

RevITup™ TechEd Cloud Webinar Series

Custom Wrapping the Cloud How to Design a Cloud Solution for your Business



Date: Wednesday 3/28/12
Time: 12:30 PM - 1:30 PM

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





Custom Wrapping the Cloud

How to Design a Cloud Solution for Your Business

Don't chase a fluffy Cloud objects without knowing what's inside.
Design a solution that fits your business like a glove!

Predictions & Observations

- In a 2011 survey by Gartner, 68% of SMBs considered increased Cloud & Mobile adoption to be their top IT priority.
- CDW's Cloud Computing Tracking Poll revealed that at least 84% of businesses have adopted some form of the cloud.
- Cloud application adoption will continue to rise in 2012, as SMBs that currently use cloud applications plan to add an average of three new cloud business applications.





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5 Biggest Cloud Concerns for Business

1. Security & Privacy

How much data are cloud companies like Google collecting about you, and how might that information be used?

Cloud computing security lapses tend to be like airplane disasters. Trillions of transactions happen without any problem every day and you only hear about it when something goes wrong.





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2. Availability

Will your cloud service go down unexpectedly, leaving you without access to critical customer records, e-mail, or other information for hours or more? Gmail outages are widely reported, but Salesforce.com and other well-established services have gone dark on occasion, too.





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3. Data Loss

Some online storage sites have shut down abruptly, sending users scrambling to recover their data, sometimes with only 24 hours' notice. And T-Mobile Sidekick users were unhappy to discover that their personal data had been erased from their devices--especially when Microsoft said that the data loss was irrevocable. (A few days later, Microsoft announced that it had recovered most of the data.)





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4. Data Mobility & Ownership

Will you be able to share data between different cloud services? If you decide to stop using a cloud service, can you get all of your data back? What format will it be in? How can you be certain that the cloud service will destroy all of your data once you've severed ties with it?





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5. Feature Robustness

Cloud-based tools frequently aren't as powerful as software applications. Google Docs, for instance, lacks a number of features that Microsoft Office has had for years, such as the ability to track changes in a text file.





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How to Design a Cloud Solution for Your Business

Goals for Today

1. **One Size Doesn't Fit All:** Trying to design a cloud solution? Confused by the growing array of choices and providers? Learn how to custom wrap a Cloud solution for your business rather than fitting your business into the Cloud.
2. **Public, Private, Rented, Hosted?** Do you know the difference? How do these pieces fit into your business strategy. Discover how to select the best Cloud server model for your business and avoid the consequences for choosing the wrong one.
3. **Cloud Security & Data Recovery:** How does data protection and disaster recovery figure into your Cloud strategy? Learn about new, affordable Cloud-based data protection solutions can fit to your business goals and compliance mandates.
4. **Renting in the Cloud:** Do you pay \$1,000/month to rent servers in the Cloud? What is the difference between renting Cloud storage and renting Virtual Cloud? Where is my Data?





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How to Design a Cloud Solution for Your Business

One Size Doesn't Fit All

Trying to Design a Cloud Solution?

Confused by the growing array of choices and providers?

What Do you Need to Know?



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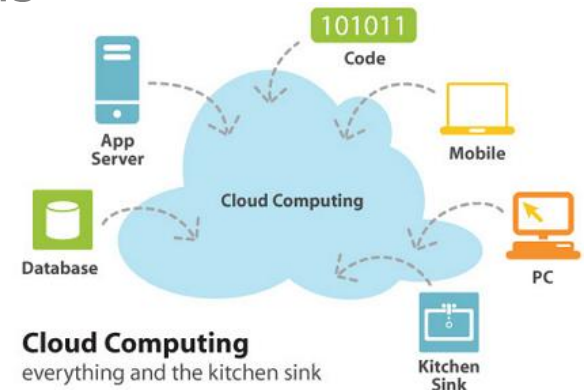
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How to Design a Cloud Solution for Your Business

One Size Doesn't Fit All

Where to Start:

1. Assessment of all Core Applications
 - a. Line of Business/Accounting
 - b. Sales & Marketing
(CRM, email marketing)
 - c. Office Type Applications



