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

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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Our Mandate is to be 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 and business automation intelligence

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

- ❖ Manage vendor relationship and facilitate resource selection

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In the first 60 days after release

XP Debuted in October 2001 and sold 17 million copies

Vista Debuted in January 2007 and sold 20 million copies
(but number of PCs had doubled since XP release)

In the first 30 days after release

Windows 7 Debuted in October 2009 and sold 40 million copies

Sales in relation to the week prior to launch were up 95% for Windows PCs versus 170% for Windows Vista during its retail launch in 2007. However, business user % small.

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*However, more than 65% of business users still on XP

Microsoft's newest OS, Windows 7, includes the ability to run XP (a 9 year old OS) in Virtual mode... not Vista

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Mobility, Web-based Applications (SAAZ) and Social Media are Changing the Way People/Businesses Use Technology.
Are we seeing a desktop rebellion?

Comment from one CEO of $21 million company on his upgrade journey from XP to Vista to Windows 7: *"One reason that my productivity hasn't improved much is that I find myself spending more and more time in my browser (accessing Web applications). Wordpress (as one example) is our platform of choice for publishing blogs and it's all done in a browser. I hardly ever do any word processing any more and when I do, I do it with Google Docs because of how (1) I can access that document from anywhere, even without my computer and (2) how easy it is to share those documents with others. Banking? Done in my browser. Attendee scheduling and tracking for our seminars? Done in my browser. E-Mail? For corporate e-mail , I use a browser-based client — Outlook Web Access or I check my phone, so much of what I do, I do it in a browser.*

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*In 2009 Netbook sales have nearly doubled standard notebooks

Linux owns 32% of the netbook market

Even Dell is shipping a netbook with a Linux OS

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There's an App for That!

Technology/Business Automation functions once the sole desktop realm have now expanded and exploded onto mobile devices

- ➢ Check case files
- ➢ Check financial reports
- ➢ Monitor office cams
- ➢ Transcriber/Voice Recorder
- ➢ GPS

Windows 7

- ➢ Access to internet/email/calendar
- ➢ Access of Word/Excel
- ➢ Remote to your desktop
- ➢ Accounting/Process credit cards
- ➢ Update/Monitor

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Most businesses have faithfully toed the Microsoft party line and upgraded their desktops and servers with each new OS release.

Vista may have been the beginning of a desktop rebellion? What does it mean for your business or organization?

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So what do you really need to know if you plan to upgrade?

You need to know the right questions.

➢ What are the top 5 functions we use technology for?

➢ What are the core non-Microsoft applications we currently depend on? Are they compatible?

➢ How many of my users use only basic functions such as email, word processing, spreadsheets, Internet?

➢ Could any users accomplish their jobs with only netbooks or PDAs?

➢ How many servers do I currently own and what is each one used for?

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So Are There Any Benefits to Windows 7?
What do I need to know if I plan to upgrade?

Windows 7 Professional (retail $299, upgrade $199)

The professional edition can do everything that *Home Premium* can, and additionally supports *Windows Virtual PC* as well as data backup and restore on network places.

Windows 7 Ultimate (retail $319, upgrade $219)

The high-end edition has all that and on top of it, the *BitLocker* encryption. Furthermore, you can install more language packs here and for example use your Windows in German—without any reinstall, just a logoff/reboot is required.

*No upgrade path from XP. We recommend a clean install from Vista.

Windows 7

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Ironically the Big Buzz is the XP Virtual Mode

Control Panel MS Word 97 (XPM) XP Mode
Messenger Picture It Express (XPM)
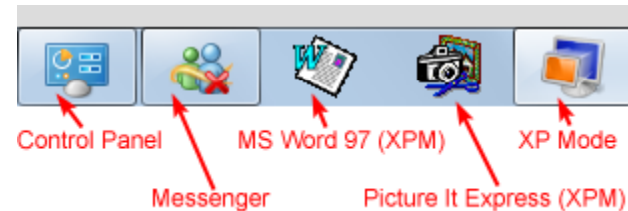
➢ XP Mode consists of the Virtual PC-based virtual environment and a fully licensed copy of Windows XP with Service Pack 3 (SP3).

