The Launch Pad
RevITup™ TechEd Series Presents:

Zen & the Art of Technology Management for Busy Executives

Presented By
Ilene Rosoff, CEO The Launch Pad

#LPZenTechnology

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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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RevITup™ TechEd Webinar Series:

Zen & the Art of Technology Management...
for Busy Executives
Goals for Today

1. Identify the top ten technology myths that lead to imbalance and cost small and medium-sized businesses thousands of dollars

2. Learn how to evaluate whether your IT solutions are truly at one with business needs

3. Discover the path of least resistance to mobile technology to dramatically increase productivity and better respond to opportunities and customer demands

4. Uncover the secret to three Zen Technology Management strategies that will change your perception of technology – forever

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1: My Company Does Not Need A Technology Plan

Truth: Technology Planning is Key to Small Business Success Today.

• A Microsoft study showed that 55% of SMBs consider IT a critical component of their business. Among SMBs that stated IT was not important, fewer than 29% saw an increase in revenue.

• Without an explicit plan, technologies are introduced into the company without focus and can diminish employee productivity and customer service.

2: Technology Expertise Will Not Fit In My Businesses Budget

"I know nothing about the subject, but I'm happy to give you my expert opinion."

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Truth: Many SMBs believe that they can't afford IT expertise, but truth be told, they can't afford not to have it.

It often takes a security breach or other business-crippling event for SMBs to realize that IT expertise is just as valuable as a good lawyer or accountant.

3: My Company Does Not Need IT to Support Our Needs

Truth: Many business owners are focused on running their business and are unaware of technology solutions that can help them better accomplish their goals.

• Research shows, focused technology implementation creates tangible improvements in customer satisfaction, revenue and profits, and staff morale, which leads to lower employee turnover rates and higher productivity.

• Technology is not just an administrative tool, it is a strategic weapon that can help companies survive, excel and thrive.

4: My Company Does Not Need the Latest Technology

Truth: Using up-to-date technology is one of the most important ways SMBs can improve productivity and move their businesses forward.

Internet loss and email issues stand at the top of the list of IT problems that can bring a business to a standstill.

"Is this to make me feel bad for not getting you that laptop?"

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5: Mobile Technology Will Cause My Employees to Never Come In the Office

Truth: Mobile technology offers SMBs the opportunity to dramatically increase productively and better respond to business opportunities and customer demands.

• 1 out of 4 employees are working off-site at least once a week, with about 12% working virtually at all times.

• 71% of IT Managers agree that a remote access service makes their workforce more productive

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6: My Company Is Too Small To Worry About IT Security

Truth:

No company, large or small, can afford a security breach. The repercussions are staggering: loss of revenue, customer confidence, productivity, and reputation can bring your business to a halt.
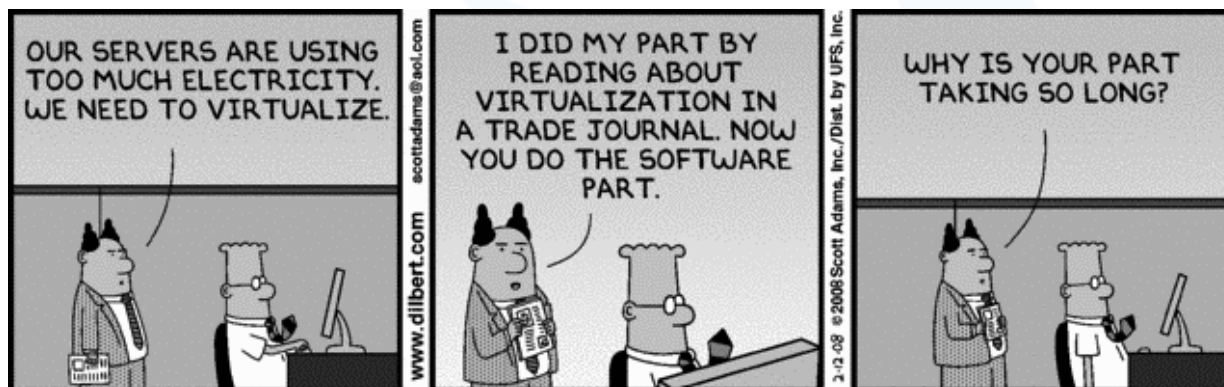
3 Security Takeaways to Implement Immediately:

• Use strong passwords that change every 90 days

• Implement a written/signed-off security policy for employees

• Use a corporate antivirus program & at least one AntiSpyware program such as Spybot or Malware Bytes

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7: Virtualization Is Not for Small Businesses

Truth: The maturation of desktop virtualization has made thin clients a viable alternative for SMBs, particularly those that employ remote workers or whose business is concerned with the security of mission-critical data.

According to Gartner, there are 633 million desktop PCs in offices today, 15% of those will be replaced with thin clients over the next 5 years

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8: I Can Wait to Implement a Backup/Recovery Plan

Truth:

How long can your company survive if your data was lost or corrupted?

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

livesupport™

liveconnect™

9: I Can Save Money by Getting Another Year Out of My Old Computers

Truth: Current economic conditions have led companies to tighten and scrutinize their budgets more than ever. Ironically, the need to save money strengthens the need to implement new technology.

Many new desktops are so energy efficient that SMBs can achieve an annual savings of up to $100 per PC on their electricity bill.

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10: My Businesses Technology is Fine for Now

Truth: Assessment of technology needs should be a regular, ongoing process and a cornerstone of SMBs' overall IT strategy.

By refusing to evolve, SMBs can unwittingly hold back their business. In fact, SMBs have an advantage due to their size, enabling them to respond quickly as business conditions change. By implementing a suitable IT solution, SMBs can build on this advantage by improving productivity while maintaining business focus.

Action Plan: How do I evaluate if my technology is effectively supporting my business needs?

Step 1. Survey your users.

Step 2. Survey your IT professionals.

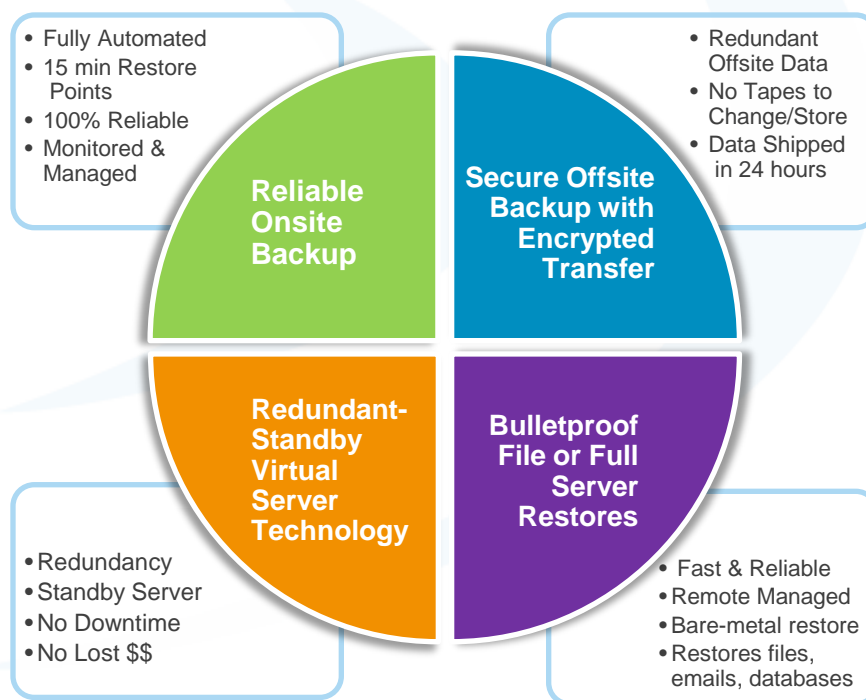Step 3. Secure a neutral assessment.

Step 4. Analyze the results.

Step 5. Establish short- and long-term plans.

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THE ELEMENTS FOR SMART TECHNOLOGY MANAGEMENT

- 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 Restores

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

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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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Webinar attendees will receive our latest whitepaper, "Back in Control, an Executive's Guide to Managing Business-Critical Technology" which provides a 10 point reality check list for evaluating your businesses mission-critical technology.

Sign up for a Free ZenTech Audit

To Secure Your FREE Whitepaper visit:
www.launchpadonline.com/ZenIT
Offer Expires: December 31st, 2010

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