

CloudStrategies

Newsletter

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CLOUDSTRATEGIES SELECTED AS CLOUD INNOVATOR IN MICROSOFT RACE TO INNOVATE



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CloudStrategies has been selected as the December **Cloud Innovator** in the **Microsoft Race to Innovate** contest, which recognizes cloud partners who have delivered extraordinary performance in introducing new clients to Office 365. Look for **CloudStrategies** in an upcoming feature in the Wall Street Journal. This recognition also enters **CloudStrategies** into the upcoming "Championship" race, so please wish us luck!

WILL 2012 BE YOUR "YEAR OF THE CLOUD?"

In a recent interview in Redmond Channel Partner magazine, Microsoft Senior

Director for Online Services Tom Rizzo was asked about sales of Office 365. *"The only thing I will say is I think those analysts will be shocked when we talk about Office 365 and the momentum that is actually happening with our concrete*

numbers. I've worked on some really great growth business at Microsoft -- Exchange, SQL and SharePoint -- and I'm amazed at the momentum of Office 365. We've only been in market since June 28 but we've been selling extremely well."



Tom Rizzo

Microsoft Senior Director for Online Services

More and more companies are making the decision to move to the cloud. For many, the decision is made as existing equipment reaches the end of its useful life. Rather than replace the equipment, cloud computing turns what would be large capital investments into small monthly operating expenses for them.

CloudStrategies Shows The Savings

Many clients have turned to CloudStrategies to show them how much they can save by moving many operations to the cloud. "We have terrific tools that help clients make the comparison," explains Senior Solutions Architect Mark Gordon. "By entering their specific parameters we can vividly show them how cloud computing can deliver better services at a far lower cost."

The Maturing Cloud

"As the services available from the cloud continue to mature," explains Gordon, "more clients see that its more than just cost savings, and the cloud is more than just hosted email. Cloud enables new capabilities they couldn't have any other way. That's where it gets really exciting."

Mark speaks with clients regularly about their IT needs and how to address them in the cloud. To learn more, contact your CloudStrategies Advisor to set up an appointment!



Mark Gordon

CloudStrategies Senior Solutions Architect

CloudBreakingNews

Office 365 Becomes First & Only Major Cloud Productivity Service to Comply With Leading EU & US Standards for Data Protection

Microsoft Office 365 is the first and only major cloud-based platform to offer leading information privacy and security standards for customers operating in the European Union (EU) and United States.

Microsoft will now sign the EU's model

clauses, helping customers certify compliance with the European Commission's stringent Data Protection Directive, and the U.S.-mandated Health Insurance Portability and Accountability Act (HIPAA).

Office 365 Trust Center

The Office 365 Trust Center site provides in-depth information about the privacy and security practices for Office 365 and was recently redesigned to be more accessible and easy to understand. The new site can be accessed at

<http://trust.office365.com>

Compliance Updates

In February 2010, the EU released standard contractual clauses (commonly referred to as "model clauses") to legitimize the transfer of personal data via international networks to locations outside the European Economic Area (EEA). When included in service agreements with data processors, the model clauses assure customers that appropriate steps have been taken to help safeguard personal data, even if data

is stored in a cloud-based service center located outside the EEA. European regulators have the option to request that customers halt the use of a service that hasn't taken appropriate steps to safeguard personal data until they have evaluated the service and deemed it compliant with EU data protection and security standards.

A Robust Agreement

Along with furnishing the model clause provisions, Microsoft has gone a step further than other cloud providers to include a data-processing agreement for EU customers. Some of the 27 member states have more exacting requirements than those of the EU-wide Data Protection Directive. To streamline the use of cloud-based services for customers operating under additional compliance requirements, Microsoft has included with the model clause provisions a robust data-processing agreement that was developed in view of the specifics of member-state regulations.

"Developing cloud-based productivity tools that meet the needs of European businesses means more than simply building apps in a browser," said Jean-Philippe Courtois, president, Microsoft International. "Microsoft has a more complete approach to European data protection and security laws than any other company, and we're proud of the

work we've done to ensure the widest range of organizations can move to the cloud with confidence — or choose an equally functional on-premises option."

Facilitating Full Compliance

As the first major cloud-based productivity service to obtain certification under ISO/IEC 27001, a rigorous information security management benchmark, Microsoft submits to a yearly audit of its information security policy by an independent expert and shares the results with its customers. Additionally, Microsoft has developed its online services to provide physical, administrative and technical safeguards that facilitate full compliance with HIPAA requirements.

