



Infopia's Industrial-Strength Infrastructure

Infopia customers run their e-commerce applications on an infrastructure whose stability, scalability and security are unmatched in the industry. This white paper explains how Infopia is able to provide the best infrastructure available to our customers.

Privileged Partnership with Oracle



Infopia has partnered with Oracle to host and manage its entire infrastructure as part of the Oracle On Demand program. As a result, Infopia software runs on the industry's most trusted and best performing technology, inside a state-of-the-art datacenter, and is managed by the world's largest enterprise software company. As a member of the Oracle On Demand Customer Advisory Board (OCAB), Infopia has built relationships with Oracle technical teams and top executive management, which helps ensure that Infopia consistently receive the highest quality of service from Oracle. *Our partner is your partner.*

World Class Data Center

All Infopia servers are located in the Oracle Data Center located in Austin, TX, and managed by Oracle personnel. In 2005 AFCOM, a leading association for data center professionals and Network World, the leading network information technology (IT) media company, recognized the Oracle Data Center for its state-of-the-art grid architecture and ability to provide maximum computing flexibility and efficiency awarding them *Data Center of the Year*. The Oracle Data Center is rated by an independent engineering firm as equivalent to a Tier IV site, which means it has multiple active power and cooling distribution paths, redundant components, fault-tolerant computing devices, and 99.995 percent availability. The Oracle Data Center and On Demand operations are SAS 70 type II compliant. The facility features embassy-grade physical security:

- 24x7 Security Guards
- Cameras: Interior & Exterior
- Single Point of Access via Mantrap
- Biometric Entry
- Employee Background Checks
- Perimeter Fencing & Guard Gate
- Photoelectric Beam around Perimeter
- X-Ray & Metal Detectors



Network security is state of the art: VPN-base network security, Intrusion detection software, and a dedicated software security team. It is the largest Dell/Linux installation and largest Network Appliance storage installation on earth. It is certified by the EPA as a Green Power Partner, with 30 percent of the energy used coming from renewable sources such as wind and solar. As a result of its commitment to efficient energy usage, the facility has not experienced

any electrical or mechanical infrastructure outages since it opened, in 2002. Besides On Demand customers such as Infopia, all of Oracle's own mission critical applications are run in the Oracle Data Center. *Sleep tight, your data is safe with us.*

Highly Available Hardware and Software Environment

Infopia's infrastructure has been built with high-availability as the main design point, with the goal of eliminating any single point of failure. Every physical component of the database and application servers (internal disks, I/O and network adapters etc...) is redundant. Oracle keeps a large inventory of spare servers that can immediately replace faulty hardware.

All of the Infopia customers' data are stored in Network Appliance storage appliances, which have redundant hardware configurations that provide continuous access to data and a set of data protection features that ensure the integrity and availability of the data.

Database servers are clustered using Oracle RAC (Real Application Cluster) technology. Infopia's Marketplace Manager software is deployed on a grid of redundant, load-balanced application and web servers. *Business availability – every hour of every day!*

Extensive Infrastructure and Application Monitoring

The Infopia applications and all aspects of the Infopia infrastructure are permanently, continually, and automatically monitored by Oracle. The objectives of monitoring are two-fold:

- Proactive to identify event threshold violations, and take action when those thresholds are violated to prevent outages. There are 2 levels of thresholds: low water mark that generates a warning, and high water mark that trigger an immediate response.
- Reactive to immediately identify and resolve outages

Oracle has 2 dedicated teams working on monitoring: the on demand monitoring software development team that is permanently enhancing the monitoring infrastructure, using a combination of Oracle, HP and Cisco technologies and the monitoring operations team that monitors alerts and organizes response 24x7. The scope of monitoring covers all elements of the Infopia infrastructure and application:

- Network fault and network performance
- Storage
- Operating System
- Database
- Application Server and Web server
- Infopia websites and applications
- Replication of end-to-end transactions

We're keeping an eye on your data so you don't have to.



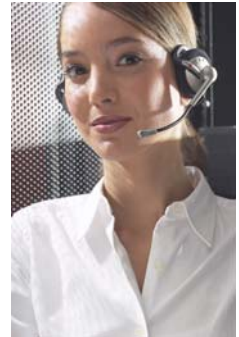
Database Corruption Prevention

Database corruption is a major cause of prolonged downtime in the IT industry. Infopia and Oracle have put in place several proactive mechanisms to greatly reduce the possibility of a database corruption. A corruption detection program is run and monitored every night employing a logical consistency check and checksum computation for every block written to the database.

Protected data means a protected business.

24*7 Operations and Support

As an Oracle On Demand customer, Infopia has direct access to a 24x7 staff of hundreds of database and system administrators. When required, On Demand operations engineers have direct access to thousands of Oracle support engineers, whom give On Demand customers such as Infopia greater priority over regular Oracle customers.



Infopia technical staff is also available 24x7 to address any potential urgent issue or bug in the Infopia software. *Anytime you need us, we are here!*

State of the Art Software Infrastructure Management

As part of the Oracle On Demand program, Infopia and Oracle have implemented industry best practices to ensure that its customers benefit from the most stable and up-to-date infrastructure. Infopia undergoes quarterly infrastructure reviews, called Preventing Maintenance and Patching (PMP). During this process, Oracle applies the latest software patch sets to the Infopia operating system, database and application servers.

Oracle also checks the performance and capacity of the Infopia environment. Oracle releases a quarterly Critical Patch Update (CPU) that fixes all the security breaches identified by Oracle at release time. The latest CPU is applied quarterly to the Infopia environment.

Multiple Controlled Release Environments: all patches and upgrades are always first applied to Infopia development and test environments. After successful testing by Oracle and Infopia, they are then applied to the Infopia production servers. Databases are backed-up daily on disks, and weekly on tape, backup files are securely stored off-site for disaster protection and recovery.

Enterprise-class infrastructure and management – what more could you ask for?

About Infopia



Infopia is an innovative leader in e-commerce solutions. It is through this innovation that Infopia enables companies to increase revenue, grow profits, and improve the quality of their services. Infopia is an eBay Certified Solution Provider and one of the select members of eBay's Advanced Solutions Program. Over the past several years, Infopia has won several e-commerce solution awards including 2 consecutive eBay Star Developer awards and the *Marketing Experiments Journal* Top Performer award. To find out more about what an innovative e-commerce solution can do for your business, contact Infopia at 888.337.6352 or at Infopia.com.

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