Riding the Cloud: 10 Ways to Harness Cloud Power for your Business

"Virtualization", "Private/Public Clouds", "Mobile Apps", "Green Computing", "SAAS"

Date: Thursday, March 31st
Time: 11:30 AM - 12:30 PM

Presented By
Ilene Rosoff, CEO The Launch Pad

#RidingtheCloud

RevITup™

the launch pad
WE MANAGE THE TECHNOLOGY

The Launch Pad – Welcome to the New Face of IT
About The Launch Pad

The Launch Pad provides fixed-fee managed technology and web services to small and mid-sized businesses. With our RevITup™ Business Care Managed Technology Suite, our clients enjoy a monthly fee that never fluctuates regardless of the number of service requests. That means we never profit when your systems are down. Our goal is nothing short of a dramatic reduction in the cost of technology ownership and in your technology-induced stress level.

- Founded in 1992, Offices in Tampa Florida

- IT Management, 24x7x365 Help Desk, Network Integration, Data Protection

- RevITup Business Care ™ Managed Technology Series, Professional Services & Sales

- VirtualGreen Office™, Hosted Applications, Web Services, RevITup SilverCloud ™

- 2009 & 2010 Inc. 5000, Tampa Fast-50 fastest growing companies & MSP 100

- 2009 & 2010 CEO Ilene Rosoff Named Finalist for the Tampa Business Woman of the Year

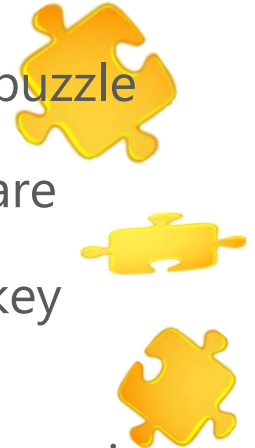- 2010 – Launch 1st National managed IT franchise offering

Riding the Cloud: 10 Ways to Harness Cloud Power for your Business

Goals for Today

1. Identify 10 key pieces to get a clear picture of the Cloud puzzle

2. Understand the playing field and who the Cloud players are

3. Harness the power of the Cloud by understanding the 7 key areas of focus and the best available resources for each

4. Learn the critical elements in a formula to consistently determine what Cloud products will offer the best return for your business