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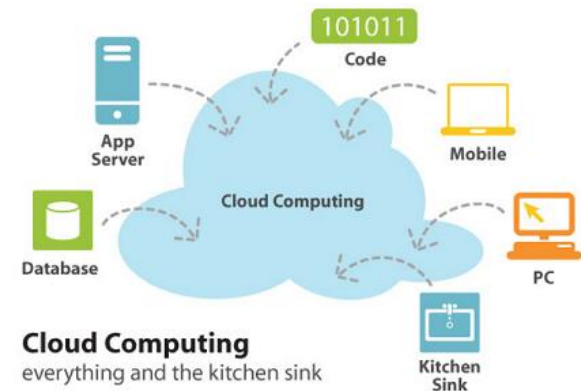
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One Size Doesn't Fit All

Where to Start:

2. Assessment of Applications to Possibly Eliminate
 - a. Individually Loaded/Pet Applications
 - b. Rarely Used
 - c. Not Really Working





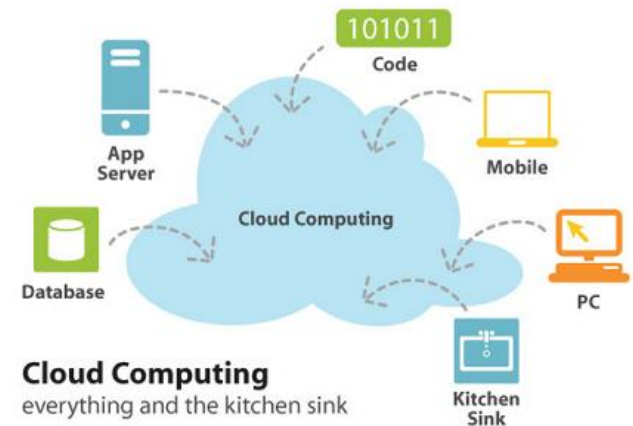
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One Size Doesn't Fit All

Where to Start:

3. Assessment of Infrastructure
 - a. List of Servers by Age & Functionality
 - b. Cost Estimates of Upgrades Over Next 3 Years





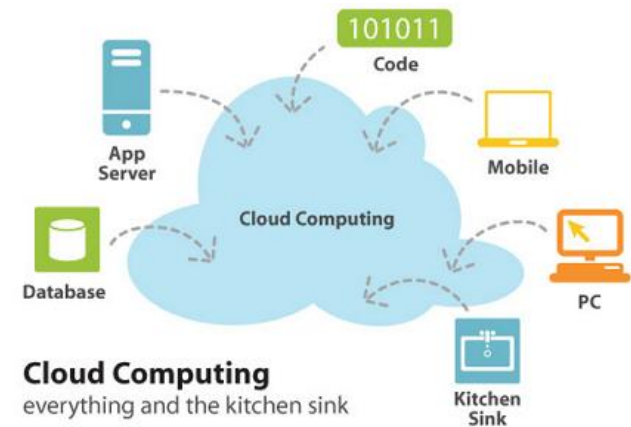
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One Size Doesn't Fit All

Where to Start:

4. Assessment of Current Technology Support & Challenges
 - a. Internal IT?
 - b. Outsourced IT?
 - c. What's Most Important?





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One Size Doesn't Fit All

Finding the Economy of Cloud

1. On-demand, Pay-as-you-Go Apps (SaaS , Hosted Apps)
2. On-demand, Pay-as-you-Go Servers
3. Cloud Services Integrators - The New Breed of IT



Low-Cost & Free Apps:

Google Apps/Chrome, Apple iPhone, Skydrive.live.com

Free Web Apps: jingproject.com, skype.com, offsync.com, scandrop.com, zoho.com





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One Size Doesn't Fit All

Testing the Waters for Your Custom Fit

1. **On-demand, Pay-as-you-Go Apps (SaaS , Hosted Apps)**
salesforce.com, proposable.com, FinancialForce.com, hosted Exchange, hosted SharePoint, Practice Management apps, collaboration tools:
centraldesktop.com, icontact.com
2. **On-demand, Pay-as-you-Go Servers | Private Cloud vs: Public Cloud**
gogrid.com, rackspaceCloud.com, directpointe.com
3. **Cloud Services Integrators - The New Breed of IT**
Solution Design, Vendor Neutral? Ongoing Internal and Cloud Integration Mgt.





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How to Design a Cloud Solution for Your Business

One Size Doesn't Fit All

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





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CLOUD: Public, Private, Rented, Hosted?

SO, WHAT EXACTLY DO WE MEAN

BY "IN THE CLOUD"?



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Public, Private, Rented, Hosted?

