

# RevITup™ Business Care Legal Technology Education Series

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i/+ International Legal  
Technology Association



## Breaking Technology Barriers

Wise Strategies for Data Protection & Business Continuity

*You pursue your vision...  
we'll manage the technology*

The Launch Pad

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# The Launch Pad – RevITup™ Legal Business Care

## The New Face of IT for Law Firms

### THE OLD MODEL OF IT



*Putting out fires – reactive, break/fix, costly downtime*

#### About The Launch Pad

The Launch Pad is a leading web and technology services provider with a customer base spanning professional services, medical, legal, non-profit and small manufacturing sectors.

#### Operations

- Founded in 1992
- Accredited member of the MSP Alliance
- 24x7x365 monitoring and proactive management of all customer devices
- More than 150 years of industry experience in the 24x7x365 Help Desk
- Web Services, Professional Services, Sales & Data Cabling

### OUR APPROACH



The Launch Pad Legal Services team has been serving the needs of law firms and corporate legal departments since 1992. We grasp the complexities law firms face in their efforts to improve the way legal services are delivered such as automating routine legal transactions, sharing documents and work processes and capitalizing on tools like electronic data discovery. We know these challenges are only heightened when firms are forced to work within the constraints of a challenging economic climate. In response The Launch Pad had introduced our Legal TechEd Series aimed at law firms with 15 or more employees. We look to invite other technology partners to provide insight and are pleased have Peak 10, Tampa's premier data center, join us in this presentation.

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## How Does the 80/20 Rule Affect Your Firm

### 80% cost center

- ❖ Managing Infrastructure
- ❖ Data Backups
- ❖ User Support Issues
- ❖ User Upgrades, PM, Antivirus
- ❖ Server Errors/Critical Server Outage
- ❖ Hardware/Software Procurement
- ❖ Server/Desktop Housekeeping
- ❖ Peripheral Technology Vendors



### 20% improve efficiencies

- ❖ Business Process Automation
- ❖ Optimizing Workflow
- ❖ Client Focused Technologies
- ❖ Industry Compliance Requirements
- ❖ Implementing Systems to Impact Revenue
- ❖ Implementing Mobility Solutions
- ❖ Implement eDiscovery
- ❖ Implementing Document Management

## Our Goal is to Reverse this Trend

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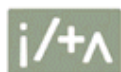
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## 7 Ways Firms Throw Money Away

- 1. Do not align technology projects with business goals or focus on pet projects.** The results: projects that never get completed or produce any benefit and diversion of dollars away from great projects.
- 2. Do not quantify and measure results.** The results: projects with costs far greater than any benefits and lingering projects on which the plug should have been pulled long ago.
- 3. Buy new software when you already own software that would perform the task you require.** The result: your losses compound as you add training costs for the new software to the costs of the software.
- 4. Be unaware of all of the legal software alternatives.** The results: paying too much for software that sort of fits your needs when better options exist.
- 5. Do not explore volume licensing options (Microsoft in particular).** The results: paying a higher price than necessary and, in the case of Microsoft products, incurring unnecessary upgrade costs.
- 6. No technology committee or one lacking expertise and a clearly-defined mission.** The result: even simple projects take years to make decisions about and IT staff operates on its own.
- 7. Fail to educate your IT staff about your legal practice and the unique issues involved.** The results: ill-advised decisions, misdirected priorities and technology gaffes involving clients.



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## Current Budget Cuts Only Magnify Challenges

### What Can Law Firms Do?

- **Creatively Doing More with Less:** a netbook instead of a notebook; find new features in existing products (do you really need to upgrade).
- **Mobile Phone as a Platform:** Another notebook alternative – new features of Smartphones, including iPhones, can become a mobile working platform that gives you access to data, documents and people when you need them.
- **Technology Planning with Clear ROI:** Turn IT into a profit center. Implement projects with clear ROI. Internet marketing to generate revenue. Client focused technology (what do they need)?
- **Cloud Computing/TAAS:** Manageable monthly costs, virtualization, high availability, remote access and reduction in infrastructure can significantly reduce costs and provide high ROI.
- **Managed IT Services:** reverse the 80/20 rule. Outsource 80%. Works with existing IT department or outsourced model. Fixed fee model that reduces technology foot print by as much as 50%



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## How the Launch Pad Can Help

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- Fixed-fee model with large cost reduction on the basics of providing technology services?
- Enables firms to focus on projects that enhance the firm's competitive position? For example, does supporting remote access take a backseat to supporting a new office?