5. Find out how the Cloud can help you innovate business processes and maximize your investment within 30 days
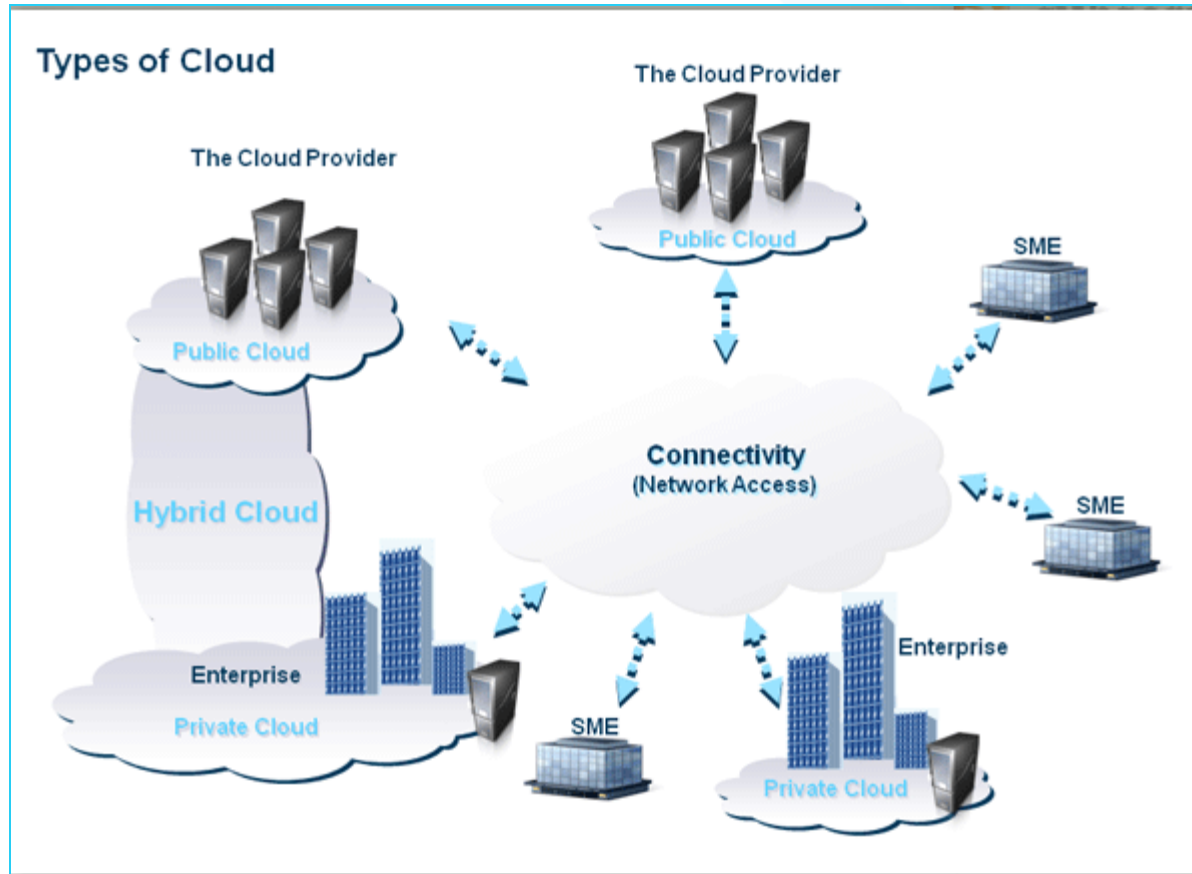
RevITup™

the launch pad
WE MANAGE THE TECHNOLOGY

RevITup™ TechEd Webinar Series:

Riding the Cloud: 10 Ways to Harness Cloud Power for your Business

(Public Clouds)

Public clouds are run by third parties, and applications from different customers and are likely to be mixed together on the cloud's servers, storage systems, and networks. Public clouds are most often hosted away from customer premises, and they provide a way to reduce customer risk and cost by providing a flexible, even temporary extension to enterprise infrastructure.

RevITup™ TechEd Webinar Series:

Riding the Cloud: 10 Ways to Harness Cloud Power for your Business

(Private Clouds)

Private clouds are built for the exclusive use of one client, providing the utmost control over data, security, and quality of service. The company owns the infrastructure and has control over how applications are deployed on it. Private clouds may be deployed in an enterprise datacenter, and they also may be deployed at a collocation facility.

RevITup™

the launchpad
WE MANAGE THE TECHNOLOGY

(Hybrid Clouds)

Hybrid clouds combine both public and private cloud models. They can help to provide on-demand, externally provisioned scale. Private cloud application engines can be combined with the resources of a public cloud to maintain service levels in high demand spikes and can reduce build out costs for the companies for general app deliver. This is most often seen with the use of storage clouds to support Web 2.0 applications.

RevITup™

the launch pad
WE MANAGE THE TECHNOLOGY

RevITup™ TechEd Webinar Series:

Riding the Cloud: 10 Ways to Harness Cloud Power for your Business

(Software as a Service - SaaS)

Offers a complete application as a service on demand. A single instance of the software runs on the cloud and services multiple end users or client organizations.

(Platform as a Service - PaaS)

Bundles a layer of software and provides it as a service that can be used to build higher-level services.

