowerEdge R210	SHIPGRP	1	[330-5362]	2
Network Adapter: Intel Gigabit ET Dual Port NIC, PCIe-4	DPCIE4	1	[430-0643]	13
Embedded Management: Baseboard Management Controller	BMC	1	[313-7919]	14
Internal Optical Drive: No Internal Optical Drive	NOCDDVD	1	[330-5412]	16
System Documentation: Electronic System Documentation and OpenManage DVD Kit	EDOCS	1	[313-8491]	21
Hardware Support Services: 3 Year ProSupport and Mission Critical 4HR 7x24 Onsite Pack	U3IPME4	1	[905-1052][905- 1242][905- 1937][905- 3588][905- 3628][905- 8580][989-3439]	29
Proactive Systems Management: Dell Proactive Systems Management	PSM	1	[909-0269]	30
Installation Services: No Installation	NOINSTL	1	[900-9997]	32
Proactive Maintenance : Proactive Maintenance: 1 event per year, Remote Delivery, 3 Year	ENTM1R2	1	[988-7388]	33
				Print

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snFG03

Greybox Intel vs. Dell Medium 1-u Diskfull



Print Summary



Nate 8/2/2011

The Dell Online Store: Build Your System 8/3/11 11:22 AM

Print Summary

Dell PowerEdge R310 - New!



\$5,542.00



My Selections All Options

• Dell PowerEdge R310 - New!

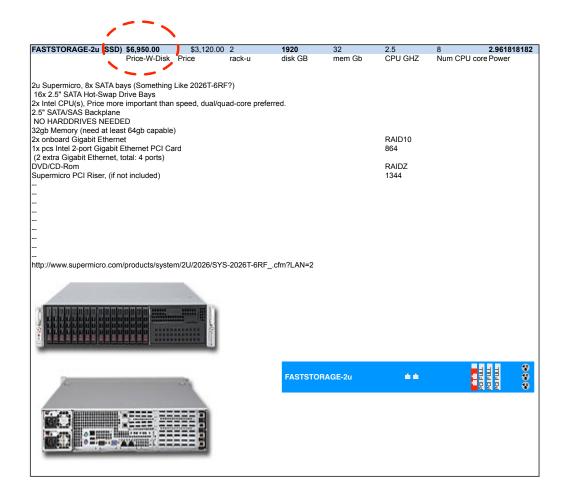
Date Catalog Number	8/2/2011 9:12 Time 5 Retail 555	:52 AM	Central Standard	b
•				
Catalog Number / Description	Product Code	Qty	SKU	ld
PowerEdge R310: PowerEdge R310 Chassis, Up to 4 Cabled Hard Drives and Quad Pack LED diagnostics	R310C	1	[224-8311]	1
Ship Group : Shipping for PowerEdge R310	SHIPGRP	1	[330-8208]	2
Processor: Intel® Xeon® X3440, 2.53 GHz, 8M Cache, Turbo, HT	X3440	1	[317-2309][330- 8207]	6
Memory : 16GB Memory (4x4GB), 1333MHz, Dual Ranked RDIMM	16G2RRD	1	[317-5137]	3
Operating System: No Operating System	NOOS	1	[420-6320]	11
Hard Drive Configuration: RAID 10 - Add-in H200/H700 (SAS/SATA Cntrlr), 4 Hard Drives	AH4HR10	1	[330-8170]	27
nternal Controller: PERC H700 Adapter, RAID Controller NVDIMM 512MB Cache	H7512NC	1	[330-8181][342- 1021]	9
Hard Drives (Multi-Select): 1TB 7.2K RPM Near-Line SAS 6Gbps 3.5in Cabled Hard Drive	1TBA3	4	[342-2097]	1209
Power Supply:	DDC	1	1220 02001	26

The Dell Online Store: Build Your System 8/3/11 11:22 AM

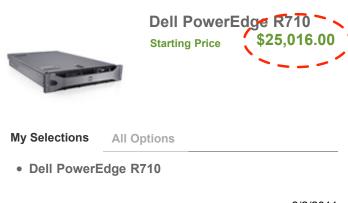
Power Supply, Redundant, 400W	KFO	ı	[330-0208]	30
Power Cords: 2x Power Cord, NEMA 5-15P to C13, wall plug, 10 feet	2WP10F	1	[330-5113][330- 5113]	38
Embedded Management: Baseboard Management Controller	ВМС	1	[313-7919]	14
Network Adapter: Intel Gigabit ET Dual Port NIC, PCIe-4	DPCIE4	1	[430-0643]	13
Rails: 2/4 -Static Post Static Rails	STATIC	1	[330-4138]	28
Bezel: Bezel	BEZEL	1	[313-7839]	17
Internal Optical Drive: DVD-RW Drive, SATA	DVDRW	1	[313-9091][330- 8866]	16
System Documentation: No Systems Documentation, No OpenManage DVD Kit	NODOCS	1	[310-5171]	21
Primary Hard Drive: HD Multi-Select	HDMULTI	1	[341-4158]	8
Hardware Support Services: 3 Year ProSupport and Mission Critical 4HR 7x24 Onsite Pack	U3IPME4	1	[909-4337][909- 4488][909- 4528][923- 9042][923- 9232][927- 3280][989-3439]	29
Proactive Systems Management: Dell Proactive Systems Management	PSM	1	[909-0269]	30
Installation Services: No Installation	NOINSTL	1	[900-9997]	32
				Print

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Greybox Intel vs. Dell Medium 1-u Diskfull



Print Summary



Date 8/2/2011

The Dell Online Store: Build Your System 8/3/11 11:23 AM

Print Summary

Dell PowerEdge R710
Starting Price \$25,016.00



• Dell PowerEdge R710

Date Catalog Number	8/2/2011 9:17: Time 5 Retail 555	24 AM	Central Standard	d
Catalog Number / Description	Product Code	Qty	SKU	ld
PowerEdge R710: Chassis for Up to 8, 2.5-Inch Hard Drives	R7108W	1	[224-8461]	1
SHIP : PowerEdge R710 Shipping	SHIPGRP	1	[330-4124]	2
Processor: Intel® Xeon® E5649 2.53GHz, 12M Cache, 5.86 GT/s QPI, 6C	E5649	1	[317-6155]	6
Installation Services: No Installation	NOINSTL	1	[900-9997]	32
Memory: 32GB Memory (8x4GB), 1333MHz Dual Ranked LV RDIMMs for 2 Processors, Advanced ECC	32LVR2A	1	[317-7367]	3
Additional Processor: Intel® Xeon® E5649 2.53GHz, 12M Cache, 5.86 GT/s QPI, 6C	2E5649	1	[317-1213][317- 6164]	7
Operating System: No Operating System	NOOS	1	[420-6320]	11
Hard Drive Configuration: RAID 10 for H700 or PERC 6/i Controllers	MSR10	1	[341-8701]	27
Internal Controller: PERC H700 Integrated RAID Controller, 1GB NV Cache, x8	H7I1GX8	1	[342-1615]	9

The Dell Online Store: Build Your System 8/3/11 11:23 AM

Hard Drives: 100GB Solid State Drive SATA Mainstream 2.5in HotPlug Hard Drive	100GBSH	8	[341-9355]	1209
Power Supply: High Output Power Supply, Redundant, 870W	RDPSUHO	1	[330-3475]	36
Power Cords: NEMA 5-15P to C13 Wall Plug, 125 Volt, 15 AMP, 10 Feet (3m), Power Cord	125V10F	1	[310-8509]	106
Power Cords: 2x 10 feet (3m) Power Cords, 125 volt 15 AMP NEMA 5-15P to C13 Wall Plug	2125V10	1	[310-8509][310- 8509]	106
Embedded Management: iDRAC6 Express	IDRCEX	1	[467-8649]	14
Network Adapter: 2x Intel Gigabit ET Dual Port NIC, PCIe-4	2DPCIE4	1	[430-0643][430- 0643]	13
Rails: No Rack Rails or Cable Management Arm	NORAIL	1	[330-3479]	28
Bezel: Bezel	BEZEL	1	[313-7517]	17
Internal Optical Drive: DVD+/-RW, SATA, Internal	DVDRW	1	[313-9090]	16
System Documentation: Electronic System Documentation and OpenManage DVD Kit	EDOCS	1	[330-3485]	21
1st Hard Drive: HD Multi-Select	HDMULTI	1	[341-4158]	8
Power Cords: No Additional Power Cords	NOPWRCD	1	[310-9057]	38
Feature Upgrades for Embedded NIC Ports: Embedded NICs are TOE Ready with iSCSI Offload Enabled	ISCSI	1	[430-1764][430- 2970]	5
BIOS Setting: Power Saving BIOS Setting	ESBIOS	1	[330-3491]	10
Riser Card: Riser with 2 PCle x8 + 2 PCle x4 Slot	PCIEX8	1	[320-7886]	18
Hardware Support Services: 3 Year ProSupport and Mission Critical 4HR 7x24 Onsite Pack	U3IPME4	1	[989-3439][992- 8162][992- 8352][993- 2200][993- 8447][993- 8458][993-8518]	29
Proactive Systems Management: Dell Proactive Systems Management	PSM	1	[909-0269]	30
Proactive Maintenance : Proactive Maintenance: 1 event per year, Remote Delivery, 3 Year	ENTM1R3	1	[988-7379]	33
				Print

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Page I

BuyWithMe INFRASTRUCTURE CONSOLIDATION ike@buywithme.com

FacilityComparison

NY/NJ Colocation Quote Comparison Isaac (.ike) Levy 2 cabinets

WINNER BASED ON COST, REPUTATION

Facility	Internap	NYI
MRC		
Setup		
Extra Costs	none	none
B 1:101	10 I " 05th " D IIIODD 100	10 1 " 05 th " D 1110DD 100 1
Bandwidth Included	10mb commit, 95"percentile, Dual HSRP 100	10mb commit, 95 th percentile, Dual HSRP 100mb
2 Cabinata vight of first valued on 2 rd adjainin	and and in star right of first refused may sent outro	Right of first refusal is clear, adjoining cabinets ma
	2x 20a primary, 80% utilization	2x 30a Primary, 85% utilization
	20a 'redundant', 0% utilization, designed for fa	
Fower Secondary Cornig	20a redundant, 076 utilization, designed for is	The both primary
20a, Power Usable, if 20a circuts	2 v 20a v 80	2 x 20a x .85
20a, Amps Usable Per Cabinet		
EACH CABINET (AMPS, 110v)		<u> </u>
2,1011 0,1211 (7 1111 0, 1101)		
30a, Power Usable, if 30a circuts	-	_
primary/failover		2 x 30a x .85
F	51	
primary/primary	NOT AVAILABLE	2 x 30a x .85
30a, Power Usable Description	SUBJECT TO AVAILABILITY 4 x 30a x .5	2 x 30a x .85
EACH CABINET USABLE QUOTED AMPS		51
(2 cabinets) TOTAL POWER BEST OFFER	64	102
Order-To-Delivery Time	30 days	72 hours
Remote Hands	\$300/hr, 1/2hr min	Free Reboots, Minor Diagnostic
Monitor-Escalate	Extra Managed Contract Can Be Arranged	24/7 Monitor-Escalate, \$10/mo/server, a-la-cart
0.00	040.70 Toron II (-i 0000)	OAO 70 Time II (einen 2007)
	SAS-70 Type II (since 2009)	SAS-70 Type II, (since 2007)
		Carrier Neutral backbone, 25-30 carriers at 100 V
Quote Date	July 25, 2011 (requested July 20th)	July 19, 2011 (requested the 18th)
NOTES ON 2010 2v Cabinata prining	1 cabinet extrapolation, 2011 quote	1 cabinet quote, 2011
NOTES ON 2010 2x Cabinets pricing MRC		
Setup		\$2,300.00 \$750.00
Setup	\$2,735.00	\$130.00