➢ Available, for free, to users of Windows 7 Professional, Enterprise, and Ultimate editions via a download from the Microsoft web site.

➢ XPM works likes many virtual PC products but does not require you to run the virtual environment as a separate Windows desktop.

➢ Applications run inside the virtual XP environment but are published to the host (Windows 7) OS as well. (With shortcuts placed in the Start Menu.) That way, users can run Windows XP-based applications (like IE 6) alongside Windows 7 applications under a single desktop.

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Caveats to XP Mode

➢ Must have the correct motherboard and processor. This can be tricky and granular.

➢ Applications must be tested. They do NOT all work.

➢ Configuration is NOT plug and play. Hardware must be configured in XPM

➢ File sharing between systems is not seamless. Can get a little confusing.

➢ At least 2 gig of memory. 4 gig is recommended.

Windows 7

Compatibility Resources:

http://www.microsoft.com/windows/compatibility/windows-7/en-us/Default.aspx?type=Hardware

http://managedsolutions.com/2009/11/windows-7-application-compatibility-and-xp-mode

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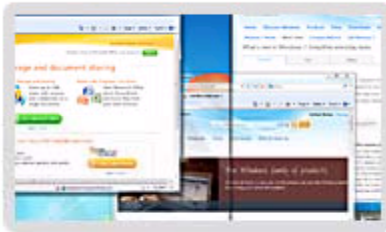
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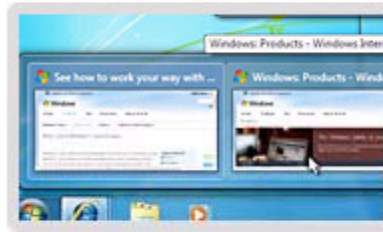# RevITup™ Business Care TechEd Webinar Series

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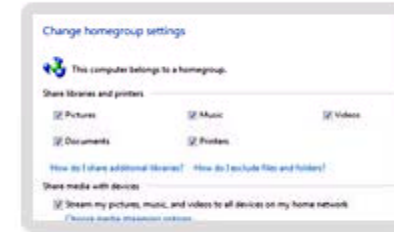**Windows 7** A Few Other "Top" Features

Snap

Instantly arrange two windows exactly side by side.

Live Taskbar Previews

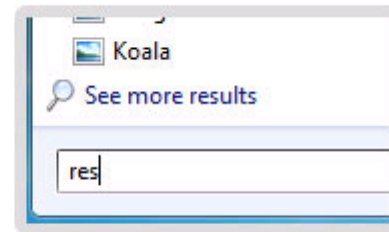Scan through open files to find just what you're looking for.

HomeGroup

Share files, music—even printers—in just four clicks.

Pin

Keep programs and files handy: pin them to the taskbar or Jump Lists.

Windows Search

Koala

See more results

res

Search on your PC the same way you search on the Internet.

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But at the end of the day…. does that matter to your business?

So what does matter?

Are you the lemming or the cliff

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5 key questions you should really be asking to ensure you are making the right technology choices and identifying the best tools for technology management:

➢ How does my method of using technology compare with others in my industry?

➢ What can I do to reduce hardware costs and power consumption?

➢ Is my technology running as efficiently as it could be or am I having problems?

➢ Is my technology really solving business problems, increasing productivity and boosting the bottom line? What kinds of formal technology planning is done?

➢ Am I spending too much on technology management?

