RevITup™ TechEd Series Presents:
Who Let the Cloud In?
Time to Up Your Business's Security IQ?

10 Essential Internet-Critical Strategies for Securing your Business, Protecting Data and Meeting Compliance

Presented By
Ilene Rosoff, CEO The Launch Pad

#ITSecurityIQ

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WE MANAGE THE TECHNOLOGY

The Launch Pad – Welcome to the New Face of IT

About The Launch Pad

You pursue the vision...

We manage the technology™

- Founded in 1992, Offices in Tampa Florida

- IT Management, 24x7x365 Help Desk, Network Integration, Data Protection

- RevITup VirtualGreen Office™ (turnkey virtual network), Hosted Applications, Web & Professional Services

- 2009 & 2010 Inc. 5000 & Tampa Fast-50 fastest growing companies

- 2009 & 2010 CEO Ilene Rosoff Named Finalist for the Tampa Business Woman of the Year

- 2010 – Launch 1st National managed IT franchise offering

4x7x365 Remote PC & server monitoring, management and immediate response from anywhere

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... and downtime is something no organization can afford.

THE OLD MODEL OF IT

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

OUR APPROACH

Worry-free IT

The Launch Pad team has been serving the technology needs of the small and mid-size business community since 1992. Through our RevITup™ Business Care Managed IT Service Series, our clients enjoy a monthly fee that never fluctuates regardless of the number of support calls made. 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.

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You're in luck...I've unearthed those payroll records from 3 years ago.

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"Cloud solutions offer revolutionary potential for small and mid-size businesses", says Mark White, chief technology officer for Deloitte Consulting LPP's Technology practice. "It has unprecedented flexibility when it comes to contracts, pricing, scale and demand enables small businesses to take on larger competitors."

"The cloud is a real boon to small business. It can be a disruptive force that can help small businesses punch bigger than their size. The cloud overturns the established way of doing things."

Charles Babcock, author of *Management Strategies for the Cloud Revolution: How Cloud Computing Is Transforming Business and Why You Can't Afford to Be Left Behind* (McGraw-Hill, 2010).

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Consider This

➢ While Cloud Computing and (SaaS) applications are being widely adopted, more than 50 percent of IT professionals surveyed say their organization isn't aware of all the cloud services employees are using -- and few were pre-evaluated for security.

➢ 20% – 25% of corporate internet use is inappropriate and going unchecked—an average of 1 to 2 hours per day per user.

➢ Nearly 75 percent of U.S. organizations have had a mobile device or laptop lost or stolen in the past 12 months. Most lack enforced remote access policies or security best practices for mobile devices.

➢ 42% of SMBs have lost confidential or proprietary data in the past. 100% of those suffered financial loss because of it.

