

RevITup™ TechEd Cloud Webinar Series

Banks

Information

Your Data

Communications

Stores

Your Company?



FREE YOUR TECHNOLOGY

...THE CLOUD IS CALLING

Presented By
Ilene Rosoff, CEO The Launch Pad



 #LiberateIT

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The Launch Pad's RevITup™ TechEd Cloud Webinar Series | www.launchpadonline.com | 888-920-3450

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The Launch Pad provides managed, fixed-fee technology and web services to small and medium-sized businesses. Through our [RevITup™ Business Care Managed IT, SilverCloud and Data Protection 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, Network Integration, Data Protection
- RevITup Business Care™ Managed Technology Series, Professional Services & Sales
- VirtualGreen Office™, Hosted Applications, Web Services, RevITup SilverCloud™
- 2009 & 2010 Inc. 5000, Tampa Fast-50 fastest growing companies & MSP 100 Top IT Providers
- 2009 & 2010 CEO Ilene Rosoff Named Finalist for the Tampa Business Woman of the Year
- 2010 – Launch 1st National managed IT franchise offering



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Imagine...



Imagine your worries about crashing systems and lost data as a thing of the past.



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SMBs Lead the Way | Eye-Opening Statistics

1. Currently 24% of SMBs are using Cloud Services
 - In the US market this is almost doubled from 2010.

SMBs are particularly interested in software as a service (SaaS) providers in the areas of collaboration, data storage and backup, and business-class email.



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SMBs Lead the Way | Eye-Opening Statistics

2. 22% of companies in the services sector (such as Finance, HR & Consulting) are using or are planning to deploy Cloud solutions within the next 3 years.



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SMBs Lead the Way | Eye-Opening Statistics

3. Small companies with less existing infrastructure and outsourced IT are moving most quickly to the cloud, whereas larger businesses are taking more measured steps due to considerable existing investments.



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SMBs Lead the Way | Eye-Opening Statistics

4. Microsoft's 2011 global *SMB Cloud Adoption Study* finds that 39% of small and medium sized businesses (SMBs) expect to be using one or more Cloud services within the next 3 years.



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Goals for the Webinar

1. Learn ways to untether your technology hardware in minutes, not months and liberate your business.
2. Find out how you can innovate your company's technology in the Cloud and streamline your business processes.
3. Discover hands free, affordable, cloud-based data protection that guarantees a soft-landing and keeps your business running.
4. Learn how to mobilize your team, collaborate online and run apps with only a web browser.
5. Find out which applications (SaaS) are safe, business-ready and offer the best return.



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So What Are the Tools of Technology Independence?



Virtualization
Utility Computing
Software as a Service

Copyright 2010

Cloud Computing
(in Plain English)

Today Cloud Computing = Pay-As-You-Go Service
= Reduced Hardware Investment
= Increased Team Collaboration



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And How Can You Use Them to Untether your Technology?



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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 the economic downturn is the critical mass factor for (SaaS) to go mainstream.

Why the Cloud?

- 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 from the desktop – paradigm shift in user perception key

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The Answer is SAAS

...And What is SAAS?

- SaaS/Cloud Delivery can mean savings on IT spending and freedom from your hardware.
- SaaS is about the App. You get and pay for what you need. That is the major incentive and strength of SaaS products delivered over the Web on a pay-as-you-go basis.
- SaaS is sold on demand. By the year, by the month and even by the hour. Cloud computing (often called utility computing) means 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 user needs nothing but a PC and Internet access).



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How Can your Business Innovate with (SaaS) Apps and Cloud Services?

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

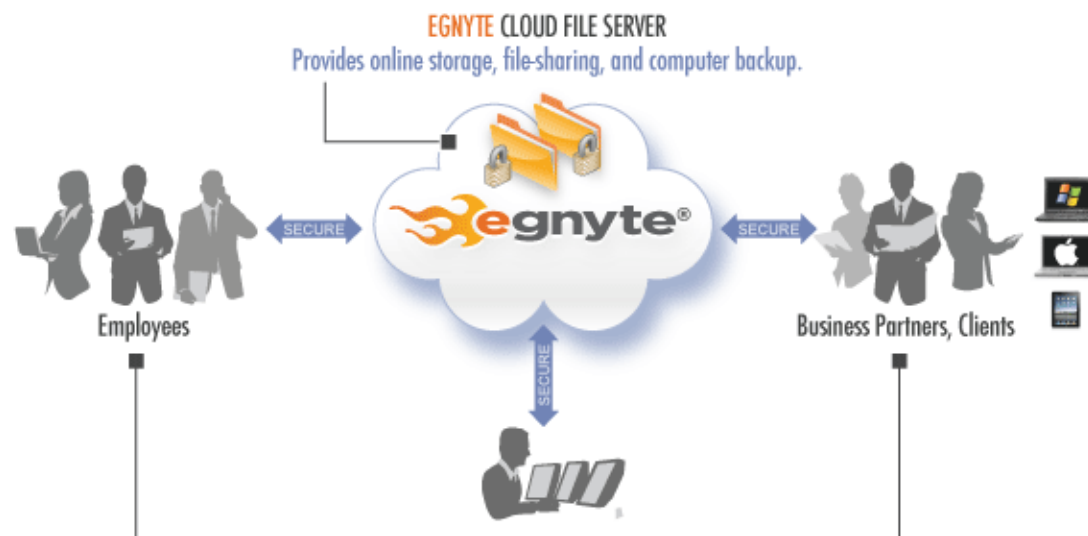


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Online Collaboration Cloud-based File Storage, File Sharing and Backup System



POWER USERS

- Manage files
 - Desktop drive
 - Web
 - Mobile app
 - FTP
- Offline access with Personal Local Cloud
- Computer backup

ADMINISTRATORS

- Centralized access management
- User management
- Access control

STANDARD USERS

- Manage files
 - Web
 - Mobile app
 - FTP



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Online Collaboration

Fast Local Access

Egnyte's Hybrid Cloud technology combines the accessibility and flexibility of cloud storage with the robust performance offered by local storage.

The Personal Local Cloud synchronizes files between cloud and your computer hard drive.

Egnyte



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Online Collaboration



Egnyte

Flexible Computer Backup

Schedule file and folder backup on your computer during periods of low activity or set it to work on a continual, "real-time" basis. (You also have the option to perform instantaneous backup on-demand.) Data that has been backed up is always available on the Web, and complete restoration of your files and folders is just a click away.



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Online Collaboration

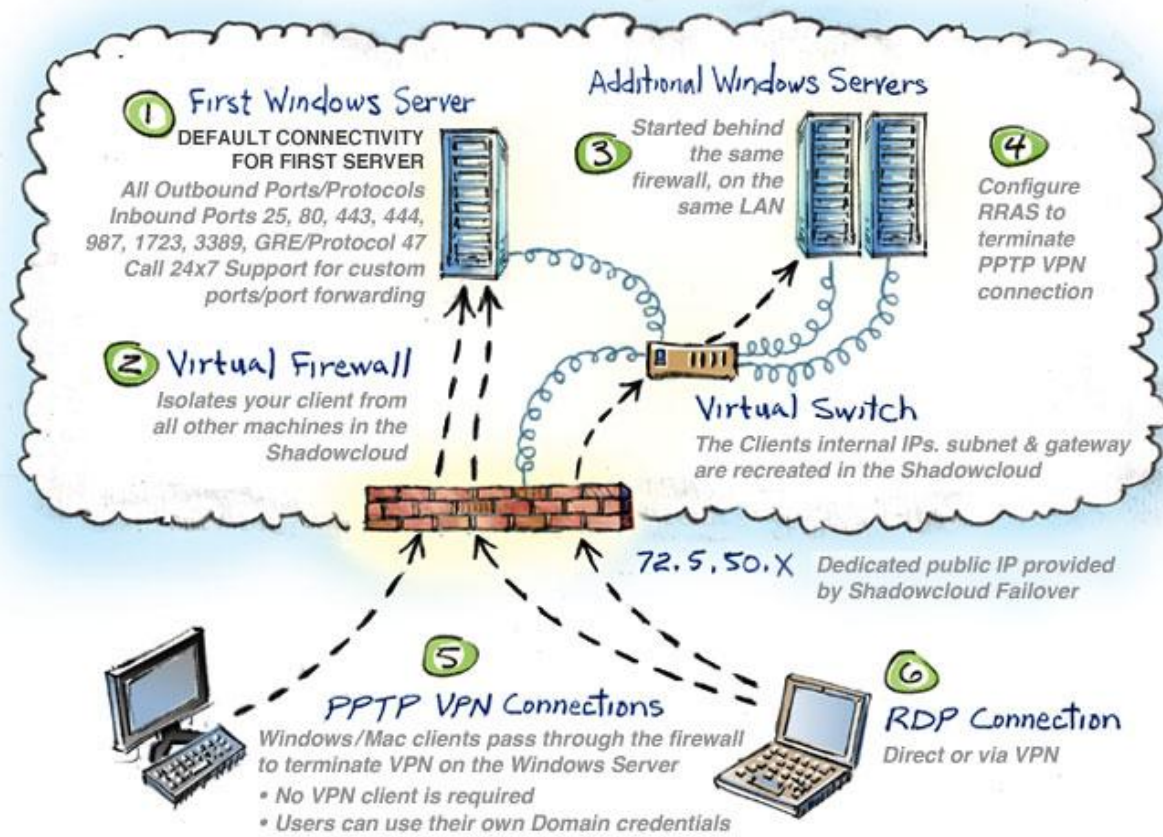
Mobile Access **Egnyte**

Designed for "on-the-go" collaboration with co-workers and clients, Egnyte provides secure anytime, anywhere access to your critical business files from the iPhone, iPad, Android or any smartphone. Egnyte works equally well on a Mac or Windows computer.



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How Can the Cloud Protect Your Data



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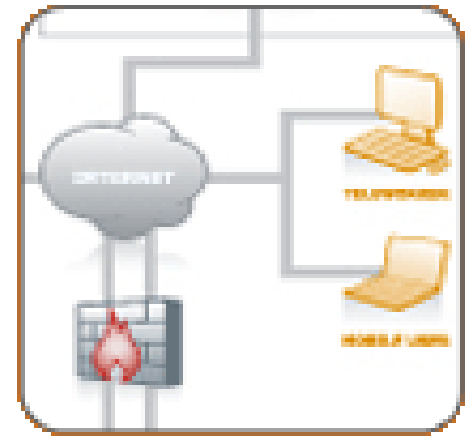
How Can the Cloud Protect Your Data

1. continuous backup & offsite data protection

Express Recovery For clients that need faster backups, which are sent at LAN speed to an onsite vault, and restores plus offsite Disaster Recovery. 2nd copy of their data locally as well.

Bare Metal Restore For clients that need to recover an unusable system to similar hardware, dissimilar hardware or even a virtual machine. Customers get a unified solution that eliminates the need for multiple backups and dramatically reduces downtime.

Continuous Data Protection For clients that need up-to-the minute protection on their mission critical data. Continuously tracks changes and generates recovery points as frequently as every five minutes - minimizing potential data loss on transactional and other high volume servers.



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How Can the Cloud Protect Your Data

2. cloud-based real-time disaster recovery services

Forrester researchers found that more small and mid-size businesses are starting to shift technologies to a cloud-based backup rather than staying with the more conventional technologies. This shift is a result of businesses wanting to better protect their company data.

The report revealed that "48% of the respondents said they are moving to cloud-backup because they are more comfortable with the security of their data in these new environments."



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Why Should Your Company Embrace Cloud Computing?

Six Key Reasons

1. Cost and flexibility/less commitment
2. Collaboration without large investment
3. Applications are moving there
4. It's an Equalizer. Roll like a big company
5. Data Protection/Globally Accessible



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



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Free RevITUp SilverCloud™ Tech Assessment

At no charge, The Launch Pad will send a SilverCloud Virtualization Specialist to your office to complete an Assessment of How Your Business Can Benefit from the Cloud

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 RevITup SilverCloud Tech Audit**,

Contact Megan Meisner 813-920-0788 x210

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