The term 'Cloud' is probably better understood when compared to what we normally do with software and the engine that powers it.



In the Cloud, the software and the "Engines" live in a data center(s). Access is via the internet by a PC, smart phone, tablet or similar device.





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Public, Private, Rented, Hosted?

What we are concerned with here is the best
“Engine” and your relationship to it.





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How to Design a Cloud Solution for Your Business

Public, Private, Rented, Hosted?

- ✓ Do you know the difference between the 4 types of Cloud options?
- ✓ How should you select the best Cloud server model and avoid the consequences of choosing the wrong one.

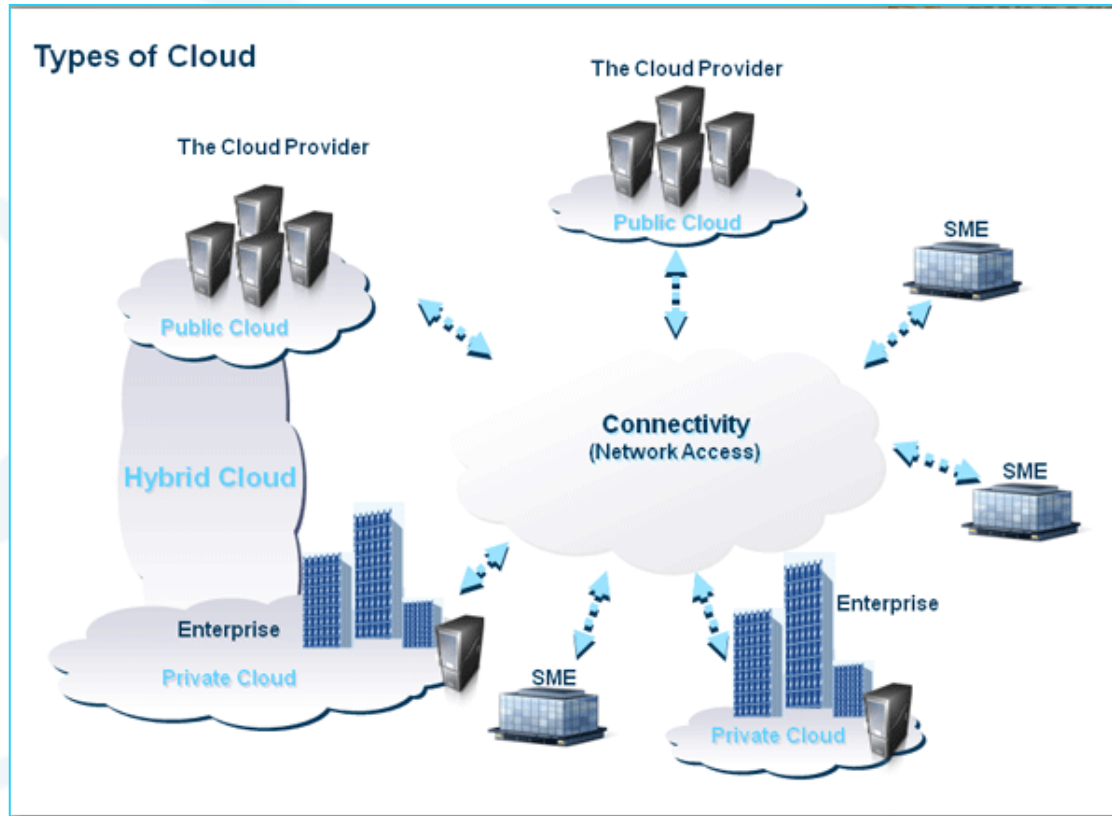




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How to Design a Cloud Solution for Your Business

Public, Private, Rented, Hosted?





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How to Design a Cloud Solution for Your Business

Public, Private, Rented, Hosted?

(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.



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Public, Private, Rented, Hosted?

(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.



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How to Design a Cloud Solution for Your Business

Public, Private, Rented, Hosted? (Hybrid Cloud – Rented & Hosted)

Hybrid clouds combine both public and private cloud models. They can help to provide on-demand, externally provisioned scale. Some applications can be run locally and some can be hosted like Salesforce. This is most often seen with the use of storage clouds, delivered Apps and Rented Servers or on demand.

Windows servers in the Cloud average over \$900/month



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Public, Private, Rented, Hosted?

Key question to accurately determine what Cloud products will offer the best return for your business.