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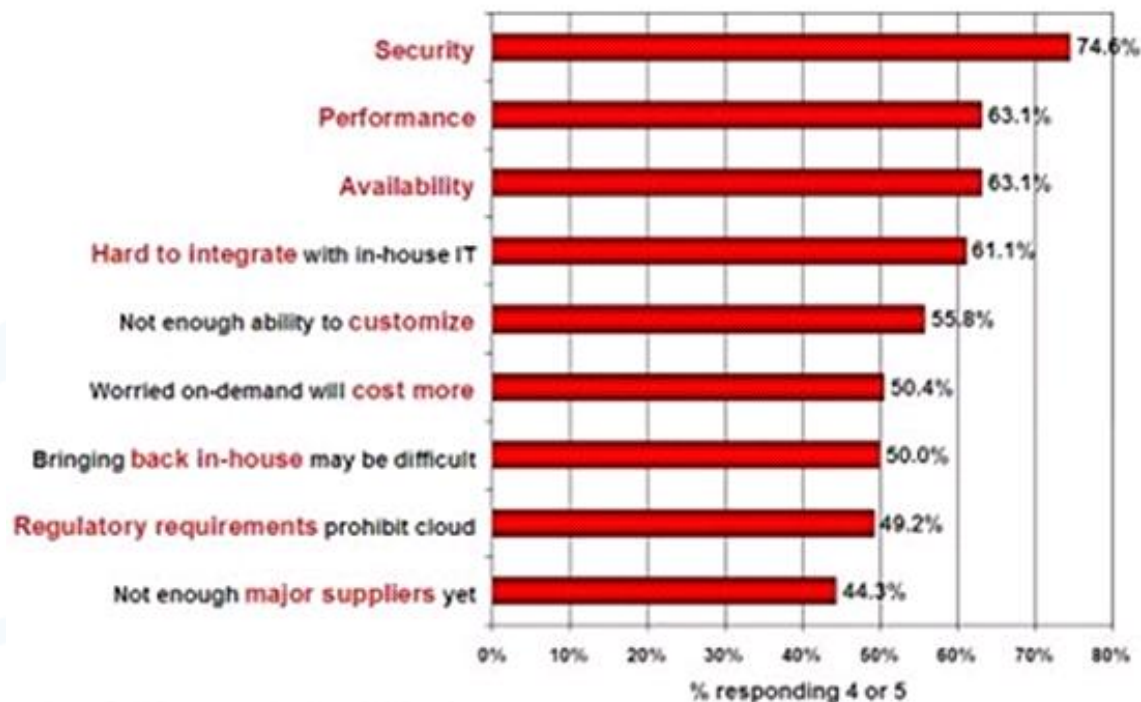
Goals for Today

1. Identify Web & Cloud-based external threats to your organization's security

2. Understand the internal threats and risks that exist in your technology environment

3. Learn how to secure and protect your company's data

4. Develop a Cloud & Data Protection Security Checklist to provide security best practices and to understand how your employees are using the cloud so you can establish controls and minimize risks.

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Q: Rate the challenges/issues ascribed to the 'cloud'/on-demand model
(1=not significant, 5=very significant)

Challenge/Issue	% responding 4 or 5
Security	74.6%
Performance	63.1%
Availability	63.1%
Hard to integrate with in-house IT	61.1%
Not enough ability to customize	55.8%
Worried on-demand will cost more	50.4%
Bringing back in-house may be difficult	50.0%
Regulatory requirements prohibit cloud	49.2%
Not enough major suppliers yet	44.3%

% responding 4 or 5

Source: IDC Enterprise Panel, August 2008 n=244

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live support™

live connect™

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How Secure is The Cloud?
What are the risks you should know about?

- Legal Risks – Data ownership, access to data, data protection, compliance. Is The Cloud a "Nationless State? Where is the data?

- Security & Privacy – Protecting confidential information, HIPPA, centralization of information, data theft

- Stability & Reliability – service level agreements for uptime and support, access to information

- Non Standardization, compatibility, portability – SaaS programs are Cloud-specific, For example, host your application on the Amazon cloud, you need to write to the Amazon cloud's specifications.

- Unrestricted Employee Access – Employees can work unmonitored from any location

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3 Ways to Safely Engage (SaaS) Apps and Cloud Services

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**
   Iland.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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Threats from Within?

Are You Safe from Employee Tampering, Improper Network Protection?

- 43% of end users engage in poor password management and lack password policies

- The two most common security problems are: overlooked or misunderstood security vulnerabilities and the use of unauthorized/ unlicensed software.

- 38% of end users do not have up-to-date antivirus software

- 20% of end users have misconfigured firewalls or non-business firewalls.

- Only about 18% of SMBs make us of an Internet Monitoring Appliance
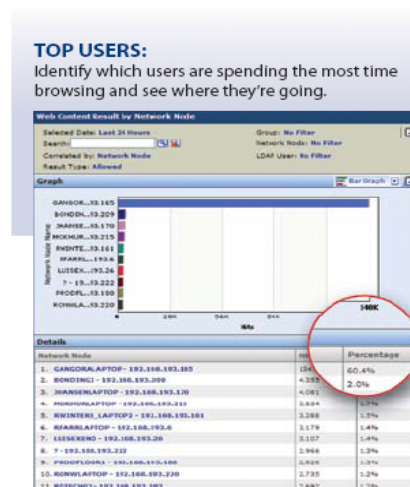
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Internet Monitoring & Web Filtering: Every month, companies lose thousands of dollars of productivity to Internet abuse. If you don't believe it, simply put it to the test.   Internet monitoring will show you just how much you're paying employees to shop online, play fantasy football, stream YouTube and chat with friends on Instant Messenger.