NY/NJ Colocation Quote Comparison Isaac (.ike) Levy 2 cabinets

WINNER BASED ON COST, REPUTATION

n/a as what we got, verbal OK to line-item the resources n/a \$5,200.00	n/a. n/a	1 cabinet quote, 2011 \$1,799.95	1 cabinet quote, 2011 \$2,300.00	1 cabinet extrapolation, 2011 quote \$2,900.00	NOTES ON 2010 2x Cabinets pricing MRC
Quote in Aug. 2, (Requested 7/22/2011)		Certification SAS-70 Type II (since 2009) SAS-70 Type II, (since 2007) SAS-70 Type II, (since 2007) Network Backbone Internap Proprietary P-NAP, Multiple Carriers Carrier Neutral backbone, 25-30 carriers at 100 ViCarrier Neutral backbone, 25-30 c	SAS-70 Type II, (since 2007) Carrier Neutral backbone, 25-30 carriers at 100 W July 19, 2011 (requested the 18th)	Certification SAS-70 Type II (since 2009) K Backbone Internap Proprietary P-NAP, Multiple Carriers Quote Date July 25, 2011 (requested July 20th)	Certification SA Network Backbone Inte Quote Date Juh
n/a		rren repodis, minor Diagnostic rene repodis, minor Diagnostic rene repodis, minor Diagnostic 247 Monitor-Escalate, \$10/mo/server, a-la-cart 247 Monitor-Escalate, \$10/	24/7 Monitor-Escalate, \$10/mo/server, a-la-cart	ontract Can Be Arranged	Monitor-Escalate Extra Managed Co
15-30 days	15-30 days			A ON THE STATE OF	Order-To-Delivery Time 30 days
		i		1	To the state of th
3 -1	2 x 30a x .85 51	2 x 30 8 x .85	2 x 3 Ua x .85 51	308, POWER USBDIE DESCRIPTION SUBJECT TO AVAILABILITY 4 X 308 X 35 NET USABLE QUOTED AMPS TOTAL POWER REST OFFER 64	EACH CABINET USABLE QUOTED AMPS O Cabinets) TOTAL POWER REST OFFER
I WIN EGONOWAY OF O PROMOTION TO SOM	- X 000 X 100				pinnary por Avancabate
	20a v 85	51	51	51	primary/primary NO
	2 x 30a x .85	2 x 30a x .85 2 x 3	2 x 30a x .85		30a, Power Usable, if 30a circuts - primary/failover 2 x 30a x .80
					EACH CABINET (AMPS, 110v)
		34	34	32	20a, Amps Usable Per Cabinet
		2 x 20a x .85	2 x 20a x .85		20a, Power Usable, if 20a circuts 2 x 20a x .80
		n/a both primary		Power Secondary Config 20a 'redundant', 0% utilization, designed for fan/a both primary	Power Secondary Config 20a
1 Cabinet Quote PWR-208V/6kVA - UPS protected L6-30A receptacle	for 4 th and 5 th if necessary	2 Cabinets, right of first refusal on 3" adjoining cabinets, right of first refusal may cost extra Right of first refusal is clear, adjoining cabinets makes for 4" and 5" if necessary Power Config Quote 2x 20a primary, 80% utilization 2x 30a Primary, 85% utilization 2x 30a Primary, 85% utilization	Right of first refusal is clear, adjoining cabinets ma 2x 30a Primary, 85% utilization	efusal on 3 rd adjoining2 cabinets, right of first refusal may cost extra Power Config Quote 2x 20a primary, 80% utilization	Cabinets, right of first refusal on 3 rd adjoining c. Power Config Quote 2x 2
own 100Mbps - flat rate		Bardwidth Included 10mb commit, 95" percentile, Dual HSRP 100r 10mb commit, 95" percentile, Dual HSRP 100mb 10mb commit, 95" percentile, Dual HSRP 100mb NONE- additional cost, must bring our	10mb commit, 95 th percentile, Dual HSRP 100mb	mb commit, 95 th percentile, Dual HSRP 100r	Bandwidth Included 10r
	***************************************	ANOR	none	40,E00,00	Extra Costs none
0 \$9,600.00	\$4,325.00	\$3,199.90		00.000,00	MXC

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NOTES ON 2010 2x Cabinets pricing 1 cabinet extrapolation, 2011 quote 82,900,00	Cydrolin Section i lane serial (Section I Grant	Remote Hands \$300hr, 1/2ir min Free Reboods, Minor Diagnostic	Order-to-Orderey Time 30 days	JOB, Powr Usebia Precention SUBJECT TO AVAILABILITY 4 x 30s x 5 3 (2 cabinets) TOTAL POWER BEST OFFER 44	primary/primary NOT AVAILABLE	30a, Power Usable, if 30a cruis - 30a, Power Usable, if 30a cruis - 30a x 80	20s, Power Usable, if 20a crouts 2 x 20s x 80 20a Amps Usable Per Cabinet 20a Construction of the Construc	Bandachinolodd Unit commit Sifercatiles, Dal High Tolytins commit Sifercatiles, Dal High Tolytins Commit Sifercatiles, Dal High Color, Mode, Endelson dant, mast bring and new 2004pp.: Elling and Color of Section Color of Sectio	MRC \$5,050.00 Exta Costs none Exta Costs none
1 cabinet quote, 2011	SAS-70 Type II. (since 2007) Carrier Neutral backbone, 25-30 carriers at 100 July 19, 2011 (requested the 18th)	Free Reboots, Minor Diagnostic 24/7 Monitor-Escalate, \$10/mo/server, a-la-cal	72 hours	2 x 30a x 85 51	2 x 30a x .85	7 × 30a × 85	2×20a×.85	r 10mb commit, 95" bercertile, Dual HSRP 100mb Right of first refusal is clear, addining cabinets m 2x, 30a Primary, 85% utilization and both primary	34,200.00) S1,375.00
1 1 cabinet quote, 2011 0 \$1,799.95	SAS-70 Type II. (since 2007) V Carrier Neutral backbone, 25-30 carriers at 100 V E July 19, 2011 (requested the 18th)	Free Reboots, Minor Diagnostic n 24/7 Monitor-Escalate, \$10/mo/server, a-la-carin	72 hous	2 x 30a x .85 51 102	2 x 30a x 85		2×20a×85 4	 10mb commt, 95" percentile, Dual HSRP 100mb N. Right of first refusal is clear, adjoining cabinets mail 2x. 30a Primary, 85% utilization 	0 \$3,199.90 0 \$0.00
n'a B'a	γο	8	15-30 days	2 x 30a x .85 51 102	2 x 30a x .85	× 20a × 85		ONE-additional cost, must bring our owness for 4 th and 5 th if necessary	\$4,325.00 \$3,900.00
as what we got, verbal OK to line-item the n	Quote in Aug. 2. (Requested 7/22/2011)	\$200/hr Managed services from Datagram is offered at a rate of \$200 per hour, or rVa	15-30 days		PWR-208/8KVA - UPS protected L6-30A receptade; 6kVA power stowance			r (Ooklops - star also 1 Cashnet Quote PVIR-209/98VA- UPS protected 1.6-30A receptade; 6VA power allowance	
resources \$5.200.00	Requested 7/22/2011				sade; 6kVA power allowance)lade; 6k/A power allowance	\$9,600.00 Quote Not in (Requested July 22)
	n/a Provide Our Own Carrier summer 2010	a black of 5 hours for No Services Offered No Services Offered	n/a	n'a, orly 1 drout per cabinet		nla, only 1 circuit per cabinet	1 x 20a x .80	NONE- must bring our own carrier 2x 20s primary 80% utilization 20s redundant; 0% utilization, designed for fail ove	n/a, now owned by Equinix n/a, now owned by Equinix

6.1

BuyWithMe INFRASTRUCTURE CONSOLIDATION ike@buywithme.com



SO Type: Colocation

Facility: 100 William Street, NYC

Date: 07/21/11 **Rollout:** 07/25/11 File #: Q69-53-4730 Company: BuyWithMe, Inc. Contact: Isaac Levy

Address: 345 Hudson Street, 13th floor

New York, NY 10014 Tel: 917.667.6270 Fax: 866.305.2632

Email: ilevy@buywithme.com

One Time Fees - Detailed Description and Pricing

Item	Unit	Description	Quantity	Rate	Item Total
0001	Colocation	48U Cabinets, Lockable Cabinet	2	\$250.00	\$500.00
0002	Primary Power	30 AMP 110V [L5-30R] Circuit	4	\$500.00	\$2,000.00
0003	Bandwidth	Burstable Bandwidth: Fast Ethernet Connection (100 Mbps), 10 Mbps Included \$25.00 per Mbps Over 10 Mbps billed at the 95th Percentile IP Space: /24 Network-250 Useable IPs	1	\$0.00	\$0.00
0004	Redundant Uplink	Redundant/HSRP-Based Uplink	1	\$250.00	\$250.00
0005	Management Discount	Management Approved Discount	1	-\$1,375.00	-\$1,375.00
					TOTAL
	One Ye	ar Contract Required			\$1,375.00

