

CloudStrategies

Newsletter

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Private CloudStrategy: Replace Your Space With RackSpace

- **Get out of the Data Center business altogether!**
- **Take Advantage of Available Expertise!**
- **CloudStrategies helps you select the best private cloud solution for your business**

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Last month in the CloudStrategies Newsletter we proudly announced that CloudStrategies had joined the RackSpace Partner Program as a Platinum Member. This month we focus in on exactly what that means to you as a CloudStrategies client!

THE WORLD'S LEADING SPECIALIST IN THE HOSTING & CLOUD COMPUTING INDUSTRY

Quite a boastful claim, but we joined the program because we believe that RackSpace is indeed the world's leading resource for private cloud strategies!

Private cloud holds the promise of getting your company completely out of the data center business. It's not what you do for a living so why should you be investing so much time, effort, energy, and expense on it?

RackSpace offers a wide variety of flexible programs which gives us the latitude to finely tune your solution to suit your needs precisely. Do you have a wide variety of line-of-business applications that each need tender loving care? We can address that. Want to provide all of your people with the best possible secure access to all of your enterprise data assets wherever they may be? RackSpace has great solutions there too. This creates a tremendous "toolkit" that offers you a broad selection of highly powerful information management tools that are all hosted by RackSpace, eliminating the need for you to worry about their continued operation. That's the promise of private cloud!

MANAGED HOSTING
BACKED BY FANATICAL SUPPORT™

The Power, Control and Services You Need Wrapped in the Expert Support You Want.

Matt
RACKER
SINCE 2006

THE RACKSPACE CLOUD
BACKED BY FANATICAL SUPPORT™

- Fast & Scalable Websites
- On-demand Virtual Servers
- Massive Online Storage
- Cloud Servers™ with a Managed Service Level

TONY
RACKER
SINCE 2004

RACKSPACE EMAIL & APPS
BACKED BY FANATICAL SUPPORT™

- Microsoft® Exchange
- RackSpace Email
- Easy Administration

Danielle
RACKER
SINCE 2008

Private Cloud strategies hold the promise of dramatically reducing your CapEx and OpEx spend this year while delivering much higher service levels with greater assurance of data integrity, security, compliance, and continuity of business. That's a powerful combination.

Explore your private cloud options with CloudStrategies and let us take you on a comprehensive tour of your best options. You'll know where and what the savings and advantages are before you take a single step. Be sure to review RackSpace's Tips for Evaluating Private Clouds and contact CloudStrategies today at 973.115.9321 or info@cloudstrategies.net.



RackSpace Tips for Evaluating Private Clouds

1. How Secure is Secure?

First, define and identify what's mission-critical to you. If your data and apps have to be as secure as possible to meet compliance requirements or your own high standards, Private Clouds are ideal. The inherent security that comes with a dedicated, single-tenant environment is a pivotal reason to choose a private cloud. What's more, you can add additional security services like Intrusions Detection Systems and dedicated firewalls.

2. The Speed and Size to Scale

When it comes to on-demand and unlimited scaling, the Private Cloud has one limitation to consider. It's not major, but something you should look into. The number of VMs you can provision and deploy will be limited by the physical hardware running behind your Cloud. You can of course still add computing power by expanding your configuration. It just won't be as fast and seamless as a public cloud. So ask yourself how fast do you need to scale—instantly or fast?

3. What to Run and Not Run on our Managed Private Cloud

Basically, you can choose to run most anything you want on a Private Cloud. But you might not need or want to run everything, in all honesty. It might make more sense to run your databases on a traditional managed hosting configuration or use a CDN enabled cloud storage solution for your files or you can create a hybrid hosting solution that mixes and matches Private Cloud, public cloud and Managed Hosting to create a master solution that fits your requirements nicely. The point is you have options.

4. Virtualization Expertise Not Needed

If you want to take advantage of the benefits of a Private Cloud, but don't have the skills, time or desire to mess with provisioning VMs or managing the hypervisor, outsourced Private Clouds are generally the way to go. Just make sure the provider you choose actually supports the virtualization layer for you as well as the operating systems that reside on each VM.

Microsoft Dynamics CRM 2011 may be the first key business application to release its newest version ONLINE before releasing it for traditional on-premises use. According to Bill Patterson, Director of Product Management for Microsoft Dynamics CRM Online, this signals a whole new set of priorities, and a whole new pattern for the future. "It's around velocity and rapid delivery of ongoing innovation!" explains Patterson.