- ❖ Website filtering & IM management
- ❖ Bandwidth optimization
- ❖ Internet usage monitoring
- ❖ Spyware and virus blocking
- ❖ Policy management
- ❖ Managed & monitored 24/7/365
- ❖ Custom-built automated reports delivered to your Inbox

TOP USERS:
Identify which users are spending the most time browsing and see where they're going.

Onsite WebSentry™

Completely Managed & Hosted for a Low Monthly Fee
Starting at Only $129 per month

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Addressing Internal Threats
How to have a secure, compliant and cost-efficient IT infrastructure

- Get proper security in place – Business-class firewalls, corporate antivirus protection, spam filtering, and Internet content filtering

- Clean traffic before it gets to you – add a hosted antivirus and spam service

- Have a clear, written data and Internet policy for your employees to follow – where is it to be stored and who can access it?

- Enforce employee password policies. Only give administrator access to administrators! Require password changes every 30 – 60 days.

- Have a security policy in place for exiting employees and immediately close out local and cloud account access.

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Data Protection & Security
Is Your Data Safe in the Cloud? Is it Safe at your Premises?

- Information Protection Survey shows that SMBs believe that protecting information is their highest IT priority.

- Over 80% of Small – Midsized Firms Lack a Viable Disaster Recovery Strategy or Even a "Loss-of-Server" strategy.

- Nearly one in five U.S. companies experience a disaster each year that causes their companies to cease operations for a period of time. Two out of five businesses that experience a disaster will go out of business within five years.

- Over 60% of tape restores fail during first critical restore.

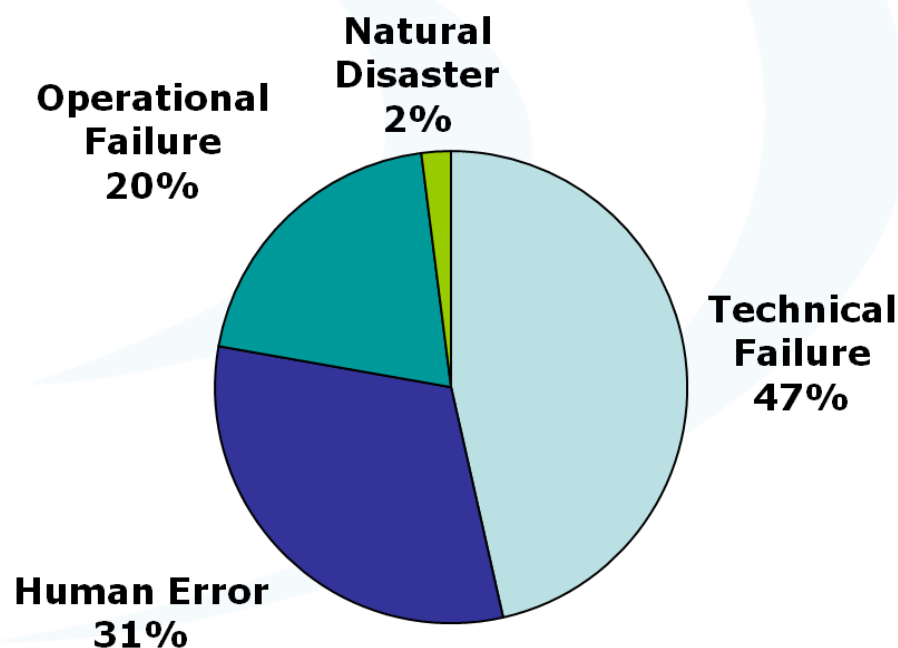- The average failure rate of disk and tape backup systems over time is 100%!

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What Are the Primary Causes of Lost Data?