Service fees: This Service Order contains the cost for services described above. Pricing is based on factors such as billable time, network deployment, network resources, programming, hardware, as well as other variables. If any of these factors are modified by the customer or are modified as a direct result of a change in customer needs, or any misunderstanding of capabilities that increase any expense beyond what was originally conveyed for the project, the customer shall be billed accordingly. NYI is required to warn the Customer of additional charges as the NYI becomes aware of an imparity of services $rendered\ in\ comparison\ with\ the\ estimate.\ NYI\ is\ not\ liable\ for\ additional\ charges\ to\ the\ Customer\ that\ the\ Customer\ was\ not\ in\ the\ charges\ that\ that\ the\ charges\ that\ that\ the\ charges\ that\ that\ the\ charges\ that\ that$ $aware\ of\ due\ to\ the\ lack\ of\ knowledge,\ due\ diligence\ or\ negligence\ on\ behalf\ of\ the\ Customer,\ or\ charges\ from\ third\ parties.$

THIS OFFER IS VALID FOR FOURTEEN (14) DAYS FROM THE DATE BELOW

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SO Type: Colocation

Facility: 100 William Street, NYC

Date: 07/21/11 **Rollout:** 07/25/11 File #: Q69-53-4730 Company: BuyWithMe, Inc. Contact: Isaac Levy

Address: 345 Hudson Street, 13th floor

New York, NY 10014 Tel: 917.667.6270 Fax: 866.305.2632

Email: ilevy@buywithme.com

Recurring Fees - Detailed Description and Recurring Pricing

ltem	Unit	Description	Quantity	Rate	Item Total
0001	Colocation	48U Cabinets, Lockable Cabinet	2	\$700.00	\$1,400.00
0002	Primary Power	30 AMP 110V [L5-30R] Circuit	4	\$600.00	\$2,400.00
0004	Bandwidth	Burstable Bandwidth: Fast Ethernet Connection (100 Mbps), 10 Mbps Included \$25.00 per Mbps Over 10 Mbps billed at the 95th Percentile IP Space: /24 Network-250 Useable IPs	1	\$250.00	\$250.00
0005	Redundant Uplink	Redundant/HSRP-Based Uplink	1	\$150.00	\$150.00
					TOTAL
	One Ye	ar Contract Required			\$4,200.00

Service fees: This Service Order contains the cost for services described above. Pricing is based on factors such as billable time, network deployment, network resources, programming, hardware, as well as other variables. If any of these factors are modified by the customer or are modified as a direct result of a change in customer needs, or any misunderstanding of capabilities that increase any expense beyond what was originally conveyed for the project, the customer shall be billed accordingly. NYI is required to warn the Customer of additional charges as the NYI becomes aware of an imparity of services $rendered\ in\ comparison\ with\ the\ estimate.\ NYI\ is\ not\ liable\ for\ additional\ charges\ to\ the\ Customer\ that\ the\ Customer\ was\ not\ in\ the\ charges\ that\ that\ the\ charges\ that\ that\ the\ charges\ that\ that\ the\ charges\ that\ that$ $aware\ of\ due\ to\ the\ lack\ of\ knowledge,\ due\ diligence\ or\ negligence\ on\ behalf\ of\ the\ Customer,\ or\ charges\ from\ third\ parties.$

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SO Type: Colocation

Facility: 100 William Street, NYC

Date: 07/21/11 Rollout: 07/25/11 File #: Q69-53-4730 Company: BuyWithMe, Inc. Contact:

Isaac Levy

Address: 345 Hudson Street, 13th floor

New York, NY 10014 Tel: 917.667.6270 Fax: 866.305.2632

Email: ilevy@buywithme.com

Miscellaneous Service Notes

- 24 x 7 x 365 OnSite Technical Support w. Remote Hands Administration included up to 60 Minutes per Incident
- Systems Administration, Hardware Administration, Including Racking/Stacking Services available for \$150/Hour with 1/2 Hour Minimum
- Third Party Liaison Services available to escort Hardware and/or TelCo Support Staff for any required onsite service
- SAS70 Type II/SSAE16, PCI, HIPAA Compliant
- IP Monitoring Available, CLOGMON and Zabbix Server Monitoring Available



SO Type: Colocation

Facility: 100 William Street, NYC

Date: 07/19/11 **Rollout:** 07/25/11 File #: Q69-53-4730 Company: BuyWithMe, Inc. Contact: Isaac Levy

Address: 345 Hudson Street, 13th floor

New York, NY 10014 Tel: 917.667.6270 Fax: 866.305.2632

Email: ilevy@buywithme.com

One Time Fees - Detailed Description and Pricing

Item	Unit	Description	Quantity	Rate	Item Total
0001	Colocation	48U Cabinets, Lockable Cabinet	1	\$250.00	\$250.00
0002	Primary Power	30 AMP 110V [L5-30R] Circuit	2	\$500.00	\$1,000.00
0003	Bandwidth	Burstable Bandwidth: Fast Ethernet Connection (100 Mbps), 10 Mbps Included \$25.00 per Mbps Over 10 Mbps billed at the 95th Percentile IP Space: /24 Network-250 Useable IPs	1	\$0.00	\$0.00
0004	Redundant Uplink	Redundant/HSRP-Based Uplink	1	\$250.00	\$250.00
0005	Management Discount	Management Approved Discount	1	-\$750.00	-\$750.00
					TOTAL
	One Ye	ar Contract Required			\$750.00

Service fees: This Service Order contains the cost for services described above. Pricing is based on factors such as billable time, network deployment, network resources, programming, hardware, as well as other variables. If any of these factors are modified by the customer or are modified as a direct result of a change in customer needs, or any misunderstanding of capabilities that increase any expense beyond what was originally conveyed for the project, the customer shall be billed accordingly. NYI is required to warn the Customer of additional charges as the NYI becomes aware of an imparity of services $rendered\ in\ comparison\ with\ the\ estimate.\ NYI\ is\ not\ liable\ for\ additional\ charges\ to\ the\ Customer\ that\ the\ Customer\ was\ not\ in\ the\ charges\ that\ that\ the\ charges\ that\ that\ the\ charges\ that\ that\ the\ charges\ that\ that$ $aware\ of\ due\ to\ the\ lack\ of\ knowledge,\ due\ diligence\ or\ negligence\ on\ behalf\ of\ the\ Customer,\ or\ charges\ from\ third\ parties.$

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SO Type: Colocation

Facility: 100 William Street, NYC

Date: 07/19/11 Rollout: 07/25/11 File #: Q69-53-4730 Company: BuyWithMe, Inc.

Contact: Isaac Levy

Address: 345 Hudson Street, 13th floor

New York, NY 10014
Tel: 917.667.6270
Fax: 866.305.2632

Email: ilevy@buywithme.com

Recurring Fees - Detailed Description and Recurring Pricing

ltem	Unit	Description	Quantity	Rate	Item Total
0001	Colocation	48U Cabinets, Lockable Cabinet	1	\$700.00	\$700.00
0002	Primary Power	30 AMP 110V [L5-30R] Circuit	2	\$600.00	\$1,200.00
0004	Bandwidth	Burstable Bandwidth: Fast Ethernet Connection (100 Mbps), 10 Mbps Included \$25.00 per Mbps Over 10 Mbps billed at the 95th Percentile IP Space: /24 Network-250 Useable IPs	1	\$250.00	\$250.00
0005	Redundant Uplink	Redundant/HSRP-Based Uplink	1	\$150.00	\$150.00
					TOTAL
	One Year Contract Required				\$2,300.00

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Date

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SO Type: Colocation

100 William Street, NYC Facility:

Date: 07/19/11 Rollout: 07/25/11 File #: Q69-53-4730 Company: BuyWithMe, Inc. Isaac Levy Contact:

Address: 345 Hudson Street, 13th floor

New York, NY 10014 Tel: 917.667.6270 Fax: 866.305.2632

Email: ilevy@buywithme.com

Miscellaneous Service Notes

- 24 x 7 x 365 OnSite Technical Support w. Remote Hands Administration included up to 60 Minutes per Incident
- Systems Administration, Hardware Administration, Including Racking/Stacking Services available for \$150/Hour with 1/2 Hour Minimum
- Third Party Liaison Services available to escort Hardware and/or TelCo Support Staff for any required onsite service
- SAS70 Type II/SSAE16, PCI, HIPAA Compliant
- IP Monitoring Available, CLOGMON and Zabbix Server Monitoring Available



SO Type: Colocation

Facility: 999 Frontier Road, NJ

Date: 07/21/11 Rollout: 07/25/11 File #: Q69-53-4731 Company: BuyWithMe, Inc.

Contact: Isaac Levy

Address: 345 Hudson Street, 13th floor

New York, NY 10014
Tel: 917.667.6270
Fax: 866.305.2632

Email: ilevy@buywithme.com

One Time Fees - Detailed Description and Pricing

ltem	Unit	Description	Quantity	Rate	Item Total
0001	Colocation	48U Cabinets, Lockable Cabinet	2	\$250.00	\$500.00
0002	Primary Power	30 AMP 110V [L5-30R] Circuit	4	\$500.00	\$2,000.00
0003	Bandwidth	Burstable Bandwidth: Fast Ethernet Connection (100 Mbps), 10 Mbps Included \$25.00 per Mbps Over 10 Mbps billed at the 95th Percentile IP Space: /24 Network-250 Useable IPs	1	\$0.00	\$0.00
0004	Redundant Uplink	Redundant/HSRP-Based Uplink	1	\$250.00	\$250.00
0005	Management Discount	Management Approved Discount	1	-\$2,500.00	-\$2,500.00
					TOTAL
	One Ye	ar Contract Required			\$0.00

Service fees: This Service Order contains the cost for services described above. Pricing is based on factors such as billable time, network deployment, network resources, programming, hardware, as well as other variables. If any of these factors are modified by the customer or are modified as a direct result of a change in customer needs, or any misunderstanding of capabilities that increase any expense beyond what was originally conveyed for the project, the customer shall be billed accordingly. NYI is required to warn the Customer of additional charges as the NYI becomes aware of an imparity of services rendered in comparison with the estimate. NYI is not liable for additional charges to the Customer that the Customer was not aware of due to the lack of knowledge, due diligence or negligence on behalf of the Customer, or charges from third parties.

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Date

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SO Type: Colocation

Facility: 999 Frontier Road, NJ

Date: 07/21/11 Rollout: 07/25/11 File #: Q69-53-4731 Company: BuyWithMe, Inc.