(Infrastructure as a Service - IaaS)

Delivers basic storage and compute capabilities as standardized services over the network. Servers, storage systems, switches, routers, and other systems are pooled and made available

RevITup™

the launch pad
WE MANAGE THE TECHNOLOGY

RevITup™ TechEd Webinar Series:

Riding the Cloud: 10 Ways to Harness Cloud Power for your Business

(The Players)

IaaS

IaaS & PaaS

SaaS & PaaS

SaaS & PaaS
(Google App Engine)

SaaS – hosted series
PaaS - Azure

RevITup™
the launchpad
WE MANAGE THE TECHNOLOGY

10 Key Pieces of the Cloud Puzzle

Virtualization

Private Cloud

Public Cloud

SaaS

Green Computing

Out-tasking

APPS

PaaS

IaaS

Mobile Applications

"The churn rate of corporations continues to be very high. A readiness to think like a technologist is one of the most important attributes in a business leader."
~ Reed Hasting, CEO Netflix (2 bil. rev.)

Riding the Cloud: 10 Ways to Harness Cloud Power for your Business

7 Key Areas of Business Focus

1:

Focus on Competitive Advantage

Reduced Outlay:

- The on-demand model shares the cost of technology across the provider's entire network greatly reducing everyone's spending and allowing SMBs to focus budget on competitive rather than infrastructure.

The Great Equalizer

- The cloud provides an infrastructure that levels the playing field and allows SMBs to compete among their enterprise counterparts.

RevITup™

the launch pad
WE MANAGE THE TECHNOLOGY

Riding the Cloud: 10 Ways to Harness Cloud Power for your Business

7 Key Areas of Business Focus

2:

Focus on Business Goals

Reduce Technology Distractions:

- The on-demand model means that businesses don't' have to divert their attention to technology issues and instead of can be focusing on business goals.

Turn IT Staff Focus to Business Needs:

- Instead of IT spending all their time firefighting infrastructure problems, they can focus on more closely on collaborating with business managers and delivering fast results.

RevITup™

the launch pad
WE MANAGE THE TECHNOLOGY

Riding the Cloud: 10 Ways to Harness Cloud Power for your Business

7 Key Areas of Business Focus

3: Focus on Extending Business Scope

Move Beyond Current Technology Barriers:

• Cloud adopters have more choices to customize how they adapt software to business needs through self-service interfaces that include easy, point-and-click or drag-and-drop configuration options.

RUNMYPROCESS

www.runmyprocess.com
Started in 2007, RunMyProcess develops and operates a Cloud-based platform that lets organizations design, run and manage business processes with no hardware, no software or no coding.

RevITup™
the launchpad
WE MANAGE THE TECHNOLOGY

Riding the Cloud: 10 Ways to Harness Cloud Power for your Business

7 Key Areas of Business Focus

4:

Focus on Direct Customer Engagement

Move Beyond Current Technology Barriers:

• On-demand delivery has revolutionized the affordably and complexity of customer relationship management (CRM) software making it easier to find customers and respond to them faster.

capsule™

www.caplulecrm.com
Start up in minutes to organize, pipeline manage, contact manage and access from anywhere.

PipeJump

www.pipejump.com
Pipejump is a new sales cycle management startup with drag and drop features aimed at small company sales people and freelancers. It's a kind of Basecamp meets Salesforce.

RevITup™
the launchpad
WE MANAGE THE TECHNOLOGY

Riding the Cloud: 10 Ways to Harness Cloud Power for your Business

7 Key Areas of Business Focus

5:

Focus on Security

The Cloud Reduce Risk of Data Loss & Breach:

•The Cloud offers many more layers of security than standard internal networks; redundant power & bandwidth, monitoring and real-time backup, audit logging and audited security compliance.

RevITup™
the launchpad
WE MANAGE THE TECHNOLOGY

Riding the Cloud: 10 Ways to Harness Cloud Power for your Business

"Virtualization", "Private/Public Clouds", "Mobile Apps", "Green Computing", "SAAS"

6: Measure Performance in Real-Time

- The Cloud model provides real-time metrics and analytics that businesses can use to monitor performance.