Operational Failure 20%
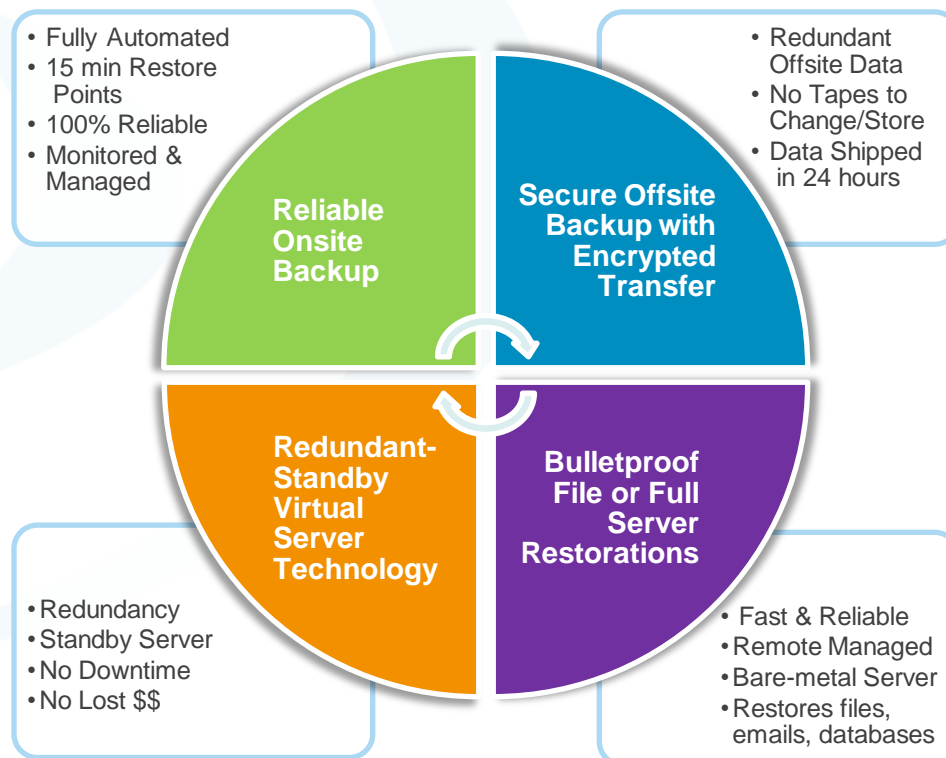
Natural Disaster 2%

Technical Failure 47%

Human Error 31%

❖ User: Lost File

❖ System/Hardware Failure

❖ User Error/File Deletion

❖ File Corruption

❖ Data Migration to New Hardware

❖ Critical Server Outage

❖ Disaster

❖ Mailbox & Messaging Restore

❖ Security

❖ Industry Requirements

❖ Insure Business/Continuity/Survival

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Who Let the Cloud In? Time to Up Your Business's Security IQ?

4 KEY ELEMENTS OF COMPLETE BUSINESS CONTINUITY AND DATA PROTECTION

- Fully Automated
- 15 min Restore Points
- 100% Reliable
- Monitored & Managed

Reliable Onsite Backup

- Redundant Offsite Data
- No Tapes to Change/Store
- Data Shipped in 24 hours

Secure Offsite Backup with Encrypted Transfer

Redundant-Standby Virtual Server Technology

- Redundancy
- Standby Server
- No Downtime
- No Lost $$

Bulletproof File or Full Server Restorations

- Fast & Reliable
- Remote Managed
- Bare-metal Server
- Restores files, emails, databases

The Whole Pie

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RevITup™ TechEd Webinar Series:

Who Let the Cloud In? Time to Up Your Business's Security IQ?

RevITup™ BDR Ironclad Data Protection™ Bulletproof your Data

Ironclad Protection for your Business

- Natural Disaster
- Hardware Error
- Virus Attack
- Human Error
- Software Corruption
- Sabotage

- **Everything** on your servers is **automatically** backed up every 15 minutes – without tapes!

