

RevITup™ TechEd Cloud Webinar Series

Trending Technology 2012

Hot Topics & Profitable Predictions to Drive your Business in 2012



Date: Wednesday 1/25/12

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 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





Trending Technology 2012

Hot Topics & Profitable Predictions to Drive your Business for 2012

Technology has become ubiquitous. It is pervasive, vastly accessible and almost prosthetic thanks to the Cloud, tablets, smart devices, apps, virtualization and a host of integrations that change the way businesses automate.

A paradigm shift that is occurring in the way we relate to technology, both personally and within business.





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How Does This Shift Guide Technology Decision Making & Management for Your Organization?

Are You Ready for the New Paradigms?



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Goals for Today – Top Tech Trends for 2012

1. Mobile Device Management: Should your company embrace a BYOD (bring your own device) technology strategy and how does this trend impact your business, security and the bottom line?
2. Blue Skies, Green Clouds? Find out how "Going Green" not only reduces technology spending but paves the way for "deskless" Cloud-based technology.
3. Cloud Recovery: Learn how new affordable, Cloud-based, business-class backup solutions now make disaster recovery both data protection and a deliverable service.
4. Cloud Integration: Understand why Cloud Integrators, not just "Cloud" services, will be the real key to shedding your hardware and moving toward "deskless" and resourcing reducing technology.





Trending Technology 2012

Hot Topics & Profitable Predictions to Drive your Business for 2012

I. Trend 2012: Ubiquitous Technology

- Less than half of U.S. firms (46 percent) are aware of all the devices their staff are using for business purposes.
- 53 percent of businesses have seen productivity improvements of more than 10 percent thanks to the use of personal devices at work, with 16 percent reporting increases of more than 30 percent.
- 32 percent of firms are most concerned over the security implications of allowing application and document downloads on personal devices
- 23 percent are concerned over personal devices trying to get remote access to the corporate network.





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I. Trend 2012: Ubiquitous Technology

- 1) What is BYOD? Bring Your Own Device
- 2) Should Your Company Embrace BYOD? Investment? Comfort
- 3) How Does this Trend to Ubiquitous Technology Impact Security?
Single Point of Failure
- 4) How Does this Trend Impact Technology Management? Who Controls?
- 5) How Does BYOD Impact your Bottom Line? Cost/Benefits





Trending Technology 2012

Hot Topics & Profitable Predictions to Drive your Business for 2012

I. Trend 2012: Ubiquitous Technology

3 Things to Consider:

- ✓ Mobile Device Management
- ✓ Security & Liability
- ✓ Employee Productivity & Total Cost



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II. Trend 2012: Blue Skies, Green Clouds

- Green Devices Take Over: By 2016, more than 900 million tablets, 8 times as energy efficient as desktops, will be in the hands of users.
- The increase organizations with a private cloud will double in the next 24 months and many small business will make use of public clouds for “spill-over” capacity during periods of peak demand.
- In 2012, 21% of organizations will make changes to improve efficiency, by accelerating their server and storage consolidation initiatives within and among data centers. **Increasingly important in these efforts will be the elimination of stranded power and the energy efficiency of individual systems.**





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Blue Skies, Green Clouds?

1) **What is "Green" Technology in 2012** Cloud (Data Center), Smart Devices, Consolidation. Green is becoming integrated, less niche. Many Emerging Technologies are by nature "Green"



2) **How is the Cloud Green?** This change is already underway for what is becoming something data center managers will be pursuing far more frequently: efficiency -- in this case from the economies of scale afforded by cloud-based infrastructures. Many large Cloud providers such as Google and Amazon are making huge investments in sophisticated energy-efficient data centers and servers.

3) **How are Smart Devices Green?** "Going Green" server-side and using Cloud services not only reduces technology spending but paves the way for "deskless" smart devices and low-resource Cloud-based technology.





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II. Trend 2012: Blue Skies, Green Clouds?

3 Things to Consider:

- ✓ Mobile Devices & Deskless Technologies are Green
- ✓ The Cloud is Green - Economies of scale afforded by cloud-based infrastructures.
- ✓ All new server and desktop purchases can be green. All servers can be virtualized and desktops buying can end. Smart devices or laptops can replace.



