



Centralized Data Model

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This document is for RentPlus Desktop Edition customers and is designed to explain the meaning and benefits of the Centralized Data Model used in Centershift Store Advantage and Enterprise.

What does Centralized or Localized Data mean?

If you have been using the RentPlus Desktop Edition (version 2.0 or earlier) your data has been kept “locally”, that is, the information about your units and customers is stored on a computer in your office, usually located on site at your place of business.

With the transition to Centershift, your data is no longer stored on any of the computers in your office. Instead, your data is stored “centrally” on a server in one of the Centershift Data Centers. The data is accessed using a secure Internet connection. Centralized data is sometimes referred to as data ‘in the cloud’.

While storing data locally has been traditional, the development of almost universal broadband (high speed) Internet access over the past few years has made *centralized* data storage not just practical, but desirable. Without doubt, soon virtually all data will be stored in the cloud.

Why is Centralized Data preferred over Localized Data?

There are two main reasons that Centralized Data is preferred:

1. The data is professionally secured and managed.

We have a great responsibility to protect our customers’ data, particularly all of the personal data that they entrust to us, including credit card, social security, driver license, and bank account numbers, phone numbers and personal addresses. That information is a target and your risk of loss and liability is extremely high if your computer is stolen or hacked into.

When your data is stored in a Centralized system you do not have that risk. If your computer is stolen or hacked there is no information on your computer to steal!

The Centralized Data, meanwhile, is secured behind multiple layers of firewalls and intrusion detection systems and managed by Information Technology (IT) professionals whose profession it is to keep your data safe.

In the Centralized Data model, responsibility for the integrity and safety of the data is no longer yours alone to bear, but is shared with the company hosting your data. It thus becomes in the best interest of that host to ensure your data is kept safe. This means an investment in the infrastructure (servers, disk drives, database software, firewalls, backups, redundancy, etc.) that is exponentially safer (and more expensive!) than anything that can be done locally.

2. **The data is more accessible.**

A key benefit of the Centralized Data Model is that your data can be made accessible for a variety of applications. The one we all think of the most, of course, is the software used by the manager on the computer at the place of business.

Other applications include:

- Your web site for customer payments, reservations and more
- Kiosks for rentals and payments
- Call Centers for reservations and rentals
- Consolidated reporting for Home / Regional / Corporate offices
- iPhone applications
- Insurance integration
- Collection agency integration
- Centralized processing of outgoing mail

With Centralized Data, these (and yet to be invented!) services are easy to provide and integrate because only two parties are involved: the hosting company and the 3rd party integrator. In a Localized Data model, the integrator must deal with each and every store location individually to connect to the data.

The illustration at the end of this document provides an overview of the benefits of accessibility with the Centralized Data model.

What are the downsides of the Centralized Data model?

There is really only one downside, and that is the loss of your Internet connection from the store. In that case, the data is not going to be available to you. The important thing to look at is what your history of Internet connectivity has been. These days, Internet outages are generally rare and brief.

If you do have frequent outages you would have problems so in that case you should contact your Internet provider to see what can be done to resolve the problem or research alternative

Internet providers. A good alternative to consider is a 'mobile' Internet connection such as those from AT&T, Sprint or Verizon.

What can you tell us about Centershift's Centralized Data Model?

Centershift has a true cloud computing solution. This means simply that the data is stored in their Data Center and no where else. Some other self storage software companies advertise as 'web based' but actually store the data on your local computer, and simply duplicate the data on their own servers. This does solve the accessibility issues (#2 above) but ignores the security issues (#1 above). Therefore, they are not true Centralized Data models. Centershift, however, is.

Some other highlights:

- Powered by industry leading Oracle Enterprise 11g database engine
- Hosted by the largest privately-held data center provider in the U.S. (ViaWest).
- Data duplicated in two geographically separated data centers (Utah and Colorado) for redundancy and disaster recovery
- Managed Backups
- Data Security Monitoring Hardware and Software
 - Firewalls
 - Intrusion Detection
 - IP Traffic monitoring
 - Database monitoring
 - Anti-virus and anti-malware protection
 - Secure Socket Layer (SSL) communications
- Leading Hardware and Software Technology Solutions
 - Juniper & Breach Firewalls
 - Cisco Switches and Load Balancers
 - Dell Servers
 - Hitachi Storage

If the data is on the server, where is the Centershift program?

To use Centershift, you must first download and install the Centershift program. This is very easy to do and usually takes under five minutes to complete. When you startup the program, you must first login. The program then connects to the server to validate your login, and connect you to your data.

Updates to the Centershift program are installed and applied automatically.

You may install the application and access your data from as many different computers as you like. You may also set up as many user accounts as you would like.

For more information, please contact John Bilton (801-527-3946 or jbilton@centershift.com).

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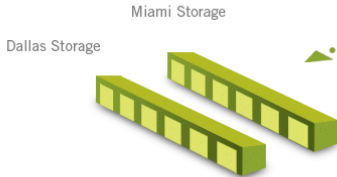
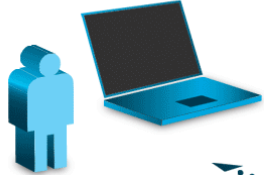
centershift®

FOR TENANTS:

Accessibility

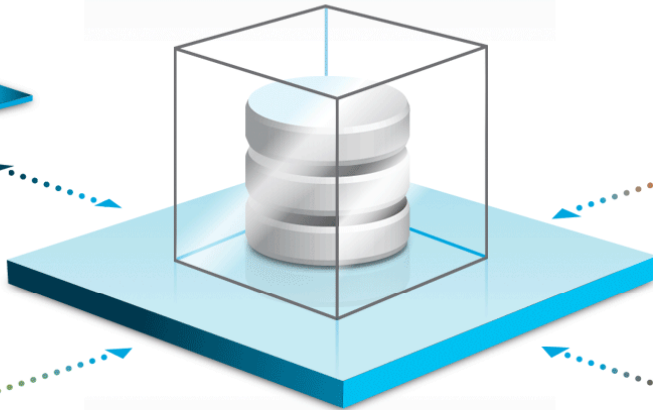
Centralized data can be accessed remotely from any location.

- Call Centers
- Kiosks
- Website
- Payments
- Auto Pay
- Reserve
- Availability
- Account Balance



YOUR DATA

Centrally-hosted and monitored,
redundantly protected



THE SERVICE LAYER

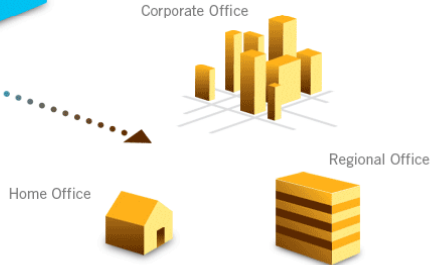
Our Service Oriented Architecture (SOA) platform provides a robust solution with maximum flexibility to meet your needs as you and your enterprise evolve and grow.

FOR SERVICES:

Integration

Open applications allow integration between every level of your service offering including, but not limited to:

- Financial Integration
- Data Mining
- Insurance Integration
- Collection Agency
- And Many More



FOR FACILITIES:

Simplicity

Streamline operations by eliminating the need to synchronize, compile and analyze data from multiple sites.

FOR OWNERS & MANAGERS:

Real-time Availability

Real-time data allows for quicker, more accurate decision making including: Business Intelligence, Executive Dashboard and Robust Reporting.