

CloudStrategies Newsletter

May 2011

Volume 2, Issue 3



Which Beta is Better?

•Office 365 is designed to work with the tools you already know, like Microsoft Word, Microsoft Excel, Microsoft OneNote, and Microsoft PowerPoint.

•Access email, calendars, and contacts across PCs, the web, & mobile phones!

•CloudStrategies helps you select the best Office 365 beta for your business

Microsoft will shortly be launching the beta release of Microsoft Office 365 (Plan P1) giving customers an early opportunity to learn how to best leverage this exciting new offering to best benefit their business.

Businesses enrolling in the beta program will have the opportunity for up to 25 of their users to gain early familiarity with Office 365, including community-assisted support, and the advantage of having their account automatically activate into trial status with full data preservation when Office 365 becomes available. Office 365 includes:

 Email & Calendar  Office Web Apps  Websites & Collaboration  IM & Online Meetings

Which Office 365 Beta is best for you?

Small Business

This beta program is designed for **up to 25 employees** who want:

- A solution without dedicated IT staff
- Essential email, calendar, and website services
- Free community support
- Month-to-month subscription

Enterprise

This beta program is great for **any size organization** that wants:

- Advanced IT configuration and control
- Office Professional Plus, Active Directory, or advanced archiving capabilities
- 24x7 IT Administrator support
- Annual contracts

Inside this issue:

Microsoft Office 365: Which Beta is Better?	1
To Cloud or Not to Cloud: Windows Intune—Keeping PC Management Simple	2
CloudBreakingNews: CloudStrategies Secures Second-Round Funding! Your best cloud resource keeps growing larger to serve you better!	3
CloudStrategies: MEET THE TEAM! Meet the experts who guide you through the clouds!	4

To Cloud or Not to Cloud

Keeping PC Management Simple

Your employees depend on you to keep their PCs running at their best, whether they are in the office or on the road. Windows Intune simplifies and helps businesses manage and secure PCs using Windows cloud services and Windows 7. The Windows Intune cloud service delivers management and security capabilities through a single Web-based console so you can keep your computers and users operating at peak performance from anywhere.

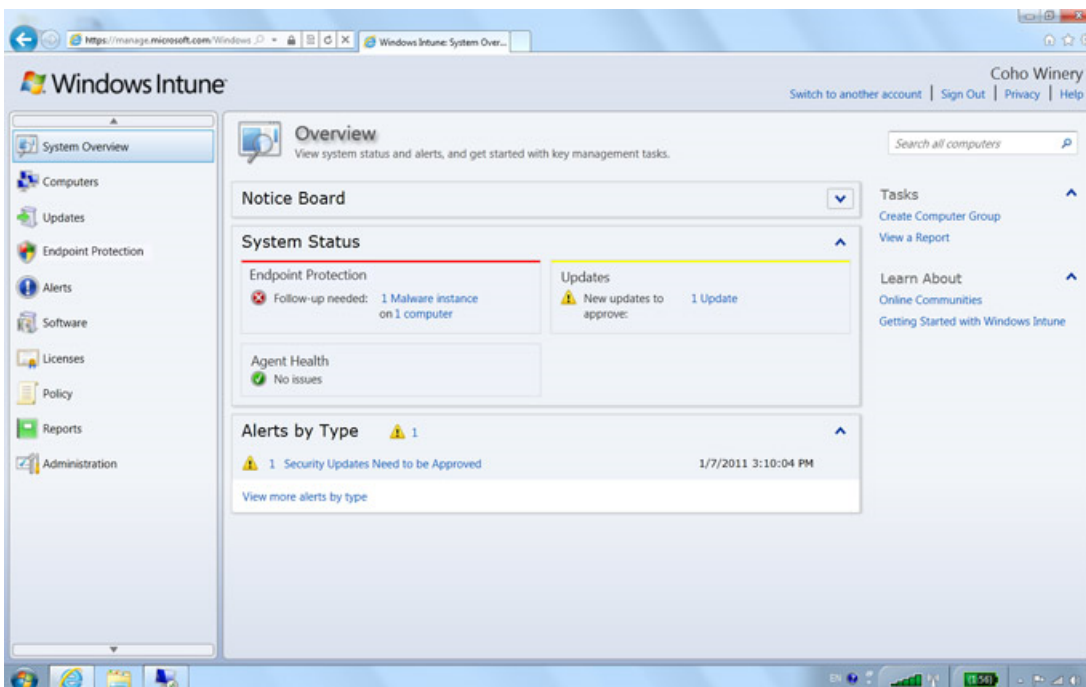
Give your users the best Windows experience with Windows 7 Enterprise or standardize your PCs on the Windows version of your choice. Windows Intune fits your business by giving you big tech results with a small tech investment. The result? Less hassle, and peace of mind knowing that your employees' PCs are well-managed and highly secure.