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II. Trend 2012: Blue Skies, Green Clouds

5 GREAT ECO APPS TO KEEP YOU GREEN

- 1. T-Mobile Recycle Guide** – T-Mobile launched this great app to help users in recycling mobile phones and other items that contribute to the degradation of the environment.
- 2. ShopGreen** – A free application at the Apple App Store, ShopGreen not only provides information on green shopping sources, but also gives the nearest recycling locations. ShopGreen also comes with CO2 calculators and a CO2 offset link.
- 3. Carbon Meter** – An Android app from ViralMesh, Carbon Meter tracks and logs the carbon footprint of different green activities including walking and biking. Also includes information on recycling center locations.
- 4. My Recycle List** – A free Android app from Electronic Recyclers International, Inc. My Recycle List provides information on the recycling centre nearest your location including address, driving directions and contact information.
- 5. EcoPoints** – A free Android app from Wake Apps, EcoPoints identifies the nearest waste collection and recycling centers for paper, plastic and glass using the Global Positioning System.





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III. Trend 2012: Cloud Data Protection & 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 have some data protection or storage in the cloud.
- 2012 will see the end of data “backup” and the beginning of data recovery. Continual RTO backup, de-duplication and the growing use of snapshots and replication software are resulting in fundamental changes to how users view the backup and recovery process.
- In 2012, Backup appliances, many with integrated cloud/offsite data replication, will overcome traditional tape backups.



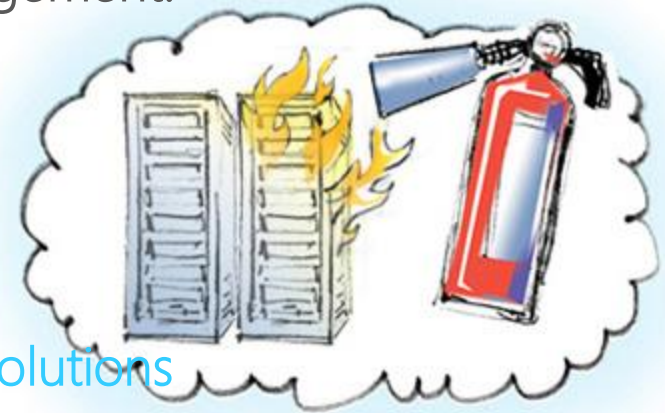


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Hot Topics & Profitable Predictions to Drive your Business for 2012

III. Trend 2012: Cloud Data Protection & Recovery

1. Traditional Backup Solutions vs. Appliances & Cloud Backup Solutions
The risks of tape technologies. Central management.
2. How Cloud-based or offsite solutions make data protection a deliverable service.
Risks & Benefits
3. Affordable Business-Class Appliance/Cloud Solutions
Appliance vs. Services vs. Hybrids



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III. Trend 2012: Cloud Data Protection & Recovery

3 Things to Consider:

- ✓ Where is your data currently & what are your plans for Cloud migration in the next 24 months?
- ✓ What data protection strategies need to be in place for smart devices?
- ✓ What should you ask your Cloud provider about data recovery and hybrid (on premise) data protection?





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IV. Trend 2012: Cloud Integration in Your Business

- 12% of SMBs surveyed by Gartner expect to shift some portion of their technology to the Cloud.
- Enterprise Apps, like those found on the Google App Store will help drive the migration to Cloud-based computing services.
- Tablet sales increased by 261% in 2011 and will begin to become a fixture within business, driving commercial business apps along with it.
- 93% of businesses express some concern about security threats associated with threats from emerging areas like cloud, mobility, social networking.





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Hot Topics & Profitable Predictions to Drive your Business for 2012

IV. Trend 2012: Cloud Integration in Your Business

1. What SMB Need to Understand about the Cloud & Migration Plans
What can go to the Cloud?
2. Difference between Private and Public Clouds: Which is right for you?
3. Cloud Security: Is my data safe?
4. Cloud Management and Cloud Integrators: Who will manage your Cloud. Who will manage your users? Who will manage your technology?



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IV. Trend 2012: Cloud Integration in Your Business

3 Things to Consider:

- ✓ Who is responsible for my data and functionality?
- ✓ Where is my data stored?
- ✓ What happened if there is an outage?



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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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Webinar attendees will receive our latest whitepaper, "Into the Cloud and Beyond; Building Integrated Technology Partnerships"

To Secure Your FREE Whitepaper visit:

www.launchpadonline.com/TechTrends2012



Want to Optimize these Technologies
for Your Organization?



Sign up Today for a FREE RevITup SilverCloud Assessment

www.launchpadonline.com/TechTrends2012 Offer Expires: February 29th, 2012

COMPLIMENTARY RevITup SilverCloud™ Technology 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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