Contact: Isaac Levy

Address: 345 Hudson Street, 13th floor

New York, NY 10014
Tel: 917.667.6270
Fax: 866.305.2632

Email: ilevy@buywithme.com

Recurring Fees - Detailed Description and Recurring Pricing

		Description	Quantity	Rate	Item Total
0001	Colocation	48U Cabinets, Lockable Cabinet	2	\$499.95	\$999.90
0002	Primary Power	30 AMP 110V [L5-30R] Circuit	4	\$450.00	\$1,800.00
0004	Bandwidth	Burstable Bandwidth: Fast Ethernet Connection (100 Mbps), 10 Mbps Included \$25.00 per Mbps Over 10 Mbps billed at the 95th Percentile IP Space: /24 Network-250 Useable IPs	1	\$250.00	\$250.00
0005	Redundant Uplink	Redundant/HSRP-Based Uplink	1	\$150.00	\$150.00
					TOTAL
	One Year Contract Required				\$3,199.90

Service fees: This Service Order contains the cost for services described above. Pricing is based on factors such as billable time, network deployment, network resources, programming, hardware, as well as other variables. If any of these factors are modified by the customer or are modified as a direct result of a change in customer needs, or any misunderstanding of capabilities that increase any expense beyond what was originally conveyed for the project, the customer shall be billed accordingly. NYI is required to warn the Customer of additional charges as the NYI becomes aware of an imparity of services rendered in comparison with the estimate. NYI is not liable for additional charges to the Customer that the Customer was not aware of due to the lack of knowledge, due diligence or negligence on behalf of the Customer, or charges from third parties.

THIS OFFER IS VALID FOR FOURTEEN (14) DAYS FROM THE DATE BELOW

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SO Type: Colocation

Facility: 999 Frontier Road, NJ

Date: 07/21/11 **Rollout:** 07/25/11 File #: Q69-53-4731 Company: BuyWithMe, Inc. Contact: Isaac Levy

Address: 345 Hudson Street, 13th floor

New York, NY 10014 Tel: 917.667.6270 Fax: 866.305.2632

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Miscellaneous Service Notes

- 24 x 7 x 365 OnSite Technical Support w. Remote Hands Administration included up to 60 Minutes per Incident
- Systems Administration, Hardware Administration, Including Racking/Stacking Services available for \$150/Hour with 1/2 Hour Minimum
- Third Party Liaison Services available to escort Hardware and/or TelCo Support Staff for any required onsite service
- SAS70 Type II/SSAE16, PCI, HIPAA Compliant
- IP Monitoring Available, CLOGMON and Zabbix Server Monitoring Available



SO Type: Colocation

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Address: 345 Hudson Street, 13th floor

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Email: ilevy@buywithme.com

One Time Fees - Detailed Description and Pricing

Item	Unit	Description	Quantity	Rate	Item Total
0001	Colocation	48U Cabinets, Lockable Cabinet	1	\$250.00	\$250.00
0002	Primary Power	30 AMP 110V [L5-30R] Circuit	2	\$500.00	\$1,000.00
0003	Bandwidth	Burstable Bandwidth: Fast Ethernet Connection (100 Mbps), 10 Mbps Included \$25.00 per Mbps Over 10 Mbps billed at the 95th Percentile IP Space: /24 Network-250 Useable IPs	1	\$0.00	\$0.00
0004	Redundant Uplink	Redundant/HSRP-Based Uplink	1	\$250.00	\$250.00
0005	Management Discount	Management Approved Discount	1	-\$1,500.00	-\$1,500.00
					TOTAL
	One Ye	ar Contract Required			\$0.00

Service fees: This Service Order contains the cost for services described above. Pricing is based on factors such as billable time, network deployment, network resources, programming, hardware, as well as other variables. If any of these factors are modified by the customer or are modified as a direct result of a change in customer needs, or any misunderstanding of capabilities that increase any expense beyond what was originally conveyed for the project, the customer shall be billed accordingly. NYI is required to warn the Customer of additional charges as the NYI becomes aware of an imparity of services rendered in comparison with the estimate. NYI is not liable for additional charges to the Customer that the Customer was not aware of due to the lack of knowledge, due diligence or negligence on behalf of the Customer, or charges from third parties.

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New York, NY 10014 Tel: 917.667.6270 Fax: 866.305.2632

Email: ilevy@buywithme.com

Recurring Fees - Detailed Description and Recurring Pricing

ltem	Unit	Description	Quantity	Rate	Item Total
0001	Colocation	48U Cabinets, Lockable Cabinet	1	\$499.95	\$499.95
0002	Primary Power	30 AMP 110V [L5-30R] Circuit	2	\$450.00	\$900.00
0004	Bandwidth	Burstable Bandwidth: Fast Ethernet Connection (100 Mbps), 10 Mbps Included \$25.00 per Mbps Over 10 Mbps billed at the 95th Percentile IP Space: /24 Network-250 Useable IPs	1	\$250.00	\$250.00
0005	Redundant Uplink	Redundant/HSRP-Based Uplink	1	\$150.00	\$150.00
					TOTAL
	One Year Contract Required				\$1,799.95

Service fees: This Service Order contains the cost for services described above. Pricing is based on factors such as billable time, network deployment, network resources, programming, hardware, as well as other variables. If any of these factors are modified by the customer or are modified as a direct result of a change in customer needs, or any misunderstanding of capabilities that increase any expense beyond what was originally conveyed for the project, the customer shall be billed accordingly. NYI is required to warn the Customer of additional charges as the NYI becomes aware of an imparity of services $rendered\ in\ comparison\ with\ the\ estimate.\ NYI\ is\ not\ liable\ for\ additional\ charges\ to\ the\ Customer\ that\ the\ Customer\ was\ not\ in\ the\ charges\ that\ that\ the\ charges\ that\ that\ the\ charges\ that\ that\ the\ charges\ that\ that$ $aware\ of\ due\ to\ the\ lack\ of\ knowledge,\ due\ diligence\ or\ negligence\ on\ behalf\ of\ the\ Customer,\ or\ charges\ from\ third\ parties.$

THIS OFFER IS VALID FOR FOURTEEN (14) DAYS FROM THE DATE BELOW

I accept the above Service Order subject to Print Name the provisions mentioned above. The New York Internet Company may proceed as payment will be made as outlined above.



SO Type: Colocation

Facility: 999 Frontier Road, NJ 07/19/11 Date:

Rollout: 07/25/11 File #: Q69-53-4731 Company: BuyWithMe, Inc. Contact: Isaac Levy

Address: 345 Hudson Street, 13th floor

New York, NY 10014 Tel: 917.667.6270 Fax: 866.305.2632

Email: ilevy@buywithme.com

Miscellaneous Service Notes

- 24 x 7 x 365 OnSite Technical Support w. Remote Hands Administration included up to 60 Minutes per Incident
- Systems Administration, Hardware Administration, Including Racking/Stacking Services available for \$150/Hour with 1/2 Hour Minimum
- Third Party Liaison Services available to escort Hardware and/or TelCo Support Staff for any required onsite service
- SAS70 Type II/SSAE16, PCI, HIPAA Compliant
- IP Monitoring Available, CLOGMON and Zabbix Server Monitoring Available



To: Buy With Me Inc From: Internap Network Services, Corp.

250 Williams Street, Suite E100

Atlanta, GA 30303

Quote: 2011-4641

Date: 07/22/2011 Valid Thru: 7/29/2011 Subject: Buy With Me High Density Cabs TERM: 24 months

	Summary of New Services								
Location	Services	One-Time	Monthly	Burst Rate	Qty	Total One- Time	Total Monthly		
NYM008	NYM008 - Cabinet	\$900.00	\$900.00	\$0.00	2	\$1,800.00	\$1,800.00		
NYM008	NYM008 - 30 - 120 - Single - Primary	\$830.00	\$625.00	\$0.00	4	\$3,320.00	\$2,500.00		
NYM008	Dual Handoff Ethernet 100MB - 10.00Mbps Commit	\$0.00	\$45.00	\$47.00	1	\$0.00	\$450.00		
NYM008	Copper Cross Connect	\$175.00	\$150.00	\$0.00	1	\$175.00	\$300.00		
	TOTAL SOLUTION CHARGES		US Dollars	X		\$5,295.00	\$5,050.00		



Terms and Conditions

All Service implementations are subject to Internap standard installation intervals. While Internap will make reasonable efforts to accommodate Customer specific requests, the standard installation intervals apply for all Services being ordered and shall begin upon Internap's formal acceptance of this Sales Order. Billing for Services will commence upon delivery of the contracted Services. Specific billing activation dates will be communicated and confirmed during the implementation process. Internap's formal acceptance of a Sales Order occurs when (i) Internap has received a signed Sales Order Form complete with accurate information and a signed Master Services Agreement ("MSA"), (ii) capacity has been approved, (iii) Customer's credit has been approved and (iv) Internap has provided a countersigned order form. Changes to an accepted Sales Order, Customer-initiated delays (including those associated with Customer provisioned access) and credit approval issues will place the installation interval on hold. Internap reserves the right to update Service implementation dates based on order execution and acceptance da

The initial Term specified above shall start at the Service Commencement Date as set forth in the MSA. Per the MSA, monthly recurring fees (including minimum usage commitments) will be invoiced in advance at the beginning of each month during which the Services are to be provided. Usage based fees will be captured at the end of each month, and billed in arrears on the following month's invoice.

The Term of this Sales Order shall automatically renew for one year periods absent contrary written notice provided by either party, delivered in accordance with this paragraph at least sixty days in advance of expiration. To be effective, Customer must give any such notice of non-renewal or any notice of disconnection by completing the form located at https://customers.internap.com/requests/.

THE PARTIES AGREE TO BE BOUND BY THE TERMS AND CONDITIONS CONTAINED IN THE MSA SIGNED BETWEEN THE PARTIES, WHICH ARE INCORPORATED BY REFERENCE HEREIN. ABSENT SUCH EXECUTED MSA, THE EXECUTION OF THIS DOCUMENT IS DEEMED TO BE ACCEPTANCE OF THE TERMS AND CONDITIONS SET FORTH IN THE INTERNAP STANDARD MSA LOCATED AT http://www.internap.com/info/internap-master-services-agreement/,

INCLUDING ALL ATTACHMENTS THERETO, ALL OF WHICH ARE INCORPORATED BY REFERENCE HEREIN. IN THE EVENT OF A CONFLICT BETWEEN THE MSA AND THIS SALES ORDER, THE MSA SHALL PREVAIL. THE PROVISION OF SERVICES HEREUNDER IS SUBJECT TO INTERNAP'S CONTINUING APPROVAL OF CUSTOMER'S CREDIT-WORTHINESS.