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The future is green (and cloudy) Components of simple green technology for business:

- Virtualization (cloud)

- Energy Efficient Resources

- Green Strategies

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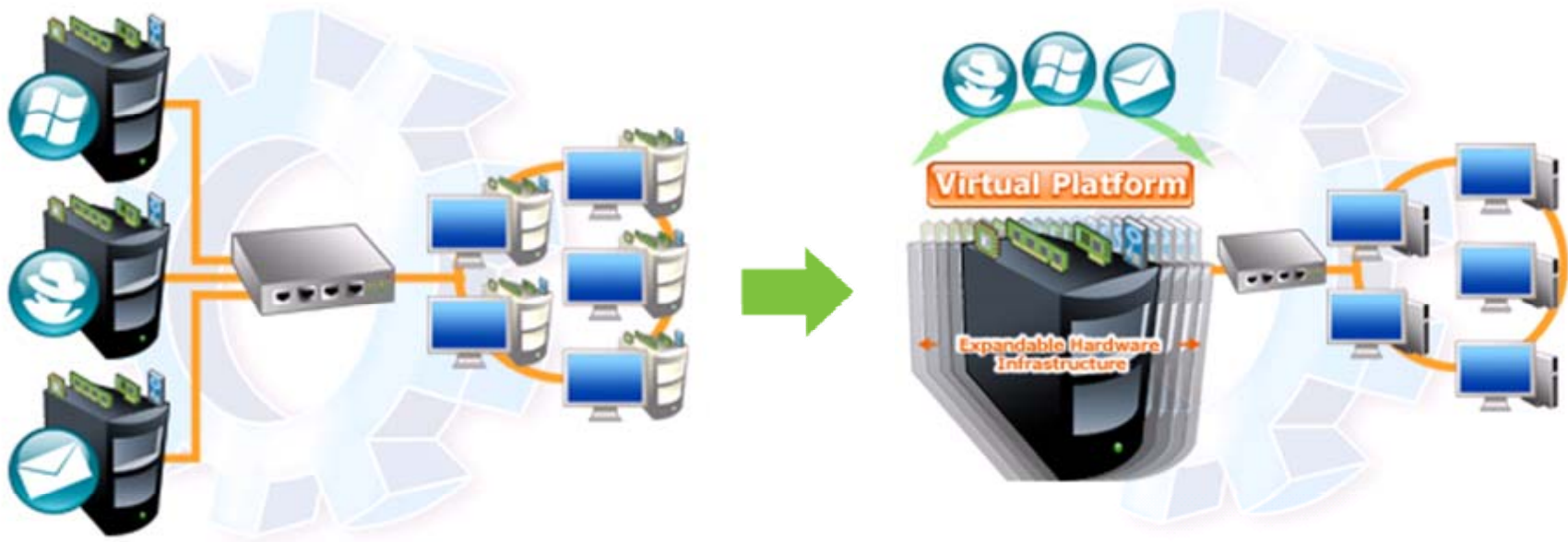RevITup™ Business Care - Worry-free IT

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Indentify technology inefficiencies and spot the worst offenders within your organization. The real upgrade path:

1) Printers older than 6 years – not power/printing efficient. Non-duplexing printers. Desktop inkjet printers – get key workgroup printers

2) CRT monitors – replace them with flat screens

3) Desktop computers use double the power of notebooks/netbooks

4) Server bloat/desktop headaches – Virtualize

5) Move away from desktop dependence – Software-as-a-Service (SAAS)

6) Browser-based & mobile apps. How can you incorporate SAAS/Cloud technologies?

7) Fixed-fee, proactive technology management you can budget for.

8) Hosted solutions & hardware-as-a-service (HAAS). You don't buy desktops/licenses.

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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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"Lemons & Lemmings: Does Your Company Have to Toe the Windows 7 Line?"

Webinar attendees will receive a FREE RevITup™ Technology Assessment and Score Card to help you make informed decisions about the best solutions, technology investments and upgrade paths are for your organization.

Sign up at www.launchpadonline.com/TechAudit

All registrants will receive a FREE RevITup™ Technology Savings Kit you can use in your company today.

For more information, contact Megan Meisner at mmeisner@launchpadonline.com or (813) 920-0788 x210.

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