

WHAT'S THE DEFINITION OF CLOUD COMPUTING?

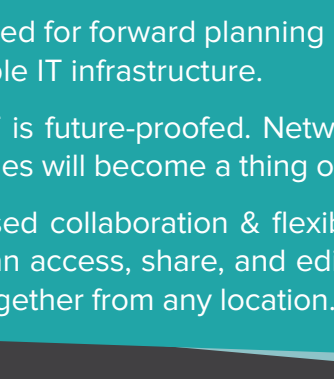


Cloud computing is the practice of using a network of remote servers hosted on the Internet to store, manage, and process data, applications and services, rather than a local server or a personal computer.

Think of the cloud is a selection of IT services that are delivered to you over the internet, relieving you of complex software and hardware management responsibilities!

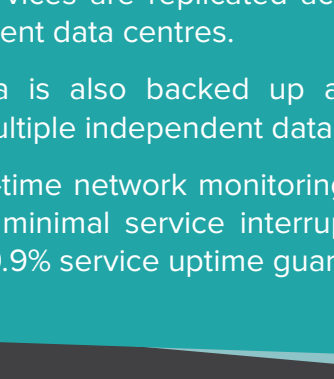
A BUSINESS CASE FOR CLOUD COMPUTING

AGILITY



- ▶ Cloud services can be expanded and retracted to your requirements. This is perfect for businesses that are growing, or have fluctuating IT requirements.
- ▶ The need for forward planning is eliminated with a flexible IT infrastructure.
- ▶ Your IT is future-proofed. Network Infrastructure upgrades will become a thing of the past.
- ▶ Increased collaboration & flexible working. Your staff can access, share, and edit documents and files together from any location.

SECURITY AND RESILIENCE



- ▶ Top-tier cloud providers (such as ourselves) use state of the art managed firewalls and network security solutions.
- ▶ Cloud services are replicated across multiple independent data centres.
- ▶ Your data is also backed up and mirrored across multiple independent data centres.
- ▶ 24/7 real-time network monitoring is in effect, ensuring minimal service interruptions and a typical 99.9% service uptime guarantee.

COST AND EFFICIENCY



- ▶ The responsibility of service is transferred to the vendor.
- ▶ Avoid over-provisioning with on demand IT services. You only pay for what you need.
- ▶ Service costs remain predictable with a fixed monthly fee.
- ▶ Supplier and support management is mitigated because you only need to manage the cloud service provider.
- ▶ Capital Expenditure is reduced because physical server and software OS/application upgrades are no longer required.

ENVIRONMENTAL BENEFITS



- ▶ The energy consumed by your IT systems is greatly reduced.
- ▶ You will also see an associated reduction in carbon emissions, improving your overall carbon footprint.
- ▶ This reduction can help your organisation to become Carbon Reduction Compliant (CRC).

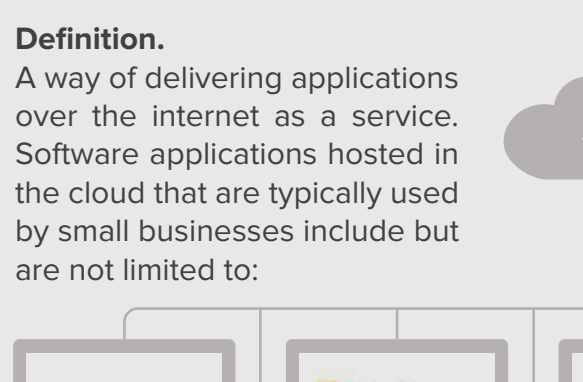
DID YOU KNOW?

80% of cloud adopters believe that it's helped their organisation to reduce IT costs and 82% of all companies saved money in their last cloud adoption project.

REDRESSING THE BALANCE OF POWER IN FAVOUR OF SME'S

The cloud gives smaller companies access to a range of IT resources that were once only available to direct competitor's with large budgets!

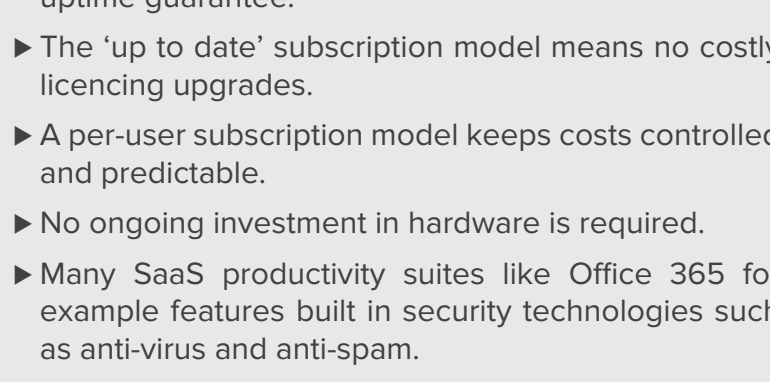
WHAT CLOUD SERVICES DO SMALL BUSINESSES TYPICALLY USE?