By:



Customer A	Acceptance		
Printed Name:		Title:	
By:		Date:	
Authorized	INTERNAP Signature		

Date:

v4.1-4

NY4_I

/ EQUINIX IBX® QUOTATION

Secaucus, NJ - 755 Secaucus

Services price quotation for Quotation Date: August 2, 2011
Quotation Valid Until: September 1, 2011

Contract Duration (in months): 36
Currency USD

PREPARED FOR: PREPARED BY:

Isaac Levy Brad D'Andrea Account Manager

bdandrea@equinix.com

716-955-1366 DIRECT

Currency USD				813-207-7876	FAX
Service Description		Proposed Unit P	ricing (USD)	Total Projected	Charges (USD)
Colocation	Qty	NRR	MRR	Total NRR	Total MRR
4 kW - 19" Closed Cabinet	2	1,000.00	900.00	2,000.00	1,800.00
Power	Qty	NRC	MRC	Total NRR	Total MRR
30-amp, 120v AC Single Phase Primary	4	350.00	500.00	1,400.00	2,000.0
	21	NDO	MDG	T. (. I NIDD	T. C. LMDD
Interconnection Cross Connect - UTP	Qty	NRC 500.00	MRC 225.00	Total NRR 500.00	Total MRR 225.0
Closs Colliect - OTF	'	500.00	225.00	500.00	225.00
Non-Standard Terms/Pricing Description					
Maximum Power Draw (kVA)	7.20			NRR	MRR
Total Charges			<u> </u>	3,900.00	4,025.00

EQUINIX IBX® QUOTATION

Services price quotation for Quotation Date: August 2, 2011
Quotation Valid Until: September 1, 2011
Contract Duration (in months): 36

 PREPARED FOR:
 PREPARED BY:

 Isaac Levy
 Brad D'Andrea

 0
 Account Manager

 0
 bdandrea@equinix.com

 0
 DIRECT
 716-955-1366
 DIRECT

 0
 FAX
 813-207-7876
 FAX

GENERAL TERMS & CONDITIONS:

- The purpose of this Quotation is to facilitate a written agreement for Customer's use of collocation services in the designated IBX.
- The services offered in this Quotation are subject to suitable and available capacity in the IBX.
- Prices quoted do not include any applicable taxes, surcharges or shipping charges which are the responsibility of the Customer.
- Additional power circuit charges will be a function of the Customer's specific configuration and time of orders; this quotation cites both non-recurring and monthly recurring charges for circuit types specified by the Customer.
- Any increases in external power costs will be passed through, and any increase more than 10% will be documented
- · Prices quoted are valid for 30 days.
- Power usage will be billed each month, where applicable.
- Services will be billed in local currency unless agreed otherwise.

DEFINITIONS:

Cage — The cage in the IBX Center in which the Services are delivered by Equinix. If the cage is a shared cage, "Cage" will refer to the cabinets in the shared cage that are licensed by Customer.

NRC — Non-Recurring Charges. Certain Equinix Services bear a one-time charge, usually billed upon installation or set-up.

MRC — Monthly Recurring Charges. Certain Equinix Services bear a monthly recurring charge, billed in advance.

PEC — Provisioned Electrical Capacity. The total amount of usable electrical power (Volts x Amps x 0.8)/1000, expressed in kVA.

IBX — The Equinix International Business Exchange™ Center designated in this Quotation.



NY4_I

/ EQUINIX IBX® QUOTATION

•

PREPARED BY:

Secaucus, NJ - 755 Secaucus
Services price quotation for Buywithme.com

August 2, 2011

Brad D'Andrea Account Manager

Quotation Date: Quotation Valid Until:

Total Charges

September 1, 2011

bdandrea@equinix.com

Contract Duration (in months): 24
Currency USI

716-955-1366 DIRECT 813-207-7876 FAX

3,900.00

4,325.00

Currency USD				813-207-7876	
Service Description		Proposed Unit I	Pricing (USD)	Total Projected	Charges (USD
Colocation	Qty	NRR	MRR	Total NRR	Total MRR
4 kW - 19" Closed Cabinet	2	1,000.00	1,000.00	2,000.00	2,000.00
Power	Qty	NRC	MRC	Total NRR	Total MRR
0-amp, 120v AC Single Phase Primary	4	350.00	525.00	1,400.00	2,100.0
nterconnection	Qty	NRC	MRC	Total NRR	Total MRR
Cross Connect - UTP	1	500.00	225.00	500.00	225.0
Ion-Standard Terms/Pricing Description					
Maximum Power Draw (kVA)	7.20			NRR	MRR

PREPARED FOR:

Isaac Levy

EQUINIX IBX® QUOTATION

Services price quotation for Buywithme.com

Quotation Date: August 2, 2011

Quotation Valid Until: September 1, 2011

Contract Duration (in months): 24

 PREPARED FOR:
 PREPARED BY:

 Isaac Levy
 Brad D'Andrea

 0
 Account Manager

 0
 bdandrea@equinix.com

 0 DIRECT
 716-955-1366
 DIRECT

813-207-7876

FAX

0 FAX

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MRC — Monthly Recurring Charges. Certain Equinix Services bear a monthly recurring charge, billed in advance.

PEC — Provisioned Electrical Capacity. The total amount of usable electrical power (Volts x Amps x 0.8)/1000, expressed in kVA.

IBX — The Equinix International Business Exchange™ Center designated in this Quotation.





Nº 302773 date 7/29/2011 Request Service Date: 8/30/2011

Term: 24 Month(s)

NEW ORDER

order type

BuyWithMe, Inc
Isaac (Ike) Levy
345 Hudson Street, 13th Floor,
New York , NY 10014

But phone: 917.667.6270 ext:
fax:
email: ilevy@buywithme.com

NRC= Non Recurring Charges MRC= Monthly Recurring Charges MRC Total \$1,500.00 \$1,000.00 \$2,700.00 NRC Total \$500.00 \$500.00 \$1,500.00 **MRC** \$1,500.00 \$2,700.00 \$1,000.00 **NRC** \$500.00 \$1,500.00 \$500.00 UPS protected L6-30A receptacle; 6kVA power allowance Dedicated Internet Access; 100Mbps - flat rate description Standard Colocation; 1 Full Cabinet PWR-208V/6kVA service code OFFNET-IP

- [

NOTES

Additional - Managed services from Datagram is offered at a rate of \$200 per hour, or a block of 5 hours for \$750

Totals: **\$2,500.00 \$5,200.00** NRC





CORPORATE OVERVIEW

Datagram (n.) – a simple, self-contained packet of data transmitted from a source to a pre-determined destination over a network.

If only doing business on the Internet was that easy. With datacenters, servers, and network complications, many companies spend more time and money managing their infrastructure than managing their own business. Our goal at Datagram is to empower our customers to seamlessly leverage the Internet via our services and expertise, so that IT solutions can become a simple, elegant and efficient part of their business.

THE DATAGRAM MISSION

Datagram's mission is to provide scalable, secure and reliable Internet solutions to ensure that customers can seamlessly leverage the Internet to do business. We are committed to the highest level of customer support so that our customers can focus on growing their business while Datagram takes care of the rest.

THE DATAGRAM VISION

Datagram's vision is to create an environment where customers and employees alike can see and feel the benefits of simple, elegant and efficient Internet solutions.

SERVICE OFFERINGS

Internet Access

Local and remote access via Ethernet, T1, DS3, OCx

Server Hosting

Dedicated and Virtual Server Hosting

Colocation

World-Class Carrier-Grade Colocation

Voice over IP

Onsite managed solutions using Cisco technology

Disaster Recovery Solutions

Business continuity centre located 60+ miles outside of New York City

Data Back-Up

· Dedicated or Shared Back-Up Services

INTERNET SOLUTIONS MADE SIMPLE

Datagram is the Internet Solutions Company that enables clients to efficiently leverage the Internet to achieve their objectives by providing highly reliable network and datacenter-based services, such as Dedicated Hosting, Internet Access, Colocation and Disaster Recovery. With over fifteen years experience in designing networks and server environments, Datagram operates state-of-the-art network and datacenter facilities in the New York metropolitan area, with additional points of service in Connecticut and California. Datagram is committed to optimal customer support and first-in-class technology so customers can focus on growing their business while Datagram takes care of the rest. **Datagram:** Internet Solutions Made Simple.







DEDICATED HOSTING: MADE SIMPLE

Whether your company requires just one or one hundred servers for your start-up or for an established high-traffic site, Datagram knows what it takes to build reliable, scalable and secure hosting environment to help your company succeed online. That is why WholsHostingThis.Com ranked Datagram as one of the top hosting companies of the 'Rock Star Bloggers', the 100 most popular blogs. Why do bloggers and other bandwidth-intensive businesses prefer Datagram's hosting services?

Datagram has over 15 years of experience in building customized solutions to fit our customers' hosting needs. Our expert staff provides a full range of services from design and implementation to ongoing monitoring and support in order to ensure the success of our clients.

All of Datagram's Dedicated Hosting customers are connected to Datagram's state-of-the-art Internet backbone, which leverages multiple paid transit links and peering exchanges in order to provide the highest quality of service Internet access. Datagram's Dedicated Hosting solutions are designed to offer the best support, flexibility and savings available so that our customers can focus on their business while Datagram manages their server environments.

Support: Datagram's on-site staff monitors, maintains, patches and secures all Dedicated Hosting Servers. Our expert staff can also provide consultation services to help businesses migrate from outdated or overrun servers onto new, professionally managed and monitored systems.

Flexibility: In addition to standard hosting agreements, Datagram can also provide scalable short-term hosting packages to handle the flash crowds associated with marketing events, promotions and sweepstakes.

Savings: Datagram's Dedicated Hosting includes the hardware, software, datacenter and system administration as part of the standard solution, allowing companies to reduce large capital expenditures while saving time and resources. Helping customers save time and money allows them to better manage their business knowing that Datagram can take care of the rest.

DEDICATED HOSTING SERVERS

While some companies will find just the right configuration in Datagram's standard server models, others require a customized hardware solution. To accommodate those needs, Datagram can provide a wide range of hardware options for today's diverse technology needs from hardware manufacturers such as IBM, HP, Dell, SUN, Super Micro and Apple. Datagram also supports all common operating systems, such as Linux, BSD, Microsoft Windows, Solaris, and OSX.

VIRTUAL PRIVATE SERVERS

Datagram leverages Parrallels Virtuozzo OS virtualization to provide the highest quality Virtual Private Server solutions. Parallels Virtuozzo creates isolated containers on a single physical server and OS instance. Compared to other virtualization technologies, Parallels Virtuozzo Containers offers the highest levels of density, performance and manageability

WORLD-CLASS HOSTING FACILITIES

Datagram's Dedicated Hosting solutions are housed within its high-availability datacenters located in New York City and Bethel, CT. Each datacenter is secured and monitored 24x7x365 and outfitted with pre-action fire suppression, redundant HVAC, power infrastructure and back-up generators. Datagram's Network Operations Center (NOC) monitors all Dedicated Servers 24x7x365 and provides immediate response to any issues.







STATE-OF-THE-ART INTERNET ACCESS: MADE SIMPLE

In today's information-driven society, Internet Access must be fast, dependable and quality-driven. Companies and end-users depend on bandwidth-intensive applications such as online gaming, e-commerce, streaming media and more. Datagram's offering is simple: provide customers with proven, state-of-the art Internet access to ensure their online success.