- **Mobility**

- Remote access to Email, Document Management Systems, Billing and Time Keeping Systems

- **100% Availability – No Missed Billing Opportunities**

- Printer and Resource Uptime Reliability
  - Business-Critical Applications (EMR, Case Management & Calendars, Doc Management & Billing)

- **Business Continuity & Disaster Recovery**

- Disaster Recovery Planning, Testing and Implementation

- **Security**

- Securing confidential client records internally and externally

- **Help Desk and Network Support**

- Limited Access to Technical Resources

- **Technology Planning & Decision Making**

- Identifying and Implementing the Right Technology Tools for Your Firm



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# RevITup™ Business Care Legal Managed IT

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**Managed IT Services - Most Efficient and  
Cost-Effective Way for Firms to Maximize Technology Investments**

## OLD – BREAK/FIX

Wait for something to break – putting out fires

Unpredictable downtime/Lost \$\$

Reactive vs. Proactive

Higher IT costs and lost productivity

IT company benefits when something breaks

High staff frustration/low technology buy-in

Small problems cause performance issues

Must wait for technician to get onsite

Technology costs fluctuate month to month

## NEW - MANAGED IT SERVICES

24X7 Remote Monitoring, Error Alert/Correction

Virtually eliminate downtime/increased revenue

Proactive vs. reactive

30 – 50% Lower IT costs and 100% productivity

IT company only benefits when systems are up

Increase staff morale & technology acceptance

Increase network, server & desktop performance

90 % Remote tools & Instant Remediation

Predictable monthly investment – fixed-fee

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## RevITup™ Easy-to-GreenIT™ – The Launch Pad's Green Initiative

- **Incorporate Managed IT Services** – remote remediation means 90% reduction in truck rolls
- **Implement Energy-Efficient Servers and Printers with Power Saving**
- **Implement Notebooks Instead of Desktops** (50% savings)
- **Virtualization** – Using virtualization to maximize IT resources (server hardware consolidation/smart clients) and greatly reduce cost of ownership, use of resources and power.
- **Using a Data Center** – By moving servers to a data center businesses can save money and equipment costs. Data centers are often pre-equipped to provide virtualized servers and have better power management for more efficient usage. Moving some or all of the company servers to a data center can mean savings in both resources and total cost of ownership.



### **Recycle Old Equipment The Launch Pad Teams with eCycling.com**

Computers, monitors and other electronics contain toxic materials that can harm the environment and creates an estimated 70% landfills. In June 2009, The Launch Pad teamed with eCycling.com, a Tampa-based, nationwide IT asset disposition and electronics recycling (eCycling) service provider. Through this relationship, we can provide a smooth and easy recycling service to Launch Pad clients during upgrades and equipment decommissions with 3 easy steps:

### **GreenBack™ Community Outreach Program – Nonprofit Organizations**

In addition to facilitating eCycling services for clients, gently used PCs and other equipment will be recycled back into the community and made available to nonprofit organizations throughout the Bay area. If you are a nonprofit organization, you can sign up on our website through the Easy-to-GreenIT link with your wish list, and we will distribute equipment on a first come, first serve basis. If you are a business disposing of equipment, you can opt to designate your equipment to be recycled to the local nonprofit of choice or the next in need on our list.



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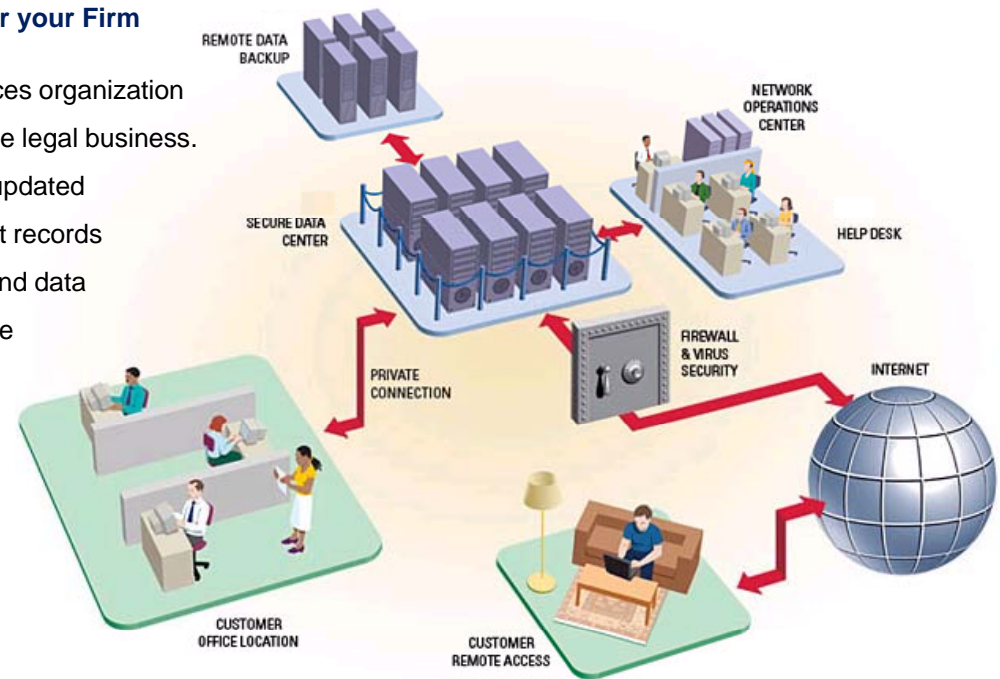
## The Big Picture = Big Savings