RevITup™

the launch pad
WE MANAGE THE TECHNOLOGY

Riding the Cloud: 10 Ways to Harness Cloud Power for your Business

"Virtualization", "Private/Public Clouds", "Mobile Apps", "Green Computing", "SAAS"

7:

Focus on Community and Social Networks

The Cloud Tools Can be Managed to Leverage Social Networks:

• Cloud infrastructure also allows us to engage potential customers, partners, and employees in the broader community through social networks like Facebook, LinkedIn, and Twitter.

One company started as a twitter exchange with a CIO, and have even tapped into their consultants' social networks– their employees were alerted whenever a friend of theirs in Facebook became a lead for the company or reach out as a potential match for an open job position.

RevITup™

the launch pad
WE MANAGE THE TECHNOLOGY

Harness the Power of the Cloud

On-Demand is the Next Leap Forward and a Paradigm Shift in the Way We Do IT

Riding the Cloud: 10 Ways to Harness Cloud Power for your Business

"Virtualization", "Private/Public Clouds", "Mobile Apps", "Green Computing", "SAAS"

Discover a simple and easy formula to consistently determine what Cloud products will offer the best return for your business

- Can the service provider outperform your internal capabilities?

- Can it maintain performance over time?

- Can it protect your data?

- Can you get your data back if you need to?

- What reporting will it provide?

- What added value does it offer?

Try the Free Cloud Migration Calculator www.getapp.com/cloud-computing-roi-calculator

RevITup™

the launchpad
WE MANAGE THE TECHNOLOGY

Riding the Cloud: 10 Ways to Harness Cloud Power for your Business

"Virtualization", "Private/Public Clouds", "Mobile Apps", "Green Computing", "SAAS"

Discover a simple and easy formula to consistently determine what Cloud products will offer the best return for your business

- Be Familiar with the Pricing Metrics. Here are three popular providers:

TABLE 1: Basic Cloud Server Pricing for Virtual Servers

	VIRTUAL MACHINE INSTANCE	BANDWIDTH IN	BANDWIDTH OUT	BACKUP	SUPPORT
RackSpace Cloud 1,024 MB/40 GB	$.06/hour or $43.80/ month	$0.08/GB	$0.22/GB	$0.15/GB	Included
Amazon EC2— Small server Linux	$325/year, plus $0.03/hour	$0.10/GB	$0.17/GB	$0.15/GB/ month	$0.015/ instance/ hour
GoGrid 1,024 MB/ 60 GB	$0.19/hour	Free	$0.50/GB	$0.15/GB	Included

SOURCE: FRANK OHLHORST

ROICalculator

RevITup™

the launch pad
WE MANAGE THE TECHNOLOGY

Riding the Cloud: 10 Ways to Harness Cloud Power for your Business

"Virtualization", "Private/Public Clouds", "Mobile Apps", "Green Computing", "SAAS"

Discover a simple and easy formula to consistently determine what Cloud products will offer the best return for your business

- Be Familiar with the Pricing Metrics. Here are three popular providers:

TABLE 2: Basic Cloud Storage Pricing

	PRICE PER GB OF STORAGE	BANDWIDTH IN	BANDWIDTH OUT	PUT/POST/ LIST REQUESTS	HEAD/GET DELETE REQUESTS
RackSpace Cloud Files	$0.15/GB per month Unlimited files	$0.08/GB per month	$0.22/GB per month	$0.01 per 500 requests	No charge
Amazon Simple Storage Services (S3)	$0.15 per GB— first 50TB/ month	$0.10 /GB	$0.17/GB per 1,000	$0.012 per 1,000	$0.012
GoGrid Cloud Storage	$0.15/GB	N/C	N/C	N/C	N/C

SOURCE: FRANK OHLHORST

RevITup™

the launchpad
WE MANAGE THE TECHNOLOGY

Riding the Cloud: 10 Ways to Harness Cloud Power for your Business

"Virtualization", "Private/Public Clouds", "Mobile Apps", "Green Computing", "SAAS"

Simplifying Technology – Innovate Your Business & Maximize your Investment in 30 Days

1. Start Small

You don't need a 5-year roadmap to get started in Cloud computing. Next time you are sending someone a file, take a look at dropbox.com. Sign up for their free account. Send the file that way

RevITup™

the launch pad
WE MANAGE THE TECHNOLOGY

RevITup™ TechEd Webinar Series:

Riding the Cloud: 10 Ways to Harness Cloud Power for your Business

Data Storage & FileShare:

•A solution for storing files and data allowing local data to be replicated in the Cloud. Once in the Cloud this data can be accessed anywhere in the world.

DropBox: Simple and easy to use.

Free account available

the launch pad
WE MANAGE THE TECHNOLOGY
RevITup™

RevITup™ TechEd Webinar Series:

Riding the Cloud: 10 Ways to Harness Cloud Power for your Business

Document/Content Management:

- A digital filing system making your paper and digital files secure, searchable, organized and within compliance.

OfficeDrop

RevITup™
the launch pad
WE MANAGE THE TECHNOLOGY

Riding the Cloud: 10 Ways to Harness Cloud Power for your Business

"Virtualization", "Private/Public Clouds", "Mobile Apps", "Green Computing", "SAAS"

Simplifying Technology – Innovate Your Business & Maximize your Investment in 30 Days

2. Think Big

Once you have bought in to the Cloud, chart out a path to move the core parts of the business to a cloud-based solution. Map the benefits and plan the project.

RevITup™

the launchpad
WE MANAGE THE TECHNOLOGY

Project Management:

- LiquidPlanner is project planning on steroids with simplicity and elegance.

liquid PLANNER™

Liquid Planner: Teams move to a single project/portfolio environment that gives them visibility into the entire scope of work they have on their plates.

RevITup™

the launch pad
WE MANAGE THE TECHNOLOGY

Riding the Cloud: 10 Ways to Harness Cloud Power for your Business

"Virtualization", "Private/Public Clouds", "Mobile Apps", "Green Computing", "SAAS"

Simplifying Technology – Innovate Your Business
& Maximize your Investment in 30 Days

3. Pick an Anchor App

Find an application that will be a core around which you can build your technology tools.
This might be CRM or a Professional Services Solution

RevITup™

the launch pad
WE MANAGE THE TECHNOLOGY

RevITup™ TechEd Webinar Series:

Riding the Cloud: 10 Ways to Harness Cloud Power for your Business

Database & CRM Systems:

• An on-demand CRM automates and streamlines the way businesses interact with prospects and clients.

SUGARCRM

SugarCRM:

CRM software for sales force automation & customer support deployed on demand accessible 24/7 from any location.

the launchpad
RevITup™
WE MANAGE THE TECHNOLOGY

Riding the Cloud: 10 Ways to Harness Cloud Power for your Business

"Virtualization", "Private/Public Clouds", "Mobile Apps", "Green Computing", "SAAS"

Simplifying Technology – Innovate Your Business & Maximize your Investment in 30 Days

4. Ask for Help

The Cloud Ecosystem can be a complex place. Identify a technology partner to help guide your path and create a roadmap for you. The Cloud has much to offer small and mid-sized business. Make sure you have a great tour guide

RevITup™

the launch pad
WE MANAGE THE TECHNOLOGY

RevITup™ TechEd Webinar Series
Riding the Cloud: 10 Ways to Harness Cloud Power for your Business

Sign up for a Free RevITup SilverCloud ™ Technology Assessment
To Secure Your FREE Whitepaper visit: www.launchpadonline.com/RidingCloud
Offer Expires: April 31st, 2011

The Launch Pad will send a Virtualization Specialist to your office to complete a RevITup SilverCloud™ Technology Audit to:

1. Review your current environment and determine where you can benefit from virtualization technologies, cloud services and hosted applications.

2. Answer questions and discuss strategies regarding hosted applications, cloud services and virtual environments you can implement.

3. Provide a Cloud migration roadmap which includes a 3, 5,10 ROI for going virtual.

RevITup™
the launch pad
WE MANAGE THE TECHNOLOGY