

CloudStrategies

Newsletter

February 2011

Volume 2, Issue 1

More Reasons to move IT to the Cloud

- Spend less on daily operations
- Spend less on capital equipment investments
- Enjoy better service

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Some people are just never satisfied! ...and you should be one of them!!!

Enjoying better service while spending less money short and long term are good reasons for migrating to cloud computing. There are others!

You Can Go Your Own Way

Users and their managers are discovering the incredible productivity gains that can be achieved when work can be done equally well no matter where the user may be. With cloud computing almost nothing gets in the way of achieving a consistent and robust user experience. Handheld, laptop, tablet, desktop, it hardly matters anymore. If the user is comfortable with the keyboard, keypad, or whatever other input device is offered, the device can access the same resources with the same facility. Everything is where the user expects to find it, so there's not a lot of time lost hunting for files, documents, or other tools and resources. Since that hunting has the biggest lost-time impact on remote users, eliminating it with cloud computing strategies increases the comfort the user has in using any device over any network to run pretty much any application on any platform from anywhere and at anytime. (continued next page)



Don't Worry. Be Happy

One of the classic questions salespeople from all industries like to ask their customers is “What is keeping you up at night?” Seldom do information technology (IT) salespeople hear responses having to do with the performance of hardware or software. More often, IT managers are worried that some person did not do something they were supposed to do

Data Backup Assurance



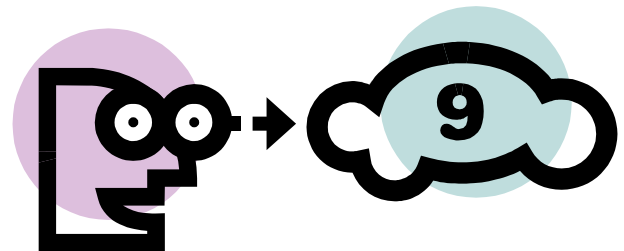
In an on-premises network a quality data backup system depends in part upon people to rotate backup media, test restore, and perform other routine tasks. If media are not rotated, the result can often be lost data. Over time read/write heads can become misaligned causing the device to misrecord new data backups, or rendering it unable to recover old media. This virtually NEVER happens in a cloud-computing environment where there are redundant backup systems behind the redundant backup systems and all are managed by someone other than you, giving you recourse in the completely remote case that something does go wrong.

Time Travel



Yes, there is even time travel in the cloud.

Think about the last time you saved a file and, just after you clicked “save” realized you meant to do a “save as” and change the name. Now you’ve clobbered one of your most valuable files. What to do? Reach out to your cloud data backup provider and “dial back” in time to a point before you clobbered your file. Then just restore that one file locally. Problem solved.



Security & Compliance



These will continue to be two of the concerns everyone expresses and argues about when discussing cloud computing for some time to come, but common sense suggests the argument is empty. Why would corporations as large as Microsoft, IBM, Google, Oracle and others risk their businesses with such enormous investments in cloud computing if they weren’t absolutely certain that customers could be confident that the security and regulatory compliance achieved in their Cloud Computing offerings was superior to what customers could achieve themselves?

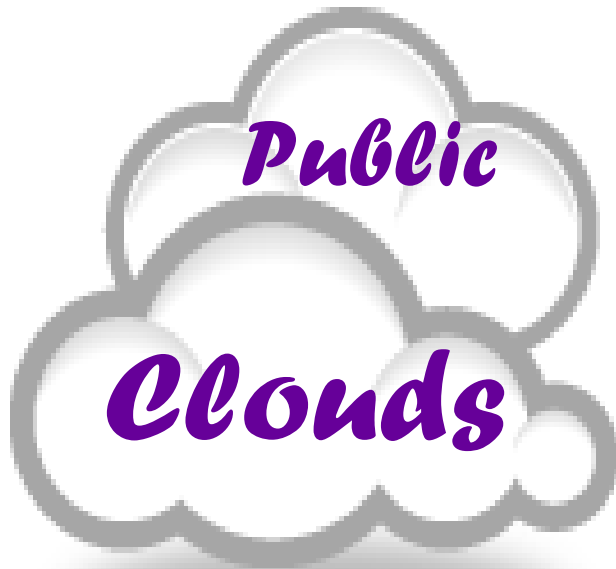
Growth Capacity



When a network manager convinces their company to make large new capital investments, those investments, and the anticipated return on those investments, become theirs to justify...forever. The next time there’s a need to expand, scale, extend or otherwise grow the network any additions will be considered, while replacements could be career threatening.

In a cloud computing environment the need to grow is fulfilled by simply requesting more capacity. No new capital procurement, and no forklift replacements. Just throttle up for more capacity. Investment worries are gone.

What is the difference between...



You've been using "public cloud" services for years. Basically, when you use a service over the internet you're using a "public cloud" service. Here are some of the more obvious characteristics:

- You're accessing the service via a browser.
- You know you're connecting to some data center somewhere, but you really don't care where it is.
- You can access the service from anywhere that you connect to the internet and lately you've noticed that you can access it just as easily from your handheld smartphone as you can from your iPad, your laptop, or your desktop computer.
- While many other people may use the same service, your use of it is "private" to you and your company, and you can add company members simply by signing them up for the service.

Take a walk down to the room where your computer network servers are set up. Look at all the servers, network storage cabinets, data backup devices and everything else you've bought to run your business network.