NETWORK ENGINEERING PHILOSOPHY

Datagram has spent fifteen years building the tools needed to deliver a network environment that best suits any business need. Datagram's network engineering philosophy is simple: build the best network possible with maximum flexibility, redundancy and route optimization to allow the ability to interconnect to clients other service provider networks.

Datagram owns and operates a state-of-the-art, New York City metro area backbone in order to provide the best overall experience for its customers' online applications. By leveraging multiple paid transit links and peering exchanges Datagram ensures that our customers receive redundant, high quality of service Internet access. Datagram further extends the reach of its network to Los Angeles, CA and Bethel, CT, for peering and transit, as well as to provide local Internet Access to customers at those locations.

Having a dark fiber backbone to connect through all the key telecommunications and carrier hotels throughout the New York area allows Datagram to connect to clients as well as hundreds of local, national and international networks. Datagram's route optimization solution further ensures its customers receive the highest quality experience on the Internet by selecting the best possible path for data packets to reach their final destination.

REMOTE ACCESS

Datagram delivers Internet access directly to office buildings or other remote locations via traditional, point-to-point connections using the incumbent Local Exchange Carriers (LEC's) and Competitive Local Exchange Carriers (CLEC's) where available. Connection speeds range from 1.5Mbps to 622Mbps via traditional circuits such as T1, DS3 and OCx. Datagram also provides Metro Ethernet over Fiber with speeds up to 1000Mbps (1Gbps) and Metro Ethernet over Copper up to 45Mbps.

Traditional connectivity options:

T1 (DS1) - 1.5Mbps each, bonded up to 6x for 9Mbps total
T3 (DS3) – Full, fractional or burstable up to 45Mbps
OC3, OC12, OC48 – Full, fractional or burstable up to 622Mbps

Metro Ethernet over Fiber – 10Mbps to 1Gbps (1000Mbps)

Metro Ethernet over Copper – 3Mbps to 45Mbps

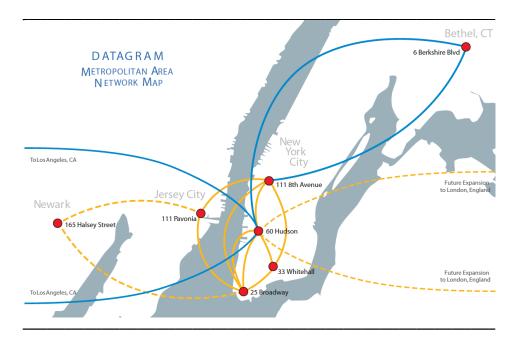
Datagram offers clients both burstable and fixed billing options, so they can get the benefit of having a larger port available when needed. Burstable bandwidth is measured and billed at the industry standard 95th percentile



LOCAL ETHERNET ACCESS

Datagram delivers Internet access over a full-duplex Ethernet connection at all Datagram datacenter facilities as well as to Telecommunication Hubs, Carrier Hotels, Internet exchanges (IX), and Ethernet-lit buildings. Ethernet allows the scalability that can easily expand to meet a company's growing bandwidth needs. Datagram provides full fixed rate, fractional rate or burstable billing on all Ethernet circuits from 100Mbps to 1 Gigabit Ethernet (1Gbps) and 10 Gigabit Ethernet (10Gbps). In New York City locations such as 60 Hudson Street, 111 8th Ave, 25 Broadway and 33 Whitehall, as well as One Wilshire in Los Angeles, access to Datagram via Ethernet is only a short cross connect away.

Connectivity options for local Ethernet range from 1Mbps to 10,000Mbps, with full, fractional and burstable options available.



INTERNET SOLUTIONS MADE SIMPLE

Datagram is the Internet Solutions Company that enables clients to efficiently leverage the Internet to achieve their objectives by providing highly reliable network and datacenter-based services, such as Dedicated Hosting, Internet Access, Colocation and Disaster Recovery. With over fifteen years experience in designing networks and server environments, Datagram operates state-of-the-art network and datacenter facilities in the New York metropolitan area, with additional points of service in Connecticut and California. Datagram is committed to optimal customer support and first-in-class technology so customers can focus on growing their business while Datagram takes care of the rest. **Datagram:** Internet Solutions Made Simple.

To simplify your company's Internet solutions, please visit www.datagram.com.



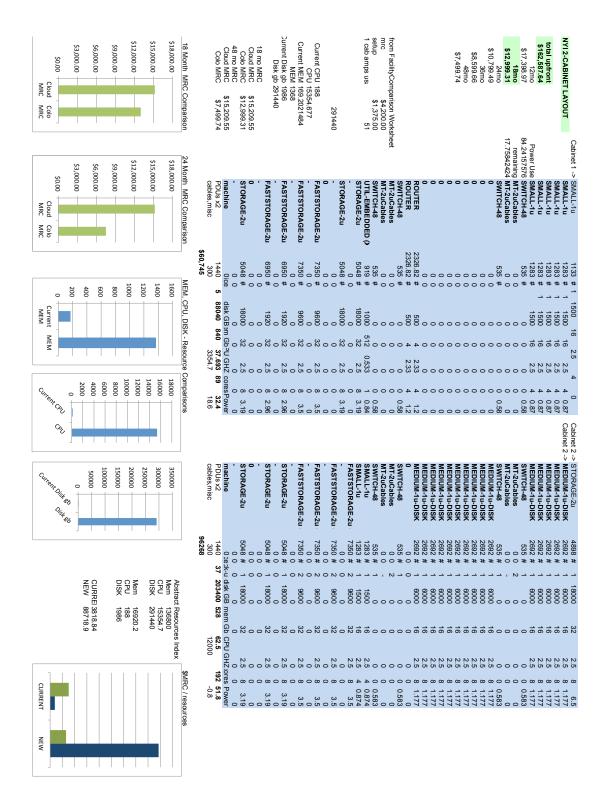


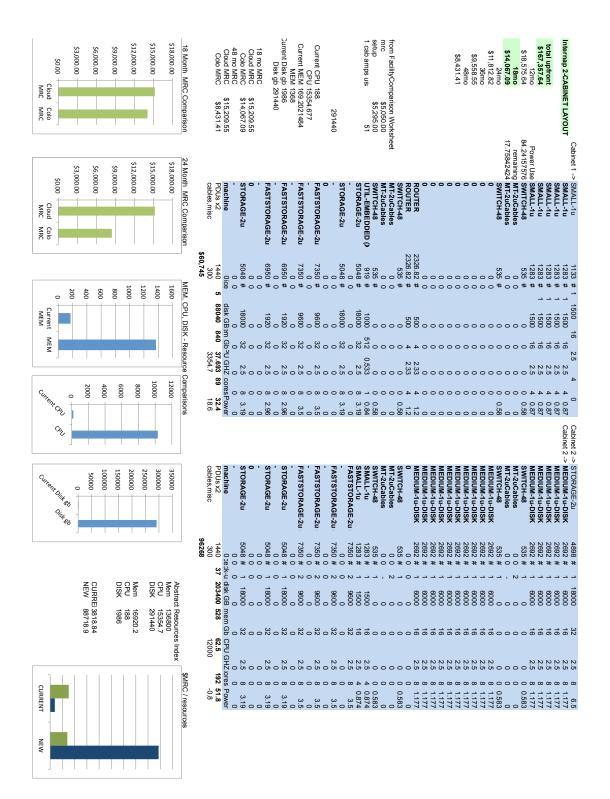


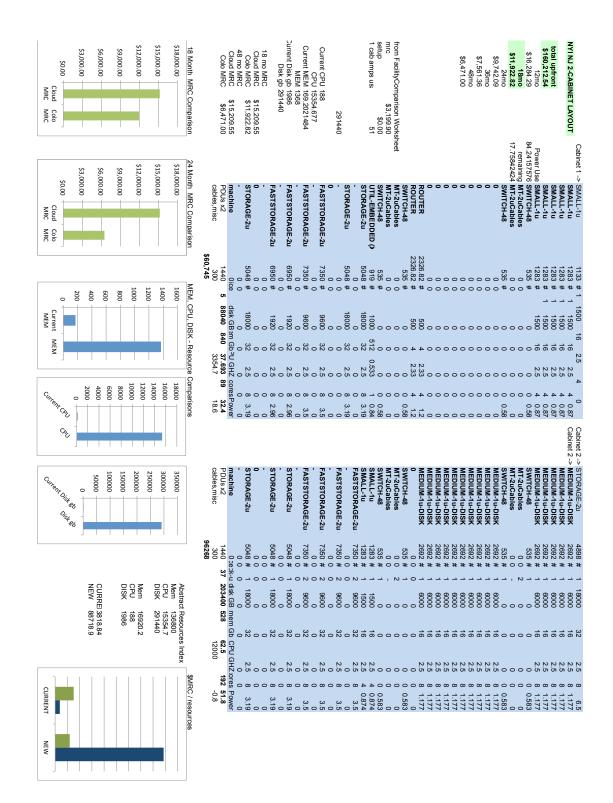


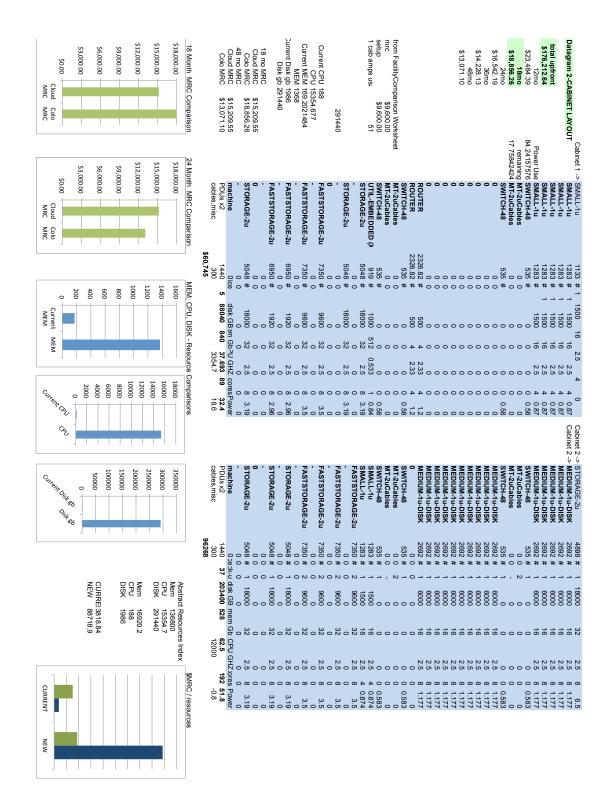


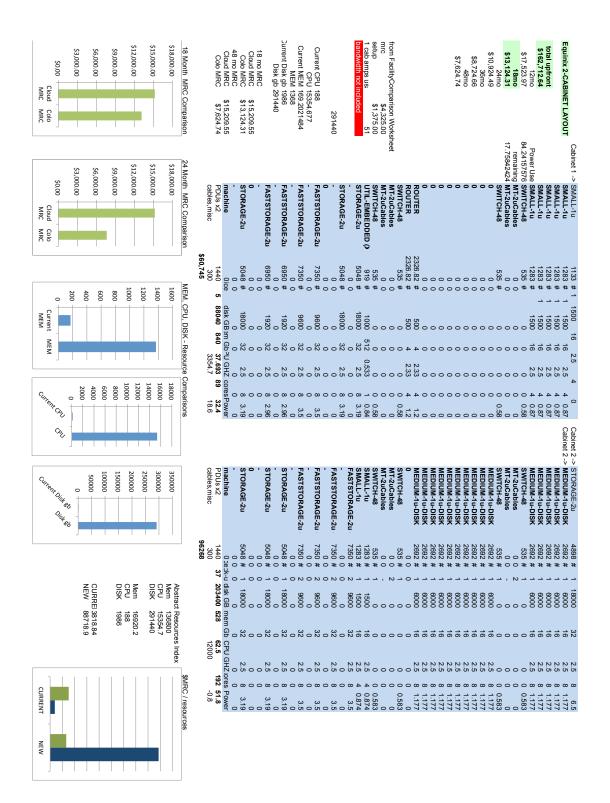
BuyWithMe INFRASTRUCTURE CONSOLIDATION ike@buywithme.com