- ✓ Can your current applications be hosted in the Cloud?
If not, can you find a suitable Hosted alternative?
- ✓ Do you have compliance issues that will require a Private Cloud?
- ✓ How is data protected? Can you get your data restores if needed?
- ✓ Does your demand change and have spikes at time (Rented)?
- ✓ What added value does it offer in infrastructure & management savings?



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



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Cloud Security & Data Recovery:

- ✓ How does data protection and disaster recovery figure into your Cloud strategy
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Cloud Security & Data Recovery:

- 88% of companies are concerned about data loss/leakage.
- Cloud data protection and storage are poised to explode for 2012, with an estimated 34% of businesses having some data protection or storage in the cloud.
- In 2012, Backup appliances, many with integrated cloud/offsite data replication, will overcome traditional tape backups.





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Cloud Security & Data Protection/Recovery:

How Secure is The Cloud? What You Need to Know:

- ✓ Legal Risks – Data ownership, access to data, data protection, compliance. Where is the data?
- ✓ Security & Privacy – The Nationless State. Ask about Protecting confidential information, HIPPA, centralization of information, data theft
- ✓ Stability & Reliability – service level agreements, access to information intellectual property protection – read the fine print
- ✓ Non Standardization, compatibility, portability – SaaS programs are Cloud-specific. For example, to host your application on the Amazon cloud, you need to write to the Amazon cloud's specifications.



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Cloud Security & Data Protection/Recovery:

The main Cloud data protection risks to your business are:

- ✓ Loss of data by third-party service providers
- ✓ Unauthorized access to your data
- ✓ Malicious activities targeting your service provider. ex. hacking or viruses
- ✓ Poor internal IT security policies compromising data protection





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Cloud Security & Data Protection/Recovery:

Custom Fit the Service Provider to Your Business

Service providers operate - and usually host - all the server requirements for a cloud computing system. These can include database management systems for data-intensive applications, such as those required for e-commerce or customer relationship management. High levels of data protection are necessary for such applications.



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Cloud Security & Data Protection/Recovery:

First Ask How Critical is My Data and How Fast Do I Need it Back?

- Check your contract or SLA to find out what level of responsibility the provider will take for security, functionality and continuity of service, and whether there are any provisions for compensation in the event of a security breach.
- Check your contract or service level agreement (SLA) to find out what security measures your provider takes to protect your data.
- Check your agreement to find out specifically how you request data be restored and what the time frames are to do so.





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Renting in the Cloud:

Understand How to Custom-fit Your Solution

Renting Servers | Virtual Cloud servers

Hosting Applications/SaaS | Cloud Storage



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Renting in the Cloud: Renting Servers | Virtual Cloud servers

✓ Server Rentals are Most Expensive & Most Flexible Option

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





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Renting in the Cloud: Application Hosting/SaaS

- ✓ Application Hosting or SaaS (software-as-a-service) is the Easiest to Get Up & Running, can be scaled and requires the least maintenance. Provider does it all.
 - SaaS/Cloud Delivery can mean savings on IT Spending.
 - SaaS is about the App. You get and pay for what you need. That is a major incentive and strength of SaaS products delivered over the Web on a pay-as-you-go basis.





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Renting in the Cloud

Cloud Storage, Document Management & Collaboration

- ✓ Cloud Storage is typically used for housing data and sharing files. It can provide remedial desktop backup. More sophisticated storage solutions can be used for collaboration
 - Think DropBox, OfficeDrop & Apple iShare for basic Storage & Sharing.
 - Hybrid Cloud Storage that is more feature rich can offer the right fit for businesses on a budget. To see an example, check out Egntye.com.





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Final Thoughts

Why Should Your Organization Embrace the Cloud?

1. Cost and flexibility/less commitment
2. Collaboration without large investment
3. Applications are moving there
4. Its an equalizer. Roll like a big company
5. No large up front investments

It's fantastic for small business, because SaaS gives them a whole new level of capabilities to act big." ~ Mark Benoff, CEO Salesforce.com





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/CustomWrappedCloud2012 Offer Expires: **April 30th, 2012**

Sign up Today for a FREE RevITup SilverCloud Assessment:

1. Review your current environment and determine where you can benefit from virtualization technologies, cloud services smart mobile technologies and hosted applications.
2. Answer questions, discuss strategies for server consolidation, resource reduction, SAAS and Cloud technologies.
3. Provide technology roadmap Including a 3, 5,10 year ROI for virtual migrations.



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