Microsoft Dynamics CRM 2011 provides customers and partners with a wide range of benefits, including point-and-click configurability, enterprise scalability, and easy interoperability to existing applications and databases. It delivers the Power of Productivity for users in organizations of all sizes through its focus on the following:

- Familiar experiences through a next-generation native Microsoft Outlook client, browser-based and mobile access, RoleTailored design, and advanced user personalization, improving user adoption and giving users easy access to the information they need to be successful.
- Intelligent experiences through guided process dialogs, inline business intelligence for performance and goal management, and real-time dashboards, providing the most up-to-date information critical to enabling sales, service and marketing professionals to do their jobs effectively.
- Connected experiences through flexible cloud development, Windows Azure interoperability, contextual Microsoft SharePoint capabilities and the new Microsoft Dynamics Marketplace, making it easy for customers and partners to configure and customize Microsoft Dynamics CRM to meet specific business needs.

The "Instant-On" value of CRM Online has allowed companies to deploy CRM where it's needed when it's needed without having to wait for enterprise-wide adoption. This increased speed and agility brings value to the customer sooner. Since there's no investment in infrastructure required, customers can move nimbly to implement and deploy the solution with incredible granularity. For more information, contact CloudStrategies at 973.775.9321 or info@cloudstrategies.net.

CloudBreakingNews

The World-Changing Cloud: How Two People Changed the World With a Cloud Strategy



Two young people, one a 30-year-old marketing executive and father of two named Wael Ghonim working in Egypt and the other, Nadine Wahab, a media-relations professional working in Washington DC, used cloud technologies and social media to spark, promote, and successfully carry out a peaceful protest that resulted in the overthrow of an aging dictator who had ruled Egypt with an iron fist for thirty years. It took them eighteen days.

Leveraging the viral popularity of a Facebook page they had posted memorializing a fallen young person, they galvanized the passions of a nation. That page, entitled “We Are All Khaled Said” rose up to the atrocities visited upon the young man that were all too readily available for viewing on YouTube. As more people flocked to the page, the message spread wider and more powerfully.

Ghonim was ultimately imprisoned for his actions, and subsequently released. The target of the protests, Egyptian President Hosni Mubarak, ultimately resigned.

We bring this to you as CloudBreakingNews because it speaks to the visceral power of cloud-based technologies and social media strategies. If two young people half a world away from each other can overthrow thirty years of political oppression in just eighteen days, imagine how much positive and powerful change you can bring about in your business.

The regime change in Egypt has been called a young person’s revolution, and a revolution in Cyberspace, but in the end it is as it is with all things cloud. People leverage the technology to bring about positive and lasting change that benefits people.





CloudCalendar



Webinar: CloudStrategies 101

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

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

Thursday, March 31st 2011
12:30 - 1:30p EST (9:30 - 10:30a PST) - [Sign-up NOW!](#)

**INTRODUCTORY
WEBINAR
SERIES**

KEXP is a non-profit radio station owned and operated by the University of Washington, offering an eclectic independent music mix. Key services include not only signal in Seattle, but also a variety of web content including music, podcast, recorded content, blogs, and music coverage.

BPOS for KEXP

Microsoft's Business Productivity Online Suite (BPOS) is the first step in a series of projects designed to help KEXP better serve the community to bring better music understanding to the world.

"BPOS" explains KEXP Computer & Information Systems Manager Cyrus Despres, "allows us to integrate our calendars and other resources better than we ever did before. In fact, we plan to build on top of it with integration to CRM using a common user interface for key fundraising and improvement of our understanding of our audience."



KEXP is more than just a radio station. In addition to its eclectic music mix, KEXP has a goal to teach listeners more about the craft of making music, the history of popular music, and the musicians making today's new sounds.



"Through the University," explains Despres, "we were using the IMAP-based email infrastructure that they had built and maintained for a long time along with a variety of existing legacy tools." There was a serious lack of a consistent user interface, account provisioning was purely manual and a nightmare. Calendars and email were managed separately.

In their new BPOS-delivered Microsoft Exchange environment all of this has changed. Despres reports that is now far easier to administer and provision new services for users. "Instead of having to collaborate with three different service providers to deploy email and calendar functions for a new user, I can do that completely by myself in three minutes!"

"Prior to BPOS, users didn't have access or visibility to calendars from smartphones, and didn't have a robust integrated web interface, so there are now benefits for users working away from the office, giving them far greater visibility to their key point of collaboration."

On CloudStrategies

"The people at CloudStrategies are very personable and they have what it takes to help us walk into the new waters of cloud services. They allowed us to make that leap where we would not have been comfortable without their expertise and assistance."

"We've received nothing but shining feedback from our end-users regarding their experience. One of the fears when working with remote assistance is not having that personal touch, but CloudStrategies was able to do that with a business model that saves everyone money."

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