- You can **back up ALL of your data** and not be limited by the size of a tape drive

- Your files are **automatically backed up to off site** datacenters each night

- The local back up device acts as a **"stand by server"** in case existing hardware fails

- Our **Data Protection Specialists monitor the success** of the system **24/7**

- **Your data is safe** from fire, floods, storms, viruses, hackers, hardware malfunctions, and human error!

RevITup™ BDR Backup & Disaster Recovery Series: Managed & Hosted for a Low Monthly Fee
The Launch Pad offers the only comprehensive business
continuity solution starting at under $200 per month – Worry-free IT.

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RevITup™ TechEd Webinar Series:

10 Essential Internet-Critical Strategies for Securing Your Business, Protecting Data and Meeting Compliance – Cloud Checklist

✓**Conduct a cloud inventory:** Evaluate all activity your organization is conducting in the cloud. Many companies think they are not using cloud computing, only to find the company's employees are doing so. Be aware that employees might be reluctant to reveal what they're doing in the cloud if they know they're violating company policy or taking risks.

✓**Become the Preferred Storefront:** Take inventory of services your organization might want or benefit from in The Cloud, such as email marketing or sales force automation. That way, you can formalize the process of implementing online solutions.

✓**Establish a Cloud Computing Policy:** Management, IT, and end users should have an understanding of when it's appropriate to work in the cloud. 68 percent of IT professionals thought cloud computing is too risky for financial information and intellectual property. In some instances, your company may be in violation of government regulations if certain data is sent out to the cloud.

✓**Clarify Compliance Regulations in Your Industry:** Sensitive information such as employee personnel records, social security numbers and medical information could be at risk in the cloud. When you send your data to the cloud, you don't know exactly where it's going. Eventually, cloud service providers will likely be able to provide some third-party authentication of security practices. Meanwhile, it's up to you to properly vet the providers.

✓**Create a Trusted Business Partner Relationship:** While the emphasis is often on cost, you should be asking questions about the co-mingling of data, the security of data centers and whether cloud service providers conduct background checks of employees. Cloud service provider should be a close and trusted business partner.

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10 Essential Internet-Critical Strategies for Securing Your Business, Protecting Data and Meeting Compliance - Bulletproof Data Protection Checklist

✓**Devise a Disaster Recovery Plan:** Define what is important to keep the business running and the "recovery time objective", or how quickly the company needs to be up and running post-disaster. Determine who declares the disaster, how employees are informed of a disaster and the best method to reassure customers of the company's continued ability to service them.

✓**Test the Disaster Recovery Plan:** Determine the effectiveness of the disaster recovery plan via rigorous testing that is carried out one or more times per year in simulated realistic conditions.

✓**Perform Data Restoration Tests:** The backup software and the hardware on which data resides need to be checked daily to verify that backup is completed successfully. Companies need to perform monthly test restoration to validate that a restoration can be accomplished during a disaster.

✓**Be redundant:** Establishing redundant servers for all critical data and providing an alternate way to access that data can bring disaster recovery time down to minutes rather than days.

✓**Consider Real Time Backups:** More frequent backup or "continuous data protection" depending on the type of business and the application.

✓**Perform Offsite Backup:** Work with a remote data protection provider who has the power and connection redundancy, storage and network infrastructure in place to manage a true disaster recovery plan.

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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 eCycling.com, 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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Free Data Security Analysis

At no charge, The Launch Pad will send a Data Protection Specialist to:

- Audit your current security procedures including password & remote access policies.

- Assess your current data protection, including backup and restore procedures to identify any data's security holes. Discuss data protection needs or concerns and explain risks.

- Conduct a cloud inventory. Evaluate all activity your organization is conducting in the cloud and identify security risks.

- Install RevITup™ WebSentry FREE for 30 days so you can gain visibility into your business network and take control over web content, web applications and web threats

To Secure Your FREE Data Security Analysis and WebSentry Call: Megan Meisner
888-920-3450 x 210 or sign up online: www.launchpadonline.com/ITSecurityIQ

Offer Expires: October 31st, 2010

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