**Accountability: The Buck Stops Here :** The Launch Pad's seasoned Legal Professional Services team – with years of experience with many of engagements that cover a broad spectrum of requirements – can help you transition to new technologies and migrate to new applications. Our vendor-neutral Professional Services team ensures that when you're ready to implement a new document management system or migrate users' legal desktops to the latest software, your IT infrastructure will be transformed the *right* way.

### RevITup™ Legal Business Care Series - Fixed-fee IT for your Firm

- ❖ Increased focus on the practice, instead of building technical services organization
- ❖ Realize the full potential of technology best-practices applied to the legal business.
- ❖ Greater security, as desktops, servers and software are routinely updated
- ❖ Insure availability of data and case management resources –client records
- ❖ Assure attorneys and remote users have mobile access to email and data
- ❖ Maintain 24x7x365 monitoring for maximum uptime & performance
- ❖ Significantly reduce IT costs and complexity
- ❖ Predictable set monthly fee



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## Why Back Up Your Data?

- ❖ Lost File
- ❖ System/Hardware Failure
- ❖ User Error/File Deletion
- ❖ File Corruption
- ❖ Data Migration to New Hardware
- ❖ Critical Server Outage
- ❖ Site Disaster
- ❖ Mailbox & Messaging Restore
- ❖ Security
- ❖ Industry Compliance Requirements
- ❖ Maximize Employee Productivity
- ❖ Insure Business Continuity/Survival



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Most Small and Mid-sized Law Firms Do Not Have a Tested Strategy in Place

## Research Institute Gartner Group 2009 Statistics:

- ❖ Over 80% of small – midsize law firms lack a viable disaster recovery strategy or even a “loss-of-server” strategy.
- ❖ 2 out of every 5 businesses that experience a disaster resulting in loss of key data will go out of business within 5 years of the event
- ❖ 71% of tape restores fail. [Strategic Research says 54%]
- ❖ Tapes/disk-to-disk at best are only one small slice of the pie



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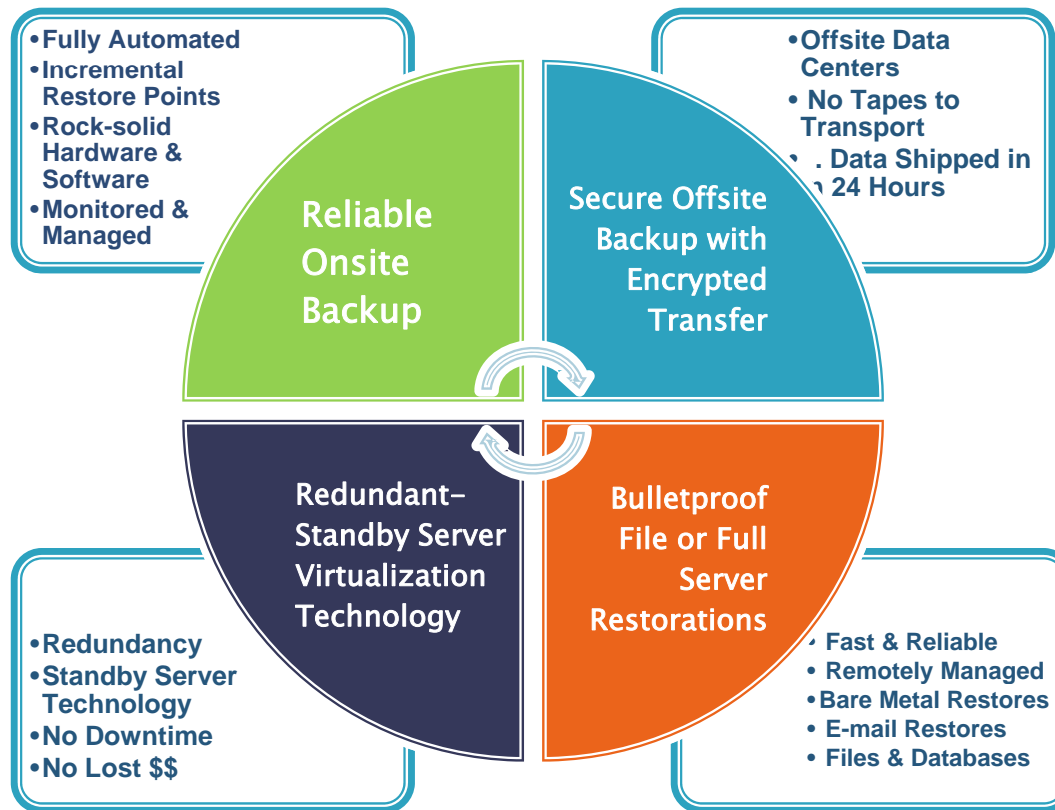
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## The Whole Pie

