RevITup™ Easy-to-GreenIT™ Webinar Series

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Simple Green Technology Strategies for Small Business

MSPAlliance
International Association of Managed Service Providers
Green IT Certified

You pursue your vision…
we'll manage the technology

The Launch Pad

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The Launch Pad – Welcome to the New Face of IT

Let's face it; even with "proactive" support contracts and retainers, your current IT provider profits when your systems are down.

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 /remote management
- 24x7x365 Help Desk
- Web Services, Professional Services,
- Hardware & Software Sales & Data Cabling
- 2009 Tampa Fast-50 fastest growing companies

Inc. 5000 HONOREE

OUR APPROACH

Worry-free IT

Our **RevITup™ Business Care Managed Services** mean our clients enjoy a fixed monthly fee that never fluctuates regardless of how many service calls. We only profit when our customers don't face disasters and technology systems run at top efficiency. Out of necessity, we must go the extra mile to proactively manage, secure and improve your network.

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A Single Point of Contact for All of Your Technology Needs

The Launch Pad's seasoned Client Solutions Team – with years of experience handling many of engagements that cover a broad spectrum of requirements within small and mid-sized business – can help manage and facilitate new technologies and migrate to new applications. Our vendor-neutral team ensures that when you're ready to implement new management systems, upgrade a network or migrate users' desktops to the latest software, your IT infrastructure will be transformed the *right* way. Our latest initiative is our Easy-to-GreenIT™ for businesses.

RevITup™ Business Care Series = Fixed Fee, Worry-free Technology Management for your Company

❖ 24x7x365 remote monitoring, management, instant remediation, user helpdesk

❖ Work with existing IT staff to bring efficiencies and wide range of knowledge

❖ Integrate our ticketing and support management system into your organization.

❖ Professional Services including project design, costing and implementation assistance for upgrades and migrations

❖ Hardware & software sales,   Web design, development & hosting, data cabling services

❖ Technology solutions development

❖ Significantly reduce IT costs and complexity thought proactive monitoring, ticketing and remote remediation

❖ Manage vendor relationship and facilitate resource selection

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Everyone is talking about Green IT. But what is "Green IT"?

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Here are the questions we hear most often:

- What exactly is "Green IT"?

- How can we learn to identify inefficiencies within our company?

- What can we do to implement cost effective strategies that save our business money, reduce our resource footprint and provide a measurable return on investment?

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Agenda

- Understanding key components of Simple-Green Technology

- Identify local resources to recycle or reuse your equipment and get paid to do it

- *Calculate ROI on 3, 5, and 10 year benefits of green technology strategies*

- Implement 5 instant low/no cost tips to get green and save money

- Identify inefficiencies and spot the worst offenders within your organization

- Turn technology upgrades and equipment disposal needs into community outreach for nonprofits through RevITup GreenBack™

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Understanding key components of Simple-Green Technology

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Three key components of simple green technology:

- Virtualization

- Energy Efficient Resources

- Green Strategies

Small changes can make a significant difference in resource use and in cost savings.

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Identify local resources to recycle your equipment and get paid to do it.

Computer Recycling

Employ the trifecta of renew, reuse and recycle.

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Recycling Resources:

Computer Recycling

1) http://www.epa.gov/waste/conserve/materials/ecycling/donate.htm
   EPA

2) http://www.nrc-recycle.org/localresources.aspx
   National Recycling Coalition

3) www.ecycling.com
   eCycling.com has contracted with FedEx for drop-off boxes

Renew, reuse, recycle are the tenants of green IT in practice .

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Calculate ROI on 3, 5, and 10 year benefits of green technology strategies

GREEN CALCULATOR

Green IT can mean significant savings for your organization, both in the short term and over time.

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Green ROI (return on investment) on 3, 5, and 10 year benefits of green technology strategies

- **Server/Desktop Hardware Cost Savings**
  proposed new/existing = x% | 75% – x% Ex: 2/10= 20% | 75 % - 20% = 55% savings

- **Power Management Savings**
  about $19 per month per server

  GREEN CALCULATOR

- **Reduced Technology Management Costs**
  50% hours of # of servers virtualized - # of new physical units. Avg. server 12hrs/month

Green IT can mean significant savings for your organization, both in the short term and over time.

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5 easy-to-implement instant low-cost and no cost tips to get green and save money:

green BUSINESS

1) Turn off monitors and printers at night

2) Set all printers to draft mode by default (control panel/printer properties)

3) Decommission low-use or no-use equipment/Consolidate where possible

4) Set the "sleep" (power management) settings on your computer to automatically turn your monitor, hard drive or entire system off after specific periods of inactivity, and ask your organization to implement a policy on it.

5) Print double-sided, narrow the print margins and use print-management software such as GreenPrint (http://www.printgreener.com/)

Simple changes and easy-to-implement strategies can have a significant impact on your business.

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Identify inefficiencies and spot the worst offenders within your organization.

What are the resource eaters?

