

# RevITup™ TechEd Cloud Webinar Series

## Blue Skies, Green Clouds

### The Hottest Ways to Squeeze Value from the Cloud



Date: Wednesday 2/29/12

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 & 2012 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 1<sup>st</sup> National managed IT franchise offering





# Blue Skies, Green Clouds

## The Hottest Ways to Squeeze Value from the Cloud

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

## Predictions & Observations

- By 2016 an estimated 21% of small business will rely on Cloud services for the majority of their technology delivery
- More than 900 million tablets will be in the hands of users
- The SMB cloud services market grew 25% in 2011 to reach \$15.1 billion





# Blue Skies, Green Clouds

The Hottest Ways to Squeeze Value from the Cloud

Do you understand the real value in getting "on the grid"?



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# Blue Skies, Green Clouds

The Hottest Ways to Squeeze Value from the Cloud

## Is your company prepared for the Cloud evolution?



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# Blue Skies, Green Clouds

## The Hottest Ways to Squeeze Value from the Cloud

### Goals for Today

1. 10 Targeted Ways to Squeeze Value From the Cloud: What are the real reasons your company needs to use Cloud technology? Use our Cloud Migration Calculator to analyze the true value of Cloud Computing for your business.
2. Untethered - The Deskless Revolution: Discover how to leverage resource-reducing deskless technologies like smart mobile devices and tablets. Gain a meaningful understanding about emerging technologies that are forcing businesses to implement change.
3. The Cloud is "Green IT 2.0": Learn how Cloud-based delivery devices, online collaboration tools and other resource-friendly technologies are making Green IT the path of least resistance.
4. 15+ Green Cloud Money Saving Tips: Identify the resource and dollar eaters in your workplace, how Cloud apps can help you stay Green and other instant tips that businesses can implement to become more Green and begin saving money.





# Blue Skies, Green Clouds

## The Hottest Ways to Squeeze Value from the Cloud

### 10 Targeted Ways to Squeeze Value From the Cloud:

- ✓ Reasons your company needs to use Cloud technology
- ✓ Analyze the true value of Cloud Computing for your business with the Cloud Migration Calculator
- ✓ The best first steps to squeeze value from the Cloud





# Blue Skies, Green Clouds

## The Hottest Ways to Squeeze Value from the Cloud

### 10 Targeted Ways to Squeeze Value From the Cloud:

1. Push-button creation of IT infrastructure.
2. Immediate business value of all of this flexibility is usually gained through savings in costs and time.
3. Resources are used more efficiently.







# Blue Skies, Green Clouds

## The Hottest Ways to Squeeze Value from the Cloud

### 10 Targeted Ways to Squeeze Value From the Cloud:

4. Teams needing IT assets spend less time waiting. The environment is managed with less effort and generally becomes more secure.



5. Companies should be thinking about how to revise or re-invent the fundamental way they sell their goods and services instead of just tweaking existing operations.





# Blue Skies, Green Clouds

## The Hottest Ways to Squeeze Value from the Cloud

### 10 Targeted Ways to Squeeze Value From the Cloud:

- ✓ **Analyze the true value of Cloud Computing for your business with the Cloud Migration Calculator**
  - Server/Desktop Hardware Cost Savings  
Proposed new/existing = x% |  $75\% - x\%$  Ex:  $2/10 = 20\%$  |  $75\% - 20\% = 55\%$  savings
  - Power Management Savings  
Approximately \$39 per month per server
  - Reduced Technology Management Costs  
50% hours of # of servers/desktops virtualized - # of new physical units.
    - Avg. server 12hrs/month





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The Hottest Ways to Squeeze Value from the Cloud

## 10 Targeted Ways to Squeeze Value From the Cloud:

### Current Environment

#### Server Total Cost of Ownership

Purchase:  $\$6000 \times 2 = \$12,000$   
 Management:  $\$600 \times 2 = \$1,200/m$   
 Power:  $\$39 \times 2 = \$78/m$   
 Hardware Warranty:  $\$44 \times 2 = \$88/m$

#### Desktop Total Cost of Ownership

Desktops:  $\$799 \times 25 = \$19,975$   
 Management:  $\$50 \times 25 = \$1,250/m$   
 Power:  $\$8 \times 25 = \$200/m$   
 Hardware Warranty:  $\$7 \times 25 = \$175/m$

**3yr. TCO:  $\$31,975 + (\$2991 \times 36) = \$139,651$**

2 Servers

25 Desktops



### RevITup VirtualGreen Office™

#### Server Total Cost of Ownership

Purchase:  $\$8,000$   
 Management:  $\$400/m$   
 Power:  $\$39/m$   
 Hardware Warranty:  $\$44/m$

#### Desktop Total Cost of Ownership

Thin Clients/VDI -  $\$599 \times 25 = \$14,975$   
 Management:  $\$25 \times 25 = \$625/m$   
 Power:  $\$4 \times 25 = \$100/m$   
 Hardware Warranty:  $\$3.5 \times 25 = \$87.50/m$

**3yr. TCO:  $\$22,975 + (\$1295.50 \times 36) = \$69,613$**





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The Hottest Ways to Squeeze Value from the Cloud

10 Targeted Ways to Squeeze Value From the Cloud:

2 Server/25 Desktop Virtualization Return on Investment –  
3 Year ROI = \$70,038

2 Server/25 Desktop Virtualization Return on Investment –  
5 Year ROI = \$116,730





# Blue Skies, Green Clouds

The Hottest Ways to Squeeze Value from the Cloud

## Untethered - The Deskless Revolution:

- ✓ Discover how to leverage resource-reducing deskless technologies like smart mobile devices and tablets
- ✓ Gain a meaningful understanding about emerging technologies that are forcing businesses to implement change



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## The Hottest Ways to Squeeze Value from the Cloud

### Untethered - The Deskless Revolution:

- ✓ Discover how to leverage resource-reducing deskless technologies like smart mobile devices and tablets.
  - Notebooks can now be implemented for about the same cost as desktops.
  - 53% of businesses have seen productivity improvements of more than 10% thanks to the use of personal devices at work, with 16% reporting increases of more than 30%.
  - Tablet PCs are steadily being incorporated into business environments. These devices are extremely portable, imminently usable and offer instant remote access to the corporate network.





# Blue Skies, Green Clouds

The Hottest Ways to Squeeze Value from the Cloud

## Untethered - The Deskless Revolution:

- ✓ Gain a meaningful understanding about emerging technologies that are forcing businesses to implement change.
- ✓ Deskless technologies are a passive way that companies can make themselves greener. Smart devices limit the time, money and carbon output of travel, commuting, sharing, talking and creating.



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# Blue Skies, Green Clouds

The Hottest Ways to Squeeze Value from the Cloud

## The Cloud is "Green IT 2.0":

- ✓ Cloud-based delivery devices, online collaboration tools and other resource-friendly technologies are making Green IT the path of least resistance



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# Blue Skies, Green Clouds

The Hottest Ways to Squeeze Value from the Cloud

## The Cloud is "Green IT 2.0:

- ✓ Cloud-The Cloud and "green" technologies are inviting small and medium sized businesses to change their infrastructure and reduce their technology footprint.



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# Blue Skies, Green Clouds

The Hottest Ways to Squeeze Value from the Cloud

## Green IT 2.0 - How is the Cloud Green?

- ✓ 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 desktop buying can end. Thin clients, smart devices and tablets can replace desktops in some instances.





# Blue Skies, Green Clouds

The Hottest Ways to Squeeze Value from the Cloud

## The Cloud is "Green IT 2.0:

### What is "Green" Technology in 2012

- ✓ Cloud (Data Center)
- ✓ Smart Devices
- ✓ Server Consolidation



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# Blue Skies, Green Clouds

The Hottest Ways to Squeeze Value from the Cloud

The Cloud is "Green IT 2.0:

What is "Green" Technology in 2012

- ✓ Green is becoming integrated, less niche
- ✓ Many Emerging Technologies are by nature "Green"



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# Blue Skies, Green Clouds

The Hottest Ways to Squeeze Value from the Cloud

The Cloud is "Green IT 2.0:

What is "Green" Technology in 2012

- ✓ All new server and desktop purchases can be green
- ✓ All servers can be virtualized and desktops buying can end
- ✓ Thin clients, smart devices and tablets can replace desktops in many instances



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# Blue Skies, Green Clouds

The Hottest Ways to Squeeze Value from the Cloud

## 15+ Green Money Saving Tips

5 easy-to-implement and low cost tips to get green and save money

1. Turn off monitors and printers at night
2. Set all printers to draft mode by default (control panel/printer properties)
3. Decommission low-use or no-use equipment/Consolidate where possible
4. Set the "sleep" (power management) settings on your computer to automatically turn your monitor, hard drive or entire system off after specific periods of inactivity, and ask your organization to implement a policy on it.
5. Print double-sided, narrow the print margins and use print-management software such as GreenPrint (<http://www.printgreener.com/>)





# Blue Skies, Green Clouds

## The Hottest Ways to Squeeze Value from the Cloud

### 15+ Green Money Saving Tips

**Identify inefficiencies and spot the worse offenders within your organization**

6. Printers older than 6 years, non-duplexing printers – not power/printing efficient.
7. CRT monitors – replace them ALL with flat screens
8. Desktop computers use double the power of notebooks
9. Server bloat – Virtualize
10. Paper faxes – use electronic fax solutions
11. Desktop inkjet printers – get key workgroup printers





# Blue Skies, Green Clouds

The Hottest Ways to Squeeze Value from the Cloud

## 15+ Green Money Saving Tips

### 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.







# Blue Skies, Green Clouds

## The Hottest Ways to Squeeze Value from the Cloud

### 15+ Green Money Saving Tips

#### 5 GREAT ECO APPS TO KEEP YOU GREEN

- 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 center 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 a GPS.





# Blue Skies, Green Clouds

## The Hottest Ways to Squeeze Value from the Cloud

### 15+ Green Money Saving Tips



#### Recycling Resources

- ✓ <http://www.epa.gov/waste/conservematerials/ecycling/donate.htm>

EPA

- ✓ <http://www.nrc-recycle.org/localresources.aspx>

National Recycling Coalition



Computer Recycling

- ✓ <http://www.floridaewaste.com>

175 convenient drop-off locations & free pick-up from businesses

***Renew, reuse, recycle are the tenants of green IT in practice .***



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# Blue Skies, Green Clouds

The Hottest Ways to Squeeze Value from the Cloud

## 15+ Green Money Saving Tips

**Local Organizations can donate back to the Community with RevITup GreenBack**



- ✓ Nonprofits register on our website with GreenBack Wish List
- ✓ Businesses can contact The Launch Pad when upgrading or decommissioning for a GreenIT TechMatch
- ✓ Gently used equipment is repurposed to nonprofits based on Wish List, donor directions and first in line



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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](http://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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Want to Optimize these Technologies for Your Organization?

**COMPLIMENTARY RevITup SilverCloud™ Technology Assessment**

[www.launchpadonline.com/GreenCloud2012](http://www.launchpadonline.com/GreenCloud2012) Offer Expires: March 28<sup>th</sup>, 2012

**Sign up Today for a FREE RevITup SilverCloud 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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