Windows Intune can be used by in-house IT professionals or by solution providers to manage the PCs of multiple businesses. Whether you are in search of a solution that can deliver the essentials of management and protection for all your PCs or just those hard-to-reach PCs—highly distributed workers, non-domain joined PCs, field employees, or recent acquisitions—Windows Intune can help.



What makes Windows Intune unique?

Windows Intune is unique because it's an end-to-end Microsoft solution that brings together Windows cloud services for PC management and endpoint protection with a Windows 7 Enterprise upgrade subscription. With the easy-to-use web-based console, you get immediate insight into your PC environment and can view update and malware status, alerts, security policies, and more. You just need an Internet connection and the Windows Intune client installed on each PC you wish to manage.



Learn More About Windows Intune

To learn more about how Windows Intune can help your business manage desktop computing more effectively, contact the experts at CloudStrategies today.

CloudBreakingNews

CloudStrategies Receives Series B Investment Funding From Cloudburst Investors, LLC

Morris Plains NJ – April 4, 2011 – CloudStrategies, LLC, a leading cloud-computing solutions provider and one of Microsoft’s Top 10 U.S. Cloud Partners, announced today that it has raised \$1.5 million in Series B funding from Cloudburst Investors, LLC. The new capital will be used to accelerate growth through the expansion of sales, marketing and delivery capabilities. Bridge Global Advisors advised CloudStrategies on the Series B funding round, which followed the Series A funding round that was led by its investment affiliate, BG Ventures, in June 2010.

CloudStrategies has been a very early entrant into what is now an exploding market for “cloud-based” information technology services. Company leadership, including CloudStrategies President & CEO Peter J. Zarras, include past employees of cloud-services leaders such as Microsoft Corporation (Nasdaq: MSFT).

“Our team,” explained Zarras, “represents decades of experience integrating high-quality on-premise IT solutions. We were among the first to recognize that cloud-computing would deliver an irresistible customer value proposition. Cloud customers enjoy dramatically increased service levels, along with the agility to have their people work with maximum productivity and security wherever they may be and on whatever computer or device they may have. Since cloud removes most of their investments in internal infrastructure, and reduces operating costs to a simple monthly fee, their CapEx and OpEx savings are outstanding. Cloud is truly reinventing business!”

In their latest release on the state of cloud services, IDC reports that the growth of cloud services revenue from \$16 billion last year to \$55.5 billion by 2014 will represent a compound annual growth rate (CAGR) of 27.4 percent, and that this rapid growth rate is over five times the projected rate of growth for traditional IT products (5%). “Cloud-based” refers to information technology services which are delivered from remote data centers via the internet and other communication facilities. Peter Zarras observed that, “CloudStrategies is poised to take full advantage of this incredible growth opportunity.”

According to sources close to Microsoft, CloudStrategies is one of Microsoft’s Top 10 U.S. Cloud Partners. Zarras commented that, “We were one of the first to join the Microsoft Cloud Champions Club, which today includes over 1,800 partners nationwide. Most of