Think about the next time you're going to have to invest to upgrade (replace) all that equipment. Think of how much you're spending on electricity, air conditioning, the room itself and the people you have on staff that have to spend their time making sure all this stuff keeps working.

Now think about how nice it would be to have someone else taking care of all of this stuff. You know you need it, that it helps you run your company more profitably, but wouldn't you prefer if someone else was running it all for you? And if they could give you better service from all of it and cost you less, wouldn't that be nice too?

Welcome to private cloud computing.

With a private cloud, all of the servers that support your business are located in a professionally operated data center where that's all they do for a living. Backups? They take care of that. Firewall? Their responsibility, and they sign guarantees on that. Need more capacity? Simply request it with a click of your mouse. Support for popular and proprietary applications. Your data center, just not on your premises. Less expensive, better service, quality support.



[Contact CloudStrategies to learn more!](#)

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CloudCalendar



Webinar: Cloud Solutions for Tough Economic Times

CloudStrategies and Microsoft invite you to join us for an in-depth, insightful discussion on Microsoft's Online Services - a collection of solutions hosted by Microsoft that can reduce your organization's expenses, simplify IT management, and unlock company value.

Learn why these cloud solutions are right for many businesses in tough economic times. We will discuss and demonstrate:

- **When to consider Microsoft's Online Solutions**
- **Economics of hosted vs. on-premise solutions**
- **Online solutions in action - Live Demonstration**
- **Getting started with BPOS**

Microsoft's Business Productivity Online Suite (BPOS) includes:

- **Exchange Online**
- **SharePoint Online**
- **Office Communications Online**
- **Live Meeting**

Special Incentives and Financing will be offered to all webinar participants.

Who Should Attend

Business Leaders seeking to transform their operations, create breakaway advantage or implement new and better ways of working - including: IT Managers, Business Executives, Finance Directors, CIO, CTO, Accounting Professionals, Finance Professionals, CFO, IT Directors, Business Owners, Business Professionals, Business Decision Makers.

12:30pm Every Thursday

Upcoming Sessions:

Thursday, February 10th 2011
12:30 - 1:30p EST (9:30 - 10:30a PST) - [Sign-up NOW!](#)

Thursday, February 17th 2011
12:30 - 1:30p EST (9:30 - 10:30a PST) - [Sign-up NOW!](#)

Thursday, February 24th 2011
12:30 - 1:30p EST (9:30 - 10:30a PST) - [Sign-up NOW!](#)

Thursday, March 3rd 2011
12:30 - 1:30p EST (9:30 - 10:30a PST) - [Sign-up NOW!](#)

**INTRODUCTORY
WEBINAR
SERIES**

CloudBreakingNews

CloudStrategies Enters the RackSpace Partner Network as Platinum Member

January 30, 2010—Morris Plains, NJ — CloudStrategies, LLC., the leading provider of cloud-technology-based business solutions, announced that they will be entering into the Rackspace Partner Network as a Platinum member.



“CloudStrategies delivers top-quality guidance to customers, helping them develop the most effective strategy for increasing IT service levels and reducing costs,” said Christopher Rajiah, director of channel sales, Rackspace. “We look for synergistic relationships with industry leaders like CloudStrategies that enable us to add greater value to our customer base and sustain our ongoing commitment to Fanatical Support.”

Fanatical Support® has made Rackspace the world's leading specialist in the hosting and cloud computing industry, delivering enterprise-level hosting services to businesses of all sizes and kinds around the world. Founded in 1998, Rackspace has since grown to serve more than 100,000 cloud computing customers. Rackspace integrates the industry's best technologies for each customer's specific need and delivers it as a service via the company's commitment to Fanatical Support. Core products include Rackspace Managed Hosting, The Rackspace Cloud™ and Rackspace Email & Apps.

“Rackspace Hosting is an ideal partner for us,” explained CloudStrategies CEO Pete Zarras. “Their broad scope of services add great flexibility to our ability to recommend the best solution for our customers. From public to private cloud strategies, Rackspace provides excellent alternatives delivering top-quality in every service. That’s important to CloudStrategies.” Zarras also added, “We’re especially proud to have been invited into the Rackspace Partner Network as a Platinum member. This is wonderful recognition of our leadership role in helping customers select the best possible solutions, and our ability to coordinate provisioning and delivery of those services to everyone’s satisfaction.”

Rackspace Hosting is the world's leading specialist in the hosting and cloud computing industry, and the founder of OpenStack, an open source cloud platform. The San Antonio-based company provides Fanatical Support® to its customers, across a portfolio of IT services, including Managed Hosting and Cloud Computing. In 2010, Rackspace was recognized by Bloomberg BusinessWeek as a Top 100 Performing Technology Company and listed on the InformationWeek 500 as one of the nation’s most innovative users of business technology. The company was also positioned in the Leaders Quadrant by Gartner Inc. in the “2010 Magic Quadrant for Cloud Infrastructure as a Service and Web Hosting.”



About CloudStrategies

CloudStrategies, LLC. helps business decision-makers to make the most effective decisions to dramatically increase IT service levels while reducing short-term capital investments and long term operating expenses by leveraging the best cloud-computing strategies available. The CloudStrategies Team combines years of experience integrating on-premises solutions with high-level relationships with the leading providers in the growing cloud-computing industry. CloudStrategies is a top-tier Microsoft Gold Certified Cloud Champion and a Platinum Partner in the Rackspace Partner Network. For more information visit us at www.cloudstrategies.net.