Simple changes and easy-to-implement strategies can have a significant impact on your business.

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Indentify inefficiencies and spot the worst offenders within your organization:

1) Printers older than 6 years – not power/printing efficient. Non-duplexing printers

2) CRT monitors – replace them with flat screens

3) Desktop computers use double the power of notebooks

4) Server bloat – Virtualize

5) Paper faxes – use electronic fax solutions

6) Desktop inkjet printers – get key workgroup printers

Simple changes and easy-to-implement strategies can have a significant impact on your business.

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The Launch Pad's RevITup GreenBack™ is a way for local organizations to donate back to the community. **3 easy steps:**

1) Nonprofits register on website with GreenBack wish list.

2) Businesses can contact The Launch Pad when upgrading or decommissioning for a GreenIT TechMatch.

3) Gently used equipment is repurposed to nonprofits based on wish list, donor directions and first in line. Tweet and Blog

http://www.launchpadonline.com/Managed_IT_Services/Managed_IT_Services_Green_IT_I/managed_it_services_green_it_i.html   or choose RevITup GreenIT on our website.

Give back with GreenBack™ and help local nonprofits and the environment.

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RevITup VirtualGreen Office™

VirtualGreen is a turnkey, packaged solution that includes all components including setup to virtualize your office and start saving money and resources.

Eco-Friendly Green Servers
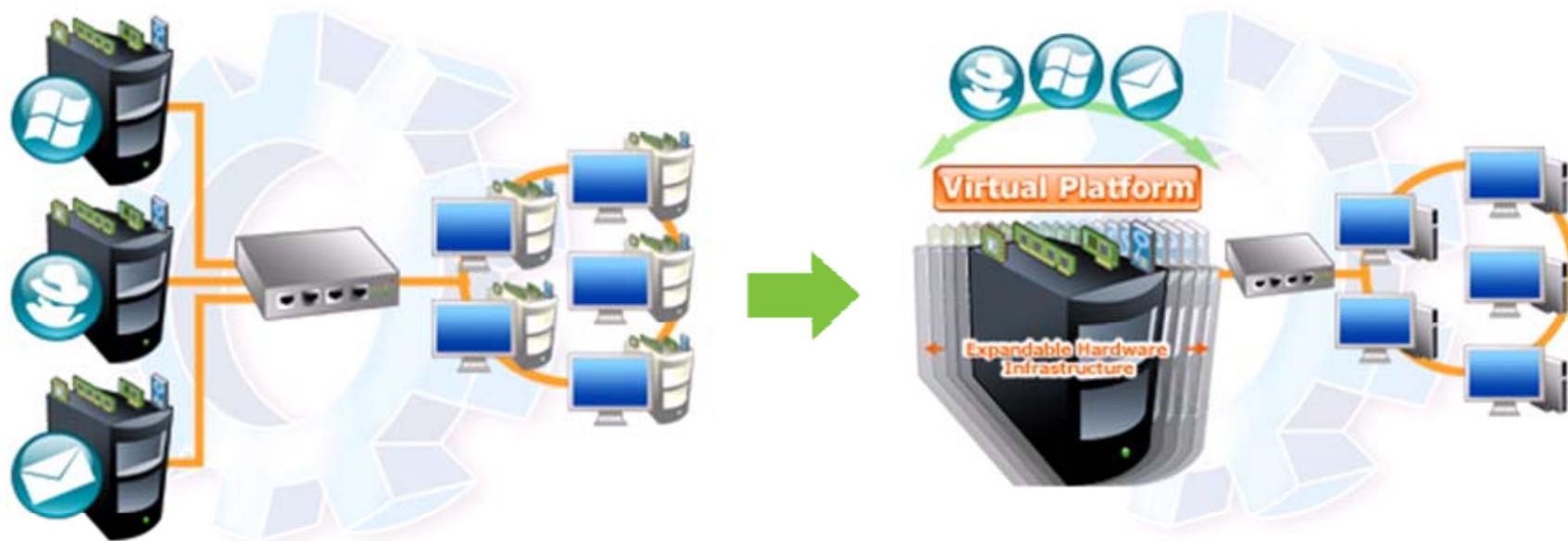
VirtualGreen Office packages significant savings in resources and efficiencies to small and mid-sized businesses.

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

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❖ **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, save power and greatly reduce cost of ownership
❖ **Using a Data Center** – By moving servers to a data center businesses can save money and equipment costs.

Reduce Hardware/Management Costs 50% RevITup VirtualGreen Office ™

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.

Engage our Green IT Initiative – Sign up today for our
Free RevITup™ Easy-to-GreenIT™ Technology Audit

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Webinar attendees will receive a FREE RevITup Easy-to-GreenIT Technology Audit and Score Card to immediately gain visibility into worst offenders and the simplest methods to help "Green" your business.

For more information contact:
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813-920-0788 x210
mmeisner@launchpadonline.com

Or signup at www.launchpadonline.com/greenITnow

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