RevITup™ TechEd Webinar Series

Banks   Information   Your Data   Communications   Stores   Your Company?

The Cloud Has Finally Landed.

Should Your Company Head In?

Ilene Rosoff, CEO
The Launch Pad

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About Me & The Launch Pad

The Launch Pad provides managed, fixed-fee technology and web services to small and medium-sized businesses. Through our RevITup™ Business Care Managed IT Series, our clients enjoy a monthly fee that never fluctuates regardless of how many service calls. Out of necessity, we must go the extra mile to proactively manage, secure and improve your network. We never profit when our client's systems are down.

- Founded in 1992, Offices in Tampa Florida
- IT Management, 24x7x365 Help Desk, Managed, Remote Data Protection
- VirtualGreen Office (turnkey virtual network), Hosted Applications
- Web Services, Professional Services, Sales & Data Cabling
- 2009 Inc. 5000 & Tampa Fast-50 fastest growing companies
- 2010 – Launch 1st National managed IT franchise offering

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The New Grid

In his book, "The Big Switch" Nick Carr compared cloud computing with how electricity was generated a century ago, and his speech built on that.

Back in the 1800s, individual businesses built their own power generators. Sitting next to a company, whether it was a steel mill or a factory, was its own power plant.

He suggests that the switch to utility computing — also sometimes known as grid-based or cloud computing — will shrink the workforce, lead to increasing income inequality, and destroy the middle class...

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Was He Right? Surprising Statistics

1. Employment in publishing and broadcasting had fallen by 18% in since 2001, with nearly 180,000 jobs lost.

2. More revealing : *no* growth in internet publishing and broadcasting jobs. In fact, online employment had actually dropped 29%.

3. Vast growth in information technology jobs, due at least in part to the big switch to web-based computing.

4. Labor Department is forecasted employment in "network systems and data communications" to grow by 50.3 percent between 2008 and 2016, while employment in the category of "computer software engineers, applications" is projected to grow by 48.7 percent.

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Goals for the Webinar

1. What the heck is "The Cloud", where is it and who is running it?

2. How secure is it and what dangers should you know about?

3. What does it really mean for your business?

4. What applications (SaaS) are safe, business-ready and offer the best return?

5. Is the desktop dead?

6. Six key reasons why your company should embrace cloud computing.

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What is The Cloud?

A. What the heck is "The Cloud", where is it and who is running it?

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Cloud Computing
(in Plain English)

Virtualization
Utility Computing
Software as a Service

www.launchpadonline.com/blog

Today Cloud Computing = Pay-as-you-Go Service

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Where is The Cloud?

1. The Cloud is everywhere and... the where doesn't matter...

or does it?

The power of the clouds derives from the countless computer servers that comprise it... like the matrix.

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Who is Running It?

A. Over the years technology companies such as Google, Amazon, eBay, Yahoo, have acquired a tremendous amount of expertise in operating large data centers.

- Google is reported to own over 1.2 million servers spread across the globe to power everything from search to Web–based applications.

- The majority of these servers are concentrated in a handful of large data centers, each hosting hundreds of thousands of machines.

- Google is not alone in maintaining these vast "server farms:" Yahoo, Microsoft, IBM, Amazon — essentially any company that has a significant presence on the Internet — all own and operate large data centers.

- It is no exaggeration to claim that these data centers represent the largest concentration of information and computing resources that the world has ever seen.

- In the United States alone, there are an estimated 7,000 data centers

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How Secure is The Cloud?

Nationless State? What dangers should you know about?

- Legal Risks – Data ownership, access to data, data protection, compliance. Where is the data?

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

- Stability & Reliability – service level agreements, 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.

The Good News

- A Standards project is underway

- Legislation proposed to protect information in the cloud

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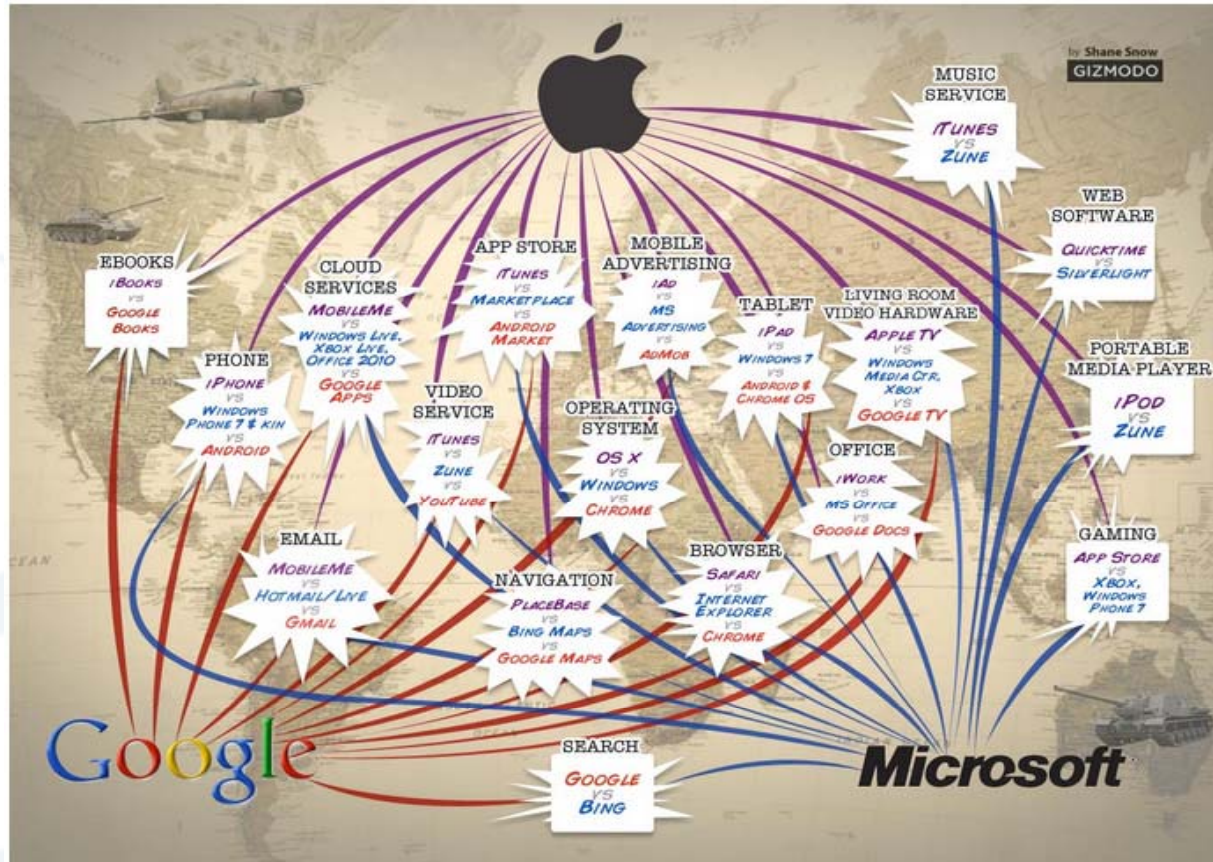# RevITup™ TechEd Webinar Series

Is The Cloud Just Vaporware? Why Now?

Thank Easy Access, Fast Internet and Bad Economy

- Business owners looking for ways to cut back on spending, including pricey computers, software, and IT services.

- Some small business owners and software vendors think economic downturn is the critical mass factor for (SaaS) to go mainstream

- Among Cloud users, 51% of SMBs site ease of use and convenience

- 41% appreciate the ability to access their data from any computer

- 39% appreciate the ease of sharing information/collaboration

- It's about the app. Apple and Google have shifted the focus away form the desktop – paradigm shift in user perception key

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Thank Apple, Amazon, Google and Microsoft

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What Does the Cloud Mean for Your Company?

Economies of SaaS ... You Get What You Need

- SaaS/Cloud Delivery can mean savings on IT Spending.

- SaaS is about the App. You get and pay for what you need. That is a major incentive and strength of SaaS products delivered over the Web on a pay-as-you-go basis.

- It is sold on demand, typically by the hour (this is why cloud computing is often called utility computing) meaning a user/company can have as much or as little of a service as they want at any given time.

- The service is fully managed by the provider (the consumer needs nothing but a PC and Internet access).
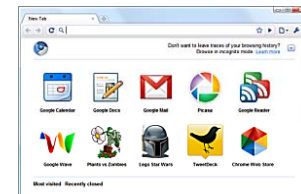
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What (SaaS) Apps and Cloud Services are safe, business-ready and offer the best return?

3 Ways to Engage Safely:

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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Is the Desktop Dead? The New Delivery

1. The desktop doesn't matter.

2. Its about the app and productivity

3. The device should fit your workflow

4. How much is web-based on your system?

5. Mobility solutions/integration

6. Google Chrome, iPhone, iPad, touch interface, wherever-you-go delivery and the cloud

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Why your company should embrace cloud computing

Six key reasons

1. Cost and flexibility/less commitment

2. Collaboration without large investment

3. Applications are moving there

4. Its an equalizer. Roll like a big company

5. No large up front investments

6. "It's fantastic for small business, because SaaS gives them a whole new level of capabilities to act big." ~ Mark Benoff, CEO Salesforce.com

	Total SaaS spending (in billions):	Annual growth
2008	$1.0	
2009	$1.7	69.9%
2010[1]	$2.4	36.2%

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Free Virtual Green Technology Assessment

At no charge, The Launch Pad will send a Virtualization Specialist to your office to complete a VirtualGreen Technology Audit to:

1. Review your current environment and determine where you can benefit from virtualization technologies, cloud services and hosted applications.

2. Answer questions and discuss strategies regarding hosted applications, cloud services and virtual environments you can implement.

3. Provide a migration and virtualization roadmap which includes a 3, 5,10 ROI for going virtual.

To Secure Your Free Virtual Green Audit, Contact Megan Meisner
813-920-0788 x210 mmeisner@launchpadonline.com

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