"Until recently, concerns about the security and privacy of patient data have been the most common barrier to healthcare organizations realizing the full potential of cloud-based technologies," said Michael Robinson, general manager for U.S. Health & Life Sciences at Microsoft. "Microsoft is helping remove that barrier by embedding privacy and security capabilities in Office 365 that enable health organizations to address their HIPAA compliance requirements. Today, Office 365 can help hospitals, insurers and clinics confidently empower their staff to be efficient and productive virtually anytime and almost anywhere while substantially reducing their IT operating costs."



To Cloud or Not to Cloud

Cloud Computing Cost Savings Made Simple

Cloud Computing offers many advantages, including enhanced business agility, increased resilience and sustainability, robust collaboration and communication capabilities and more, but the one benefit most frequently cited is substantial cost savings.

Cloud Computing Cuts Costs Short & Long Term

There are several key areas in which savings will be created as you move to a cloud computing environment.

Capital Investments



Computer equipment, such as servers and storage devices, become old and outdated in just a few years, so many companies purchase or lease new equipment periodically. Moving to a cloud computing environment eliminates the need to make many of these investments.

Electrical Power



Depending upon the size of your company and your current computer network you may only be consuming a moderate amount of electricity to power your servers and your storage. The larger your company is, and the more hardware you house on your own premises, the more this is costing and so the more you will save.

High Volume Air Conditioning



Desktop computers are designed to be comfortable where people are comfortable, but the same is not true of servers and large storage devices. They require a cool climate that demands high-volume air conditioning (HVAC) which can be a very expensive proposition.

Real Estate

Another cost that is directly proportionate to the size of your network is the size of the space required to house it all. Your company may only require a closet, or perhaps a small room. But when you begin to grow and need your network to scale with you, expect space to become the final frustrating frontier.



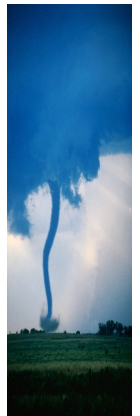
Personnel

For a company like yours that isn't in the IT business it's seldom easy or inexpensive to recruit, qualify, and hire talented technical support. Since technical people by nature tend to want to keep growing their knowledge they can quickly become restless and move on, incurring even more cost to replace them.



Disaster Avoided

This is the one cost most people try very hard not to think of. What happens when your inhouse computer network crashes and you don't have a recent backup? Statistics vary, but they all cite that a major proportion of companies that suffer such an incident end up going out of business. That's the ultimate cost, and it often happens simply because nobody changed a backup tape or checked the backup log to see if it was working. That simply doesn't happen in a cloud-based data center. In fact, many cloud providers offer a guarantee of penalty compensation in the event of data loss because they are confident they'll never have to pay off on it.





CloudCalendar



Learn more about **Cloud Computing** and how to create **YOUR best CloudStrategy!**

Visit our **Event Calendar** regularly for updates or to register at <http://www.cloudstrategies.net/calendar.aspx>

CloudStrategies 101: Including Office 365

Webinar: Are you curious about the "Cloud" and what it means to your business?

Join us for an in-depth discussion about all things cloud where we will help you learn why businesses are leveraging the "Cloud" to Save Money, Increase Reliability, and deploy IT solutions faster than traditional "On-Premise" solutions. In addition to business and economic value discussion, we will introduce several top Cloud Solutions such as:

- **Microsoft Office 365 including:**
 - Exchange Online 2010
 - SharePoint Online 2010
 - Lync Online
- **Windows Intune for cloud-based Desktop security and management**
- **Workspace Communications Hosted OCS and Lync Solutions**
- **Rackspace Cloud Solutions for Hosted IT Infrastructure**
- **Neverfail Cloud Based High Availability and Disaster Recovery Solutions**

Upcoming Sessions:

Thursday Jan 12th
Thursday Jan 26th
12:30 - 1:30p EST
(9:30 - 10:30a PST)

Intro to Office 365

Webinar: Microsoft recently announced Office 365™, as the new version of the popular BPOS Suite of Cloud software that will be deployed mid-2011. This excited new product brings many new features to the cloud that will enable many businesses to join the cloud revolution that have previously been unable to do so. At the event you will learn about the new features of the full Office 365 software suite :

- **Exchange/SharePoint and Lync**
- **Office Professional Plus**
- **Office Web Apps**
- **Robust and Granular management console**
- **Transition of Existing BPOS Customers to Office 365**
- **Rich Co-existence and federation service**

Upcoming Sessions:

To Be Announced

Moving your Microsoft Infrastructure to the Cloud with Rackspace Hosting Solutions

Webinar: Turning Cloud Computing into a winning business strategy requires expertise, experience, and the right set of cloud services. Beyond the productivity applications your people use each day are the core line-of-business applications that are the foundation of how you run your business profitably. In this session, CloudStrategies shows you how to leverage the experience, expertise and extensive resources of Rackspace Hosting to provide superior performance, reliability, sustainability, and durability for your key applications. You'll learn:

- **How to select the right size cloud servers for your requirements**
- **How to make the transition to cloud-based servers painless and productive**
- **How Rackspace Hosting provides the ability to scale servers on demand as your business grows**
- **How you continue to enjoy complete control over your computing environment in the cloud**

Upcoming Sessions:

To Be Announced

Microsoft Windows Intune - PC Management Platform

Webinar: How can you keep your PCs & employees operating at peak performance, when you or your users are in the office or on the road?