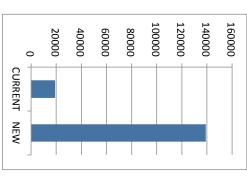






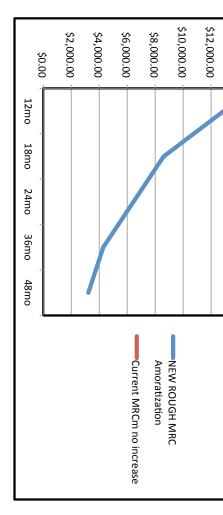
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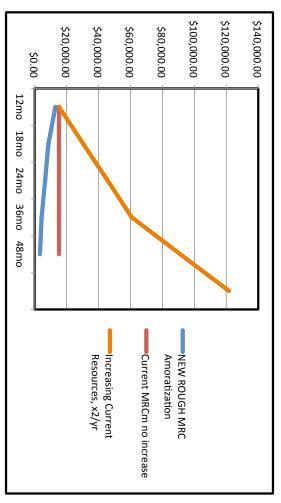
BuyWithMe INFRASTRUCTURE CONSOLIDATION ike@buywithme.com

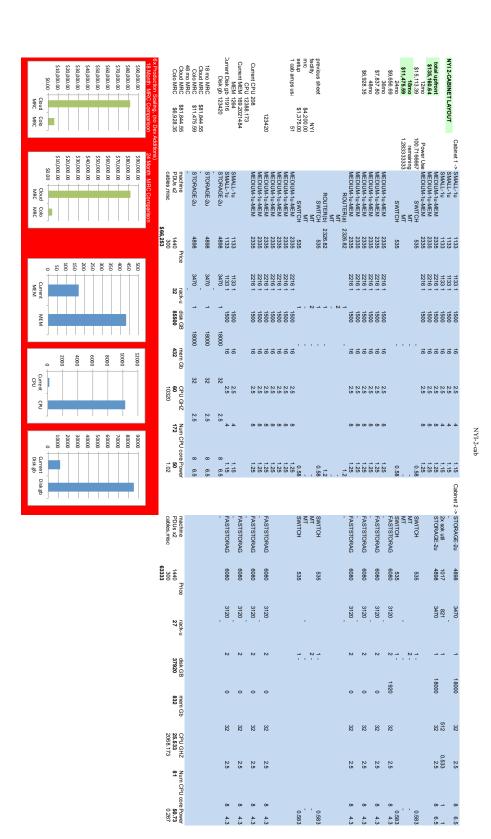


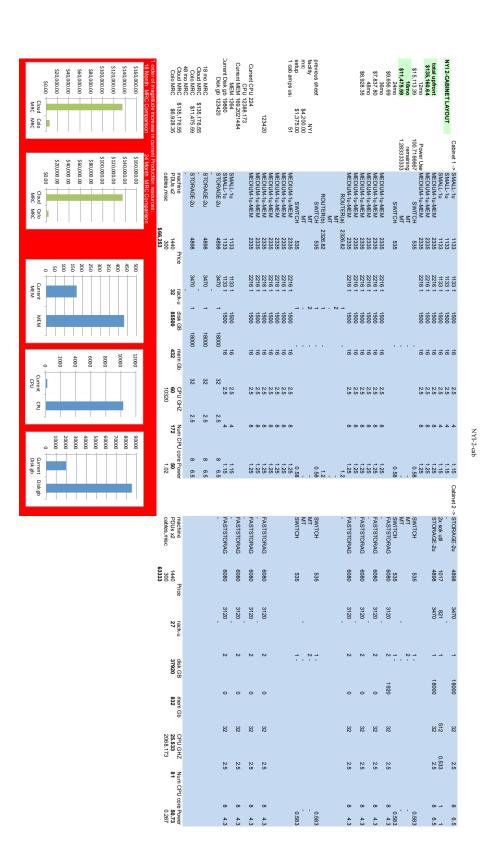
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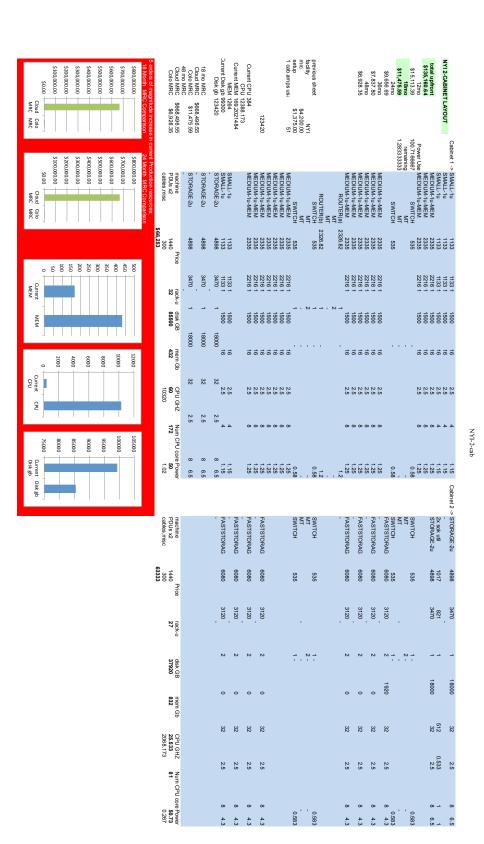
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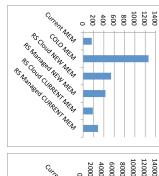


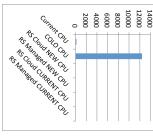


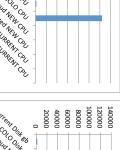


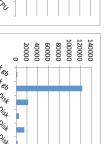


Rackspace MRC/Spec Comparisons









disk GB 620

mem Gb 15

CPU GHZ ?

Num CPU core Power ? 0

540

#VALUE!

#VALUE!

0

mem Gb 12

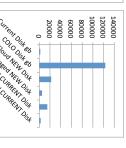
CPU GHZ ?

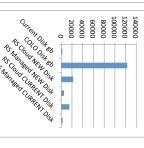
Num CPU core Power

432

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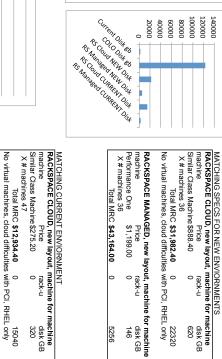
288





MRC Comparison	

18 Month



MATCHING CURRENT ENVIORNMENT WITH CHEAPEST LEAD OFFERING	NT WITH CHE	APEST LEA	D OFFERING	
RACKSPACE CLOUD, new layout, machine for machine	machine for ma	achine		
nachine Price	rack-u	disk GB	mem Gb	CPU GHZ
Similar Class Machine \$10.95	0	320	0.25	.>
X # machines 676				
Total MRC \$7,402.20	0	216320	169	#VALUE!
The state of the s		-		

RACKSPACE MANAGED, new layout, machine for machine machine Price rack-u disk GB Enhanced One \$769.00 0 70

mem Gb 8

CPU GHZ ?

Num CPU core Power 2

disk GB 320

mem Gb

CPU GHZ ?

Num CPU core Power

188

#VALUE!

#VALUE!

0 0

X # machines 36

Total MRC \$27,684.00

2520

288

#VALUE!

72

\$10,000.00 \$15,000.00 \$20,000.00 \$25,000.00 \$30,000.00 \$35,000.00 \$40,000.00 \$45,000.00 \$50,000.00

\$5,000.00 \$0.00

Cloud MRC

Colo MRC RS Cloud NEW RS Managed

RS Cloud CURRENT

RS Managed CURRENT

THE REPORT OF THE PROPERTY OF						
RACKSPACE CLOUD, new layout, machine for machine	machine for ma	chine				
machine Price	rack-u	œ	mem Gb	CPU GHZ	Num CPU core Power	Power
Similar Class Machine \$10.95	0	320	0.25	?	?	0
X # machines 676						
Total MRC \$7,402.20	0	216320	169	#VALUE!	#VALUE!	0
No virtual machines, cloud difficulties with PCI, RHEL only	s with PCI, RHEL	only				
RACKSPACE MANAGED, new layout, machine for machine	out, machine for	machine				
machine Price	rack-u		mem Gb	CPU GHZ	Num CPU core Power	Power
Enhanced One \$199.00	0	70	0.25	?	?	
X # machines 676						
Total MRC \$134 524 00 0		47320	169	#VALUE!	#VALUE! 0	0

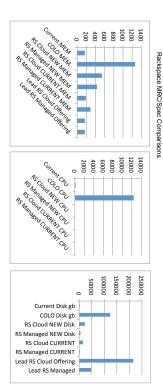
RACKSPACE CLOUD, new layout, machine for machine	D, new layout,	machine for m	achine				
machine	Price	rack-u	œ	mem Gb	CPU GHZ	Num CPU core Power	re Power
Similar Class Machine \$10.95	e\$10.95	0	320	0.25	.>	۰,	0
X # machines 676							
Total MRC	Total MRC \$7,402.20	0	216320	169	#VALUE!	#VALUE!	0
No virtual machines, cloud difficulties with PCI, RHEL only	cloud difficulties	with PCI, RHE	Lonly				
RACKSPACE MANAGED, new layout, machine for machine	GED, new layo	ut, machine fo	r machine				
machine	Price	rack-u		mem Gb	CPU GHZ	Num CPU core Power	re Power
Enhanced One	\$199.00	0	70	0.25	.>	.>	
X # machines 676							
Total MRC	Total MRC \$134,524.00 0	0	47320	169	#VALUE!	#VALUE!	0

