

# RevITup™ TechEd Cloud Webinar Series

## Free Your Technology...

Date: Wednesday 11/16/11  
Time: 11:30 AM - 12:30 PM



## The Cloud is Calling

## Is it Time to Free Your Desktop?

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
- RevITup Business Care™ Managed Technology Series, Professional Services & Sales
- VirtualGreen Office™, Hosted Applications, Web Services, RevITup SilverCloud™
- 2009, 2010, & 2011 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 1<sup>st</sup> National managed IT franchise offering



# Free Your Desktop ...The Cloud is Calling

Part V In our RevITup TechEd Cloud Webinar Series



Visit Our [TechEd Resource Library](#) and Grab the Series

- I. The Cloud Has Finally Landed – Should Your Company Head In
- II. Hands-free business continuity: Leverage the cloud, bulletproof your data, manage your documents, and spare your wallet
- II. Who Let The Cloud In? Time To Up Your Business' Security IQ?
- IV. Riding the Cloud: 10 Ways to Harness Cloud Power for Your Business.

V. Free your Technology...The Cloud Is Calling



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# Free Your Desktop ...The Cloud is Calling

## Are You Ready to Go "Deskless"?

- PC & Large Application Dominance is Fading
- Ubiquitous Mobile Acceptance Cuts the Cord
- Tablets Offer a User Experience that Expands the Digital Canvas



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## The First True "Deskless" Technology: The Tablet

- The tablet user experience expands the digital canvas and breaks the Web page metaphor
- Tablets expand the ecosystem for online communication
- Tablets move the experience of technology from other to an extension of self.



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# Free Your Desktop ...The Cloud is Calling

"I would use it in a car, on a train and in a tree..."



- This new, ubiquitous, location-aware, content rich media technology blurs the line between personal and professional.
- We are witnessing the evolution from technology as other to technology as an extension of us – true "deskless" technology.



But what does Deskless Technology & the "Always On Network" Mean for productivity, for security, for the well being of your business?





# Free Your Desktop ...The Cloud is Calling

## Part V In our RevITup TechEd Cloud Webinar Series

### Today's Goals

1. Does untethered from the desktop just mean more tied to work? Identify whether the “portal in your pocket” is an endless intrusion into personal space or a limitless purveyor of productivity.
2. Discover how the evolution of deskless technology and the single-use “App” can lead to focused productivity, lower cost and seamless communication.
3. Find out if you can really cut the cord and embrace true always-on mobility without exposing your business or your employees to risk or liability.
4. The choices for smart devices seems limitless but how smart are your “smart devices”? Learn how to gauge the real business IQ of your technology.
5. With deskless technology comes faceless, omnipotent social media. Exposure is great but deskless technology blurs the lines. Gain strategies for drawing boundaries.





# Free Your Desktop ...The Cloud is Calling

The Cloud has Landed, Apps Rule and Mobility is the Norm

...it's time to embrace this new "deskless" technology

(or get left behind!)



The size of mobile workforce:

According to a recent study by IDC, the mobile workforce in the US is forecast to be nearly 120 million strong, accounting for over 75% of the workforce.



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# Free Your Desktop ...The Cloud is Calling

## The Cloud has Landed, Apps Rule and Mobility is the Norm

...and the question is how tethered do you want to be? What does that mean for your team and for personal lives?

- Identify benefits to having more motivated, connected and employees and reward them.
- Be conscious of anxiety building situations where team members have no balance. Set expectations for answering afterhours communications.
- Employees: Don't be afraid to turn your phone off.
- Wait until tomorrow morning to respond to that email.
- Make conscious efforts to untether your new appendages and unplug for the grid.



### The all-the-timers

A compTIA study showed the there was a 28% increase in workers who had mobile devices that kept them plugged into work 24/7



# Free Your Desktop ...The Cloud is Calling

Practical uses for tablets, cloudbooks and smart, mobile technology in the SMB environment

- Email
- Creating, Editing, and Viewing Reports
- Sales Presentations
- Calendar /Task
- Collaboration/Project Management
- Video Conference Calls
- Deskless Social Media
- Just about anything you can do on your desktop!



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## The Cloud is Vertical

Cloud & Deskless Technology Shines in the Vertical Marketplace



**Legal:** attorneys working between office, client visits, and courtrooms



**Manufacturing:** supply chain management software



**Healthcare:** Doctors using tablets for creating prescriptions, accessing patients' records



**Construction:** foremen using tablets for blueprints on remote sites, etc.

...and it is not specific to certain roles in your organization; everyone from Secretary to C-Level is using mobile technology and can benefit from it in the business environment!



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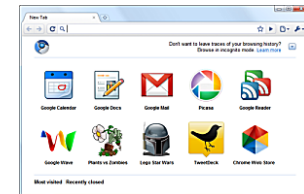


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What (SaaS ) Apps and Cloud Services are safe, business-ready and offer the best return?

## 3 Ways to Engage Safely:

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**  
gogrid.com, rackspaceCloud.com, directpointe.com
3. **Cloud Services Integrators - The New Breed of IT**  
lland.com, thinkgrid.co.uk, mindtouch.com



## Start with free or almost free and Hybrid:

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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## The Real Cost of Cutting the Cord

Aside from many of the obvious productivity gains mobile computing provides, you should consider the potential pitfalls and hidden costs...

### Productivity loss?

How much productivity could be lost by having employees use a device with applications that they also use for personal reasons and entertainment?

Ultimately, does this come down to employee discipline and the much debated topic of acceptable-use agreements?





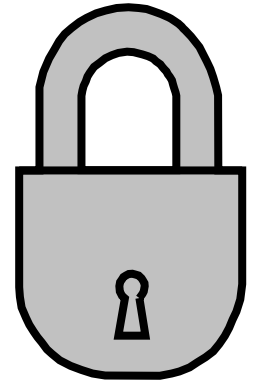


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## The Real Cost of Cutting the Cord

### Security

This is the biggest issue/resistance small business owners have. How much risk is involved with employees having anywhere portals and accessing sensitive business data outside of the secure network.



### The rule of threes:

- 1) Physical risk – can it be stolen?
- 2) Data risk – can he be compromised
- 3) Breach risk, can it be used to hack.

According to a recent report by McAfee, new instances of malware targeting mobile devices detected last year were up 46 percent over levels recorded in 2009.





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## How Smart Are Your Smart Devices?

### About as Smart as Your Employees...

- Employee Downloads a virus when browsing to a non-secure site on his smart phone
- Employee leaves his tablet out at a party where people are passing it around and playing with it, thus exposing confidential company information
- Employee sets his netbook case down while using a public restroom and it ends up stolen. What information did they have access to?

The smartest devices are those with well-instructed owners.  
Preventative training and company policies make for very smart devices.

- Set Policy in Writing: What happens if the device is lost, stolen, or broken – who is responsible for replacement? What are the technology policies?





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## Smart Device Management – Happy Employees

- Subsidize cost of employees' mobile devices or upgrades in exchange for ability to implement acceptable use policy for employees' personal devices.
- If employee loses a device, they are responsible for replacing 100%.
- If hardware fails, same subsidy split for replacement should be in effect.
- Before any devices are provided to the employee by the employer (or subsidized), a written use-agreement should be in place outlining these responsibilities.
- Outline must-have vs. nice-to-have tasks and demand for remote productivity.
- Does the employee need to check email after hours away from the office for urgent issues and/or projects? How often?
- Does the amount of work done remotely and/or after business hours outweigh the time lost from an occasional game of Angry Birds, text messaging, or Facebook time?





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## Social Media Can Be Very Unsocial - Limit Exposure, Set Policy

With deskless technology comes faceless, omnipotent social media. Exposure is great but deskless technology blurs the lines. Gain strategies for drawing boundaries.

- Create list of acceptable social media apps and implement policies in writing signed off by all employees
- Treat mobile devices at work same as desktops at the office. When at work, mobile devices are subject to company's acceptable use policy.
- A best practice for social media (i.e. Twitter, Facebook), consider using separate apps for business-only use. If the employee uses their mobile device for personal tweeting as well as business, consider using something like HootSuite's mobile app so they can keep it separate.



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## The Cloud is Calling... Isn't it Time to Free Your Desktop?

Sign up for a **FREE** RevITup SilverCloud™ Technology Assessment

[www.launchpadonline.com/FreeYourDesktop](http://www.launchpadonline.com/FreeYourDesktop)

Offer Expires: December 31<sup>st</sup>, 2011



The Launch Pad will send a Virtualization Specialist to your office to complete a **COMPLIMENTARY RevITup SilverCloud™ Technology Assessment** 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 for server consolidation, resource reduction, SAAS and Cloud technologies and FREEING your desktop, of course.
3. Provide technology roadmap Including a 3, 5,10 year ROI for virtual migrations.



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