Microsoft recently announced Windows Intune™, a new solution that brings together cloud services for PC management and malware protection with a Windows® 7 upgrade subscription. Remote workers in multiple locations. Multiple PC configurations. Limited resources-these are just a few of the challenges that face businesses every day. Windows Intune™ not only helps you address these challenges, it takes PC management to a whole new level of simplicity. With its powerful combination of Windows® cloud services and Windows 7, Windows Intune offers a comprehensive solution to help keep your PCs and employees operating at peak performance.

At the event you will learn how to achieve big-tech results with a small-tech investment. Experts will show you how easy it is to:

- **How to select the right size cloud servers for your requirements**
- **Manage and secure PCs anywhere with cloud services**
- **How to provide the best Windows experience with Windows 7**
- **Stop malware threats before they stop you**
- **Identify issues before they impact business**

Upcoming Sessions:

Thursday Jan 19th
12:30 - 1:30p EST
(9:30 - 10:30a PST)

Microsoft Lync - Unified Communications in the Cloud

Webinar: Microsoft Lync™ Online (a component of Microsoft Office 365) delivers a fresh, intuitive user experience that brings together the different ways people communicate in a single interface. During this informative webinar, you will see and learn about using Lync for:

- **Instant Messaging and Presence**
- **Video and Web Conferencing**
- **Group Chat**
- **Full integration with Microsoft Office**
- **Enterprise Voice and software based VoIP (leveraging Workspace Communications)**

Upcoming Sessions:

To Be Announced



Coldstream Capital Management, Inc. is a privately owned investment manager of Boston Private Financial Holdings. The firm also provides family office services to its clients. It primarily provides its services to individuals, typically high net worth individuals and families. The firm also manages accounts for pension and profit sharing plans, pooled investment vehicles, charitable organizations, and corporations. It primarily manages separate client-focused equity and fixed income portfolios. The firm invests in the public equity, fixed income, and real estate markets of the United States. Coldstream Capital Management was founded in 1996 and is based in Bellevue, Washington with an additional office in Portland, Oregon.

Having taken their investment-manager-specific CRM system online, Coldstream noted that they didn't have to worry any longer about continuity of business. What had been a substantial part of their IT budget was now provided by the cloud-based service. When faced with a regulatory requirement to replicate their data offsite, they were encouraged to seek a similar cloud strategy for other IT operations.

Previously, Coldstream had to maintain redundant Microsoft Exchange 2003 servers at both of their locations which were reaching end of life. Rather than purchase new server hardware and software, it seemed a better investment to move to a more modern, state-of-the-art solution. Coldstream IT Manager Kathleen Kettner researched various solutions online and consulted with friends



**ColdStream Corporate Office
Bellevue, Washington**

in the IT industry to help her determine her best strategy. Pricing out both on-premises and cloud-based strategies, Kathleen observed that the advantage of buying your hardware and software is that you only spend once, which was attractive to her investment oriented executive management. She also found, however, that with cloud-computing you spend less.

"They liked the cloud-based CRM," explains Kettner. "The online availability of it was an easier sell to our management. Also, as regards Office 365, with us living near Microsoft they have a very good reputation around here."

Working closely with CloudStrategies, Kettner realized that only Exchange could support her compliance, archiving and journaling requirements.

The Best Evaluation

Kathleen Kettner points out that the best evaluation of the success of their transition to Office 365 is that her users don't see much difference in their daily operations. All Coldstream personnel use either Outlook 2007 or Outlook 2010 to manage their email. "Users like it," reports Kettner. "About the only thing they didn't like was having to enter an ID and password."

Regarding her experience working on the transition and data migration with CloudStrategies, Kathleen Kettner immediately gives credit where credit is due, exclaiming that "John (Alumbaugh, CloudStrategies Director of Consulting Services) was valiant! His ability to use Powershell was critical. We couldn't have done that ourselves, but you can see the skill and straightforward mastery he has. He was very responsive, just 100% for us."

In closing, Kettner shares that "CloudStrategies was supportive, responsive, and they follow through. That is just what you need for a small organization."

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