The following cloud services are typically used by small businesses to replace one or more of their internal IT systems.

Software as a Service (SaaS)

Definition. A way of delivering applications over the internet as a service. Software applications hosted in the cloud that are typically used by small businesses include but are not limited to:



CRM applications such as salesforce, Skype for Business

What's the business case for SaaS?

- ▶ Most SaaS providers back provide a minimum 99% uptime guarantee.
- ▶ The 'up to date' subscription model means no costly licencing upgrades.
- ▶ A per-user subscription model keeps costs controlled and predictable.
- ▶ No ongoing investment in hardware is required.
- ▶ Many SaaS productivity suits like Office 365 for example features built in security technologies such as anti-virus and anti-spam.

Hosted Virtual Desktop (HVD)

Definition. A virtualised Windows desktop system that's hosted in the cloud and connects to other cloud based services, including applications, email & data.

In a nutshell, a hosted virtual desktop service replaces your traditional internal server setup with an efficient, cost effective cloud solution.

The end-user experience is indistinguishable from a windows Desktop on your PC. You can even use all of your local peripherals with a Hosted Virtual desktop.

What's the business case for Hosted Virtual Desktop?

- ▶ Greatly reduce your monthly IT costs with a fully scalable per user price plan.
- ▶ No on premise server hardware, Anti-virus and application software is required.
- ▶ Both your energy bills and your carbon footprint is reduced significantly because physical Windows & Email servers are no longer required.
- ▶ Your business data is encrypted and backed up in the cloud.
- ▶ Improved reliability of service, with a 99.9% uptime guarantee.
- ▶ Hosted Microsoft Exchange is included with our HVD solution.

DID YOU KNOW?

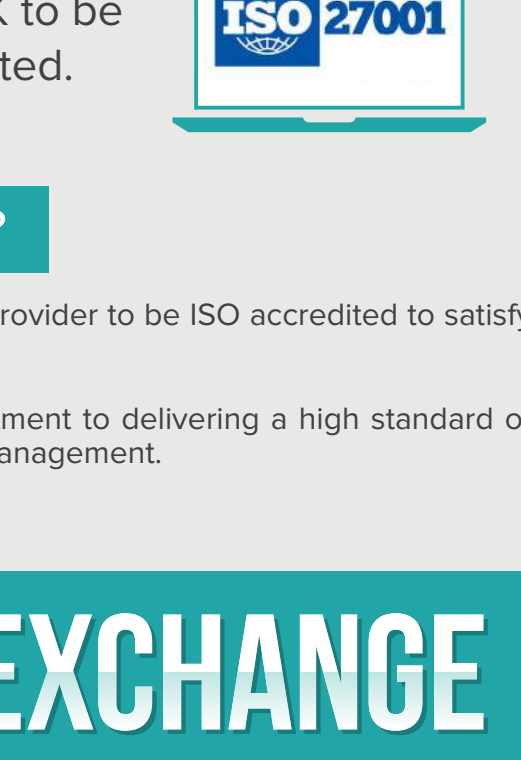
36% of ALL digital data is expected to be stored in the cloud in 2016.

ONLINE DATA BACKUP

Definition.

A service that allows you to securely backup your business critical data in the cloud over the internet. Data can be easily restored within seconds.

- 1 Select the data that you would like to backup.
- 2 Schedule when you'd like the backup to run.
- 3 Your data is securely backed up over the internet to a data storage platform in the cloud.
- 4 This data gets replicated in multiple locations for redundancy.
- 5 Backups are incremental, which means only data that has changed will be backed up, saving bandwidth.



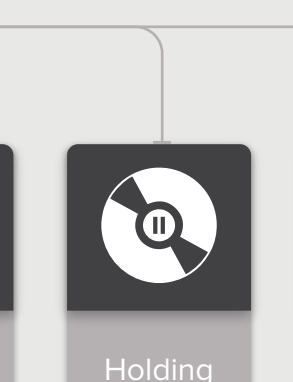
What's the business case for Online Data Backup?

- ▶ The cost of owning a backup solution is lowered. No ongoing investment in hardware and replacement media is required.
- ▶ Replace the hidden costs associated with a traditional backup solution with a fixed monthly fee.
- ▶ Thanks to military standard encryption, Cloud Backup is the most secure form of data backup available.
- ▶ Say goodbye to vulnerable obsolete tape backup media and a time-consuming restore process.

IS YOUR CLOUD SERVICES PROVIDER ISO ACCREDITED?



Our IT Department is one of only 7 IT support companies in the UK to be ISO9001 and ISO2001 accredited.