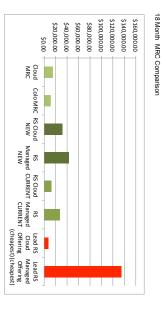
read to Managed Offering (cheapear)				
Lead RS Cloud Offering (cheapest)	47320	169 ead RS Managed Offering (cheapest)	169.	oest)
RS Managed CURRENT	216320	Lead RS Cloud Offering (cheapest)	169	pest)
RS Cloud CURR	2520	RS Managed CURRENT Disk	288	≦ M
RS Managed NEW	15040	RS Cloud CURRENT Disk	188	SE M
RS Cloud NEW	5256	RS Managed NEW Disk	432	Ē
Colo	22320	RS Cloud NEW Disk	540	SE M
Cloud MRC	123420	COLO Disk gb	1264	≦ M
18 mo MRC	1986	Current Disk gb	169.2021484	SE M

Current CPU
COLO CPU 12
RS Cloud NEW CPU
RS Managed NEW CPU
RS Cloud CURRENT CPU
RS Managed CURRENT CPU
Lead RS Cloud Offering (cheapest)
Lead RS Managed Offering (cheapest)

PU 188 Courent MEM 1
PU 12388.17 RS Cloud NEW MEM
PU 0 RS Managed NEW MEM
PU 0 RS Cloud CURRENT MEM
PU 0 RS Managed CURRENT MEM
PU 0 RS Managed CURRENT MEM
PU 0 RS Managed Offering (cheapest)
sst) 0 Lead RS Cloud Offering (cheapest)

Rackspace-Cloud-Leadoffers





RACKSPACE CLOUD, new layout, machine for machine	JD, new layout	, machine for ı	nachine			
machine	Price	rack-u	disk GB	mem Gb	CPU GHZ	Num CPU core Power
Similar Class Machine \$275.20	ne \$275.20	0	320	4	->	? 0
X # machines 47						
Total MR	Total MRC \$12,934.40 0	0	15040	188	#WALUE!	#VALUE! 0
No virtual machines, cloud difficulties with PCI, RHEL only	cloud difficultie	s with PCI, RHI	EL only			
RACKSPACE MANAGED, new layout, machine for machine	AGED, new lay	out, machine t	or machine			
machine	Price	rack-u	disk GB	mem Gb	CPU GHZ	Num CPU core Power
	\$769.00	0	70	00	.>	2
Ennanced One						
X # machines 36		Total MRC \$27 684 00 0	2520	288	#VALUE!	72 0

MATCHING CURRENT ENVIORNMENT WITH CHEAPEST LEAD OFFERING RACKSPACE CLOUD, new layout, machine for machine machine Price rack-u disk GB mem Gb Similar Class Machine \$10.95 0 320 0.25

RACKSPACE MANAGED, new layout, machine for machine machine Price rack-u disk GB Enhanced One \$199.00 0 70

X # machines 876

mem Gb 0.25

Num CPU core Power 2

Total MRC \$134,524.00 0

47320

169

CPU GHZ ? #VALUE!

1352

Total MRC \$7,402.20 0 216320

No virtual machines, cloud difficulties with PCI, RHEL only

169

#WALUE!

676

CPU GHZ ?

Num CPU core Power 0

MINI CHILING OF ECO. TOR INCOMINE INTO				
RACKSPACE CLOUD, new layout, machine for machine	nachine			
machine Price rack-u	disk GB	mem Gb	CPU GHZ	Num CPU core Power
Similar Class Machine \$888.40 0	620	15	.>	? 0
X # machines 36				
Total MRC \$31,982.40 0	22320	540	#VALUE!	#VALUE! 0
No virtual machines, cloud difficulties with PCI, RHEL only	L only			
RACKSPACE MANAGED, new layout, machine for machine	or machine			
machine Price rack-u	disk GB	mem Gb	CPU GHZ	Num CPU core Power
Performance One \$1,199.00 0	146	12	.>	00
X # machines 36				
Total MRC \$43,164.00 0	5256	432	#WALUE!	288 0

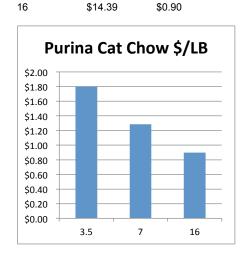
Lead RS Managed Offering (cheapest)						8	Current CPU
·> _	۰,	۰,	۰,	۰,	۰.	8.17	88
? Lead RS Managed Offering (cheapest)	Lead RS Cloud Offering (cheapest)	RS Managed CURRENT MEM	RS Cloud CURRENT MEM	RS Managed NEW MEM	RS Cloud NEW MEM	COLO MEM	Current MEM
					540	_	169.2021484
d RS Managed Offering (cheapest)	Lead RS Cloud Offering (cheapest)	288 RS Managed CURRENT Disk	RS Cloud CURRENT Disk	RS Managed NEW Disk	RS Cloud NEW Disk	COLO Disk gb	Current Disk gb
47320	216320	2520	15040	5256	22320	123420	1986
Lead RS Cloud Offering (cheapest) Lead RS Managed Offering (cheapest)			<		Colo MRC		18 mo MRC
\$7,402.20 \$134,524.00	\$27,684.00	\$12,934.40	\$43,164.00	\$31,982.40	\$11,475.59	\$15,179.55	

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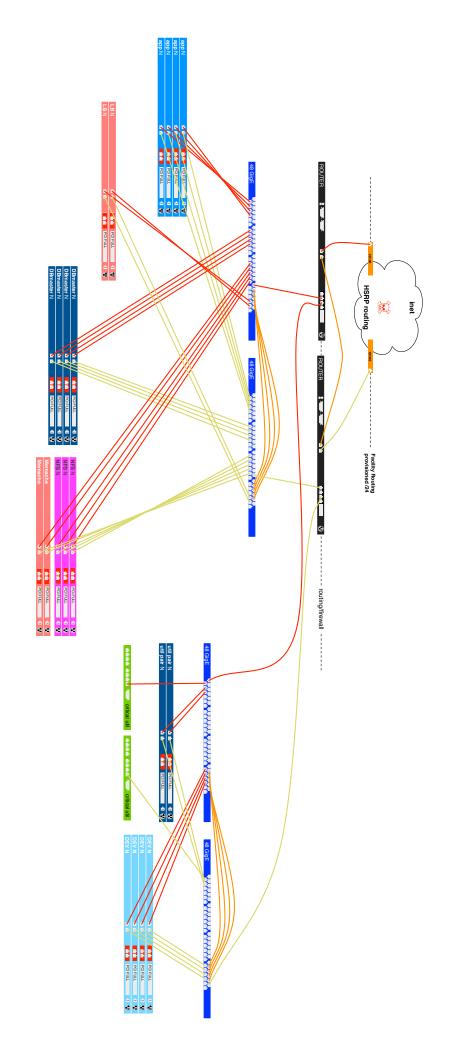
Rackspace-Cloud-Leadoffers

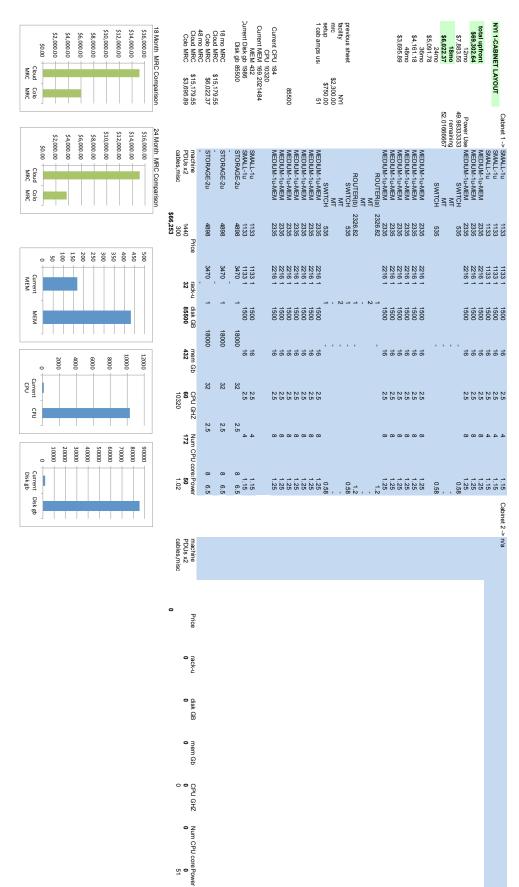
Cat Food (sourced from petco.com)
http://www.petco.com/product/109000/Purina-Cat-Chow-Complete-Formula-Cat-Food.aspx?CoreCat=OnSiteSearch
lb bag price Purina Cat Chow \$/LB

price	Purma C
\$6.29	\$1.80
\$8.99	\$1.28
	\$6.29

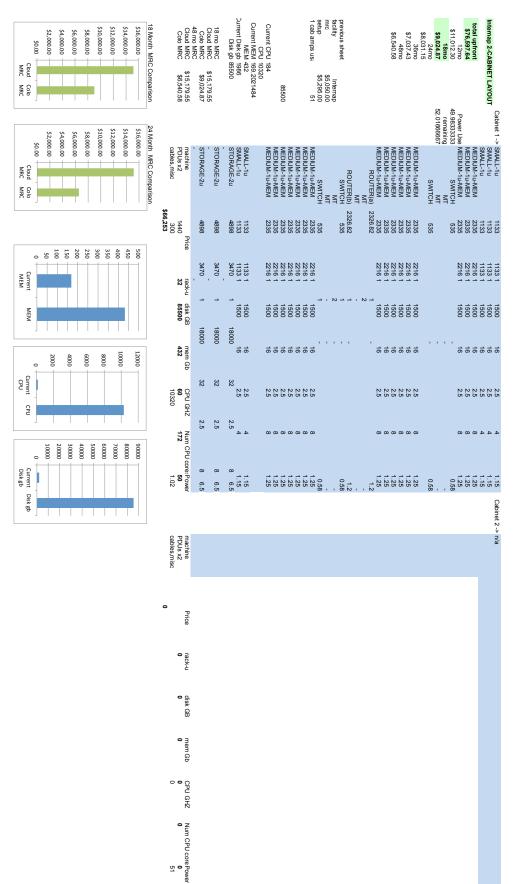








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