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### 4 KEY ELEMENTS OF COMPLETE BUSINESS CONTINUITY AND DATA PROTECTION



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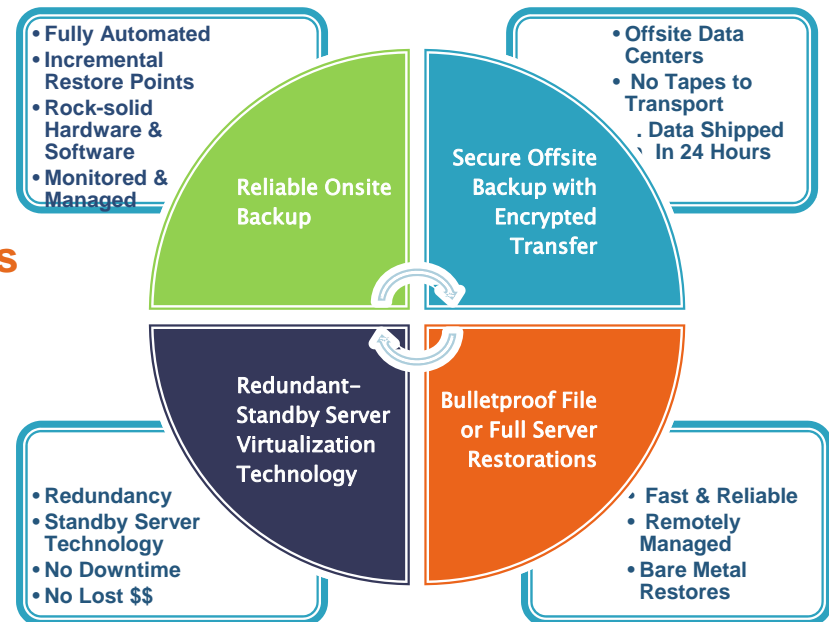
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## The Whole Pie Challenge is \$\$\$\$

- ❖ Traditionally Enterprise Level Solutions
- ❖ Price Tag Starts at 18K – 20K
- ❖ Uses Non-Integrated, Complicated Systems
- ❖ Requires Expert Management



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# We Give You the Whole Pie

## RevITup™ BDR – Our Business Continuity & Disaster Recovery Series

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Ironclad Protection for your Business



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### Real-Time Onsite/Offsite Secure Backup Every 15 Minutes

- ❖ Managed & Monitored 24X7 by our Support Team
- ❖ Bare-metal Restores to Different Server Hardware
- ❖ Onsite Data Storage Server (NAS) Provided by The Launch Pad
- ❖ Redundant Offsite Data Centers
- ❖ AES 256-bit Encryption End to End Offsite Backup (**HIPPA/GLBA/SOX Compliant**)
- ❖ Fast & easy restores from a single file or e-mail to a complete server
- ❖ Standby Server Capable if Your Server Goes Down
- ❖ Restore User Access to Server Data In Event of Loss of Site
- ❖ Low Monthly Fee – No Costly Outlay for Equipment or Software
- ❖ 100% Reliable - Guaranteed



Give Your Tapes the Pink Slip

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# RevITup™ BDR – Our Business Continuity & Disaster Recovery Series

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- ❖ Managed & Monitored 24X7 by our Support Team – Help Desk Included
- ❖ Onsite & Offsite Backup every 15 minutes – Forever incrementals
- ❖ Restore Single Files, E-mails, Databases, Complete Servers
- ❖ Standby Server Feature



	TAPE	vs.	NAS
Backup Window	A significant backup window is required to complete a full backup — time lost for access to vital systems.		There is no backup window...your critical business systems remain up and running.
Recovery Point	Systems are typically backed up every 24 hours. Are you ready to lose a day's worth of work?		Data snapshots take place every 15 minutes ...about the same length of time as a coffee break.
Recovery Time	There's nothing automatic about restoring with tape. The process is time-consuming and labor intensive.		Recovery is as simple as a pushing few buttons (or clicking a mouse). Systems are restored in less than a half hour.

The Launch Pad offers the only comprehensive business continuity solution starting at under \$200 per month

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## The Total Technology Solution

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### RevTup™ Business Care Series



#### The Launch Pad's Expert Help Desk

- ✓ Fixed Monthly Fee
- ✓ Antivirus/Antispyware Included
- ✓ Unlimited Help Desk
- ✓ Monitored/managed 24x7x365
- ✓ Instant Remote Remediation
- ✓ No Downtime

### RevTup™ BDR Series



#### Bulletproof managed backup

- ✓ Real-time onsite/offsite
- ✓ Standby server virtualization
- ✓ Easy File Restores
- ✓ Bare Metal Server Restores
- ✓ Monitored/managed 24x7x365

### RevTup™ Business WebSentry™



Complete visibility and control over web content, web applications and web threats

- ✓ Bandwidth Optimization
- ✓ Website Content Filtering
- ✓ Website Blocking/Monitoring
- ✓ User Traffic Reporting
- ✓ Content Filtering
- ✓ User/Bandwidth Web Reporting

All of These Technology Solutions are Enhanced by Data Center Services

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# RevITup™ Legal Business Care & RevITup BDR

Enterprise Backup & Disaster Recovery at a Low Monthly Investment

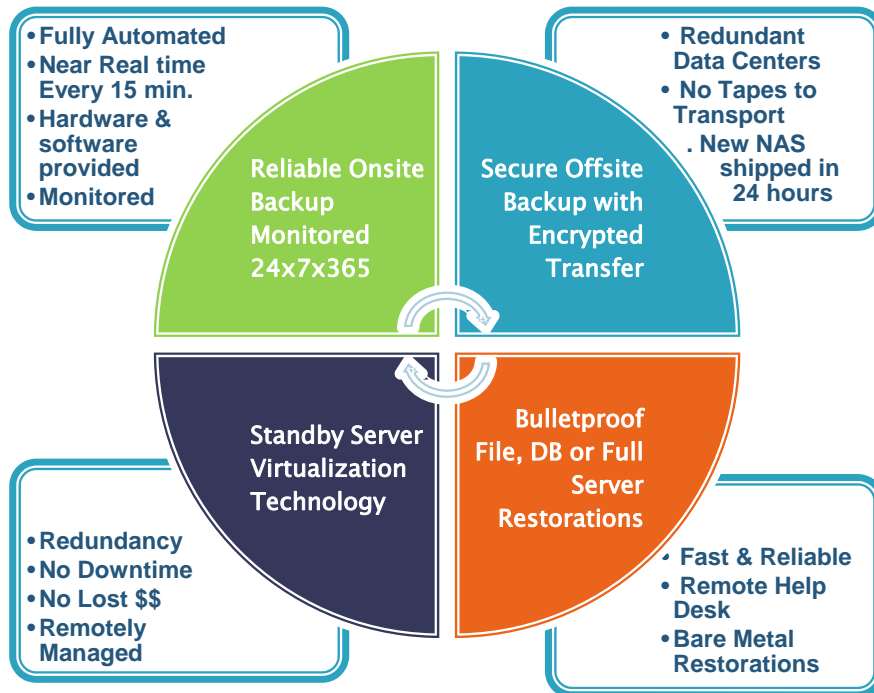


**Sign up for Business Care Legal or BDR Only by August 31<sup>th</sup> & Your First 30 Days are Free**

The Launch Pad offers the only integrated, 24x7 managed, 4-tiered, business continuity solution guaranteed to protect your company...

*Starting at only \$179 per month*

## REVITUP™ BDR – BACKUP AND DISASTER RECOVERY SERIES



## REVITUP™ BDR BUSINESS CONTINUITY FEATURES SUMMARY

- Low monthly fee (no large investment)
- Onsite/Offsite backup – AES 256-bit encryption
- Remotely monitored & managed 24x7x365
- Stand-by server in event server fails
- Disaster = new BDR shipped with 24 hours
- Full server restores (bare metal in standby)
- Multiple restore points – File & DB recovery
- Eliminate downtime – increase productivity
- Silver level server management included



A professional society of MSP companies with a mandate to self regulate and to perform ethically and responsibly in providing technology services to clients. [www.mspalliance.com](http://www.mspalliance.com)



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