

RevITup™ TechEd Cloud Webinar Series

Are the Inmates Running the Asylum; Who is in Control of Your Business Technology?



Date: June 25th, 2013

Time: 12:30 PM - 1:30 PM

Location: Online Webinar

Presented By
Ilene Rosoff, CEO The Launch Pad



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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 Technology and SilverCloud Series**, 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, Cloud Services
- RevITup Business Care™ Managed Technology Series, Professional Services & Sales
- **RevITup SilverCloud Series™** ; VirtualGreen Office™, Hosted Applications, Web Services
- 2009 , 2010, 2011 & 2012 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
- 2011 – Launch 1st National managed IT franchise offering



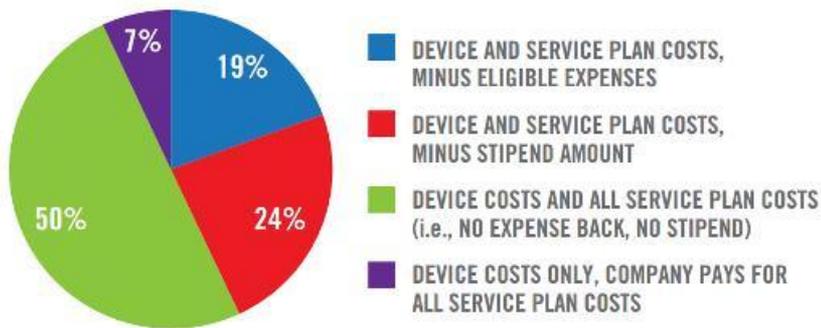


Are the Inmates Running the Asylum; Who is in Control of Your Business Technology?

We Can't Talk About the Current IT Landscape without Talking About BYOD: BYOD (Bring Your Own Device)

The average BYOD user pays 50% of device and service plan cost out of pocket (meaning a 50% savings for employers)

Costs BYOD Users Pay Out-of-Pocket



BYOD is Gaining Traction. It Has Strong Appeal for Employees and Employers





Are the Inmates Running the Asylum; Who is in Control of Your Business Technology?

The delivery system for business technology it is undergoing a rapid transformation. Is your company ready for this paradigm shift?

Predictions & Observations

- More than 50 percent of employees use portable devices to take confidential data out of their companies every day.





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Predictions & Observations

- This year mobile phones will overtake PCs as the most frequently used way to access the internet. [Gartner]





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Predictions & Observations

- More than 70 percent of U.S. small businesses allow employees to use their smartphones/devices for work.
[Aberdeen Group 2013]





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The delivery system for business technology it is undergoing a rapid transformation. Is your company ready for this paradigm shift?

Predictions & Observations

- Over 85 percent of companies have seen lost data from negligent or malicious insiders because of BYOD or mobile devices.





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Predictions & Observations

- Shadow IT is gaining steam - Gartner predicts that within two years, 35% of enterprise IT expenditures will happen outside the corporate IT budget.





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Goals for Today

1. **Beyond the Desktop:** The flat landscape of the desktop is dead. Learn how to identify the landmines in the 3D age of BYOD (bring your own device).
2. **Seize the New Technology:** But don't let it seize you. Business must learn how to manage security and productivity in the brave, new world beyond the desktop.
3. **Take it to the Next Level:** Learn how to create business automation that takes full advantage of the ubiquitous, free floating delivery systems of today's new technology
4. **Stay in Charge:** You no longer have built-in control over your systems or infrastructure; it is fluid and in the hands (literally) of your employees. You need to rethink what control means and how to lockdown technology so that you stay in charge.





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Potential Pitfalls & Landmines: BYOD (Bring Your Own Device)
Allowing employees to use their own devices takes control away from the company.

Corporate data stored on personal employee devices is at risk due to malware and information leaks, most notably resulting from the loss or theft of a device.



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Potential Pitfalls & Landmines: Shadow IT – Non Techies Run Amok
BYOD, free/cheap Apps & The Cloud have removed barriers to
implementation... but

By taking governance, compliance, and regulation out of the hands of system administrators and putting it in those of employees and line managers, organizations quickly lose track of where their data resides and how it is protected.





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Potential Pitfalls & Landmines: Rogue Employees

In today's increasingly complex threat landscape, organizations are quickly learning that employees don't have to be malicious to put a company at risk



The most common threat comes from employees who download and install unauthorized software, without understanding the potential risks associated with their actions





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Potential Pitfalls & Landmines: Managing Beyond the Desktop

With mobile devices, free apps, social media and 24 x 7 employee plugin, managing security and productivity is akin to herding cats.



When lines between business and end user devices and apps has blurred and delivery systems are no longer tied down, how do we keep user productivity, company data and company image contained and trackable?



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5 Best Things You Can Do to Keep Control:

1. Resistance is Futile. Keep in mind that employees will always use their personal devices on the corporate network, even if they are told not to. The only way to control this is to implement policies and procedures like eBadges for device authentication so that you have complete control over what your employees access and when, where, and how.





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5 Best Things You Can Do to Keep Control:

2. Employees value convenience over security.

If a security policy is overly cumbersome or inconvenient, employees will always find a way around it, and then what's even worse, they will share these tidbits over social media. Make your policies reasonable and realistic.





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5 Best Things You Can Do to Keep Control:

3. Losing a \$10 flash drive is even worse than losing a laptop. Stolen or lost laptops are reported, \$10 flash drives are secretly (and quietly) replaced. So, you should use encrypted flash drives or don't use them at all. A hybrid approach would be to issue devices without USB ports, but in the true spirit of BYOD, spend a few bucks, implement software and encrypt those drives!





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5 Best Things You Can Do to Keep Control:

4. A little employee training goes a long way toward protecting your assets, but so many companies, citing the cost, never do this. Training employees on good security practices offers a huge return on a small investment. Everyone should learn how to recognize fake anti-virus software advertisements and basic tenants of good mobile device security. **Ignorance is not bliss.**





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5 Best Things You Can Do to Keep Control:

5. Over 85 percent of companies have seen lost data from negligent or malicious insiders!

Hire a third party security expert to recommend basic protections including encryption, eBadge schemes and software protection; then make sure that you implement them.



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Are the Inmates Running the Asylum; Who is in Control of Your Business Technology?

Taking the Reins



Create the New Framework to Maximize the Benefits and
Minimize the Risk of Today's Ubiquitous, Free-Floating
Technology





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Taking Back the Reins

Create the New Framework; Where to Start:

1. BYOD Management



- a. Employees consent to devices wiped if breached
- b. Device monitoring agents for remote management
- c. Blacklisting/Whitelisting installed software.



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Taking Back the Reins

Create the New Framework; Where to Start:

2. A Little Big Brother – Workplace Monitoring

- a. Security cameras low-cost & uncomplicated
- b. Internet monitoring with policy management.
- c. Remote monitoring and management software



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Taking Back the Reins

Create the New Framework; Where to Start:

3. **Bring IT Out of the Shadows** - business leaders have demonstrated they will ignore corporate policy if it enables them to be more productive in their job.
 - a. Improve IT responsiveness
 - b. Allow a limited quick submission process with some preapproved applications and devices.





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Taking Back the Reins

Create the New Framework; Where to Start:

4. Create Centralized IT Management with 360 Degree Visibility

- a. RMM tools for device management can track application changes and unauthorized devices added to the network.
- b. Automate and centralize processes for IT management such as patches, Antivirus, software installs across devices



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Taking Back the Reins

Create the New Framework; Where to Start:

5. Take Advantage of Cloud-Based Data Protection

- a. Cloud-based data protection can provide ubiquitous device management.
- b. Create standard processes and deploy automated, managed applications for backing up and verifying mobile device data.
- c. Use secure, administrative access to manage installations, policies and restores.





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Final Thoughts

Decide What's Most Important for Your Company?

1. Management Simplicity
2. Security/Data Protection
3. Flexibility/Mobility
4. Cost (Immediate/TCO/ROI)
5. Performance/Reliability





RevITup™ Business Care Series

Engage Our Easy-to-GreenIT™ Initiative

Sign up today for our Free Easy-to-GreenIT™ Technology Audit: www.launchpadonline.com/greenITnow

- ❖ **Incorporate Managed IT Services:** remote remediation means 90% reduction in truck rolls
- ❖ **Implement energy efficient hardware:** power management devices, notebooks instead of desktops (50% savings)
- ❖ **RevITup VirtualGreen Office™ Series** reduce TCO by as much as 50% with our packaged virtualization solution
- ❖ **Data Center/Cloud** move some or all technology hardware & software off premises
- ❖ **Renew, Reuse, Recycle** with The Launch Pad's eCycle & GreenBack™ Program



RevITup eCycle™ The Launch Pad teams with eCycling.com to recycle used equipment

Computers, monitors and other electronics contain toxic materials and occupy an estimated 70% landfills. In June 2009, The Launch Pad teamed with Computer Recyclers, a Tampa-based, national IT asset disposition and electronics recycling (eCycling) provider. Through this relationship we offer a no-cost recycling service to local companies upgrading or decommissioning equipment.

RevITup GreenBack™ GreenBack™ Nonprofit Community Outreach Program

In addition to facilitating eCycling services for local businesses, The Launch Pad's GreenBack initiative takes gently used equipment is donated by local business and repurposes it to local nonprofit organizations. If you are a nonprofit organization, you can add your "wish list" via our website's [Easy-to-GreenIT](#) signup and we will distribute equipment on a first come, first serve basis. If you are a business disposing of equipment, you can use the same form and opt to designate your equipment be recycled to a local nonprofit of choice or the next in need on our list.





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Want to Optimize these Technologies for Your Organization?

COMPLIMENTARY RevITup SilverCloud™ Technology Assessment

www.launchpadonline.com/TechAsylum2013 Offer Expires: July 31th, 2013

Sign up Today for a FREE RevITup SilverCloud Assessment:

1. Review your current environment to determine where the landmines are hidden and how far the inmates have advanced in your technology landscape.
2. Provide technology roadmap for improving and enhancing your current strategies.
3. Identify where and how you can save dollars and improve your business efficiency with the use of smart mobile devices, hosted applications and cloud services.



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