Why is this important?

Many SMEs require their cloud services provider to be ISO accredited to satisfy their compliance requirements. Furthermore, it demonstrates our commitment to delivering a high standard of customer care and information security management.

HOSTED MICROSOFT EXCHANGE



An email service in the cloud that replaces your internal Microsoft Exchange Server.

Your company Exchange server is virtualised, managed and maintained in a secure cloud environment.

You get all the functionality of Exchange 2013, including calendars, contacts, tasks and public folders for a predictable monthly per user fee.

What's the business case for Microsoft Hosted Exchange?

- ▶ The cost of owning an Exchange server is mitigated because on premise server hardware and user licences are no longer required.
- ▶ No ongoing server maintenance.
- ▶ Lowered energy bills.
- ▶ Scheduled Exchange OS updates and upgrades are conducted at no additional cost.
- ▶ Improved and assured reliability of service with a 99.9% uptime guarantee.
- ▶ Get anywhere access to your email from most computer devices with an internet connection.



CLOUD TELEPHONY SOLUTIONS

Definition.

A telephony solution in the cloud that is accessed over the internet, replacing your physical switching equipment with cloud based VoIP technology.

Cloud telephony can be used with both desk phones and mobile devices.

- Features include:
- Call reporting & recording
 - Quick dialling
 - Shared Voicemail
 - Company address books
 - Call queuing
 - Fax to email
 - Holding music
 - CRM integration

What's the business case for Cloud telephony?

- ▶ Cloud telephony solutions are fully scalable and can be expanded and retracted to your staff requirements.
- ▶ Competitive scalable tariffs significantly lower the cost of VoIP ownership.
- ▶ Enjoy an advanced telephony solution with crystal clear communication.
- ▶ Equip your office with next gen user-friendly phone systems.
- ▶ 24/7 customer support available.

DID YOU KNOW?

90% of Microsoft's R&D budget is being used to improve cloud technology and security services.

CLOUD DISASTER RECOVERY (CLOUD DR)

Cloud-based Disaster recovery solutions are more efficient when compared to a traditional DR solution, dramatically reducing recovery times and overall cost of ownership.

Cloud DR is a replicate one or more of your physical and/or virtual servers in a secure cloud environment.

These servers can be activated and restored in the event of a business critical disaster.

What's the business case for Cloud DR?

- ▶ The FASTEST way to get your business back up and running in the event of a disaster or unrecoverable event.
- ▶ The easiest way for businesses to introduce a professional Disaster Recovery plan.
- ▶ Cloud DR is cost-effective Disaster Recovery solution for your business. Flexible plans ensure that you only pay for the service you need.
- ▶ Cloud DR is automated, relieving your staff of ongoing maintenance and administrative responsibilities.

DATA AND EMAIL ARCHIVING

Definition.

A cloud-based self-storage solution for your digital data!

Digital data archiving is used for storing large quantities of electronic data and email in a secure cloud environment.

Any digital data can be archived, including media files, images, electronic documents, email and anything else that is no longer in active use.

What's the business case for digital data and email archiving

- ▶ Improve operational efficiency by reducing the burden placed on your physical servers.
- ▶ Achieve regulatory compliance by archiving sensitive information.
- ▶ Reduce administrative processes with a better managed IT network.
- ▶ Reduce the risk of data loss by archiving and replicating your data in the cloud.

TOP TIP. AVOID IT COMPANIES THAT RESELL WHITE LABEL CLOUD SERVICES

Why is this important?

Service providers that resell white label cloud services effectively become the middle party. They don't own the platform, which means they are unable to investigate any technical issues. In addition, they are not directly responsible for the quality of service you receive because in effect, all they can do is make a phone call to technical support!

Our IT Departments policy

- ▶ We do not resell any third party cloud services. We continue to invest heavily in our very own innovative cloud infrastructure that resides at two of the UK's most advanced Tier 3 and Tier 4 data centres.
- ▶ This policy allows us to provide a better standard of service to our clients

Our cloud has a silver lining

We hope that this infographic has given you more than enough information to put forward a business case for cloud computing. If you require any further information, or if you like a quotation for one or more of the above cloud services then get in touch!



Our contact details.
Our IT Department Ltd.
22 Bevis Marks
London EC3A 6AB

Tel : 020 3002 5727
Email : info@ouritdept.co.uk
Web : http://www.ouritdept.co.uk/cloud-consulting-services/



References:
http://www.ouritdept.co.uk/cloud-consulting-services/
http://blog.icrps.com/20-cloud-computing-facts-for-2015
http://www.ramco.com/blog/10-facts-that-prove-cloud-computing-is-here-to-stay
https://www.linkedin.com/pulse/20-cloud-computing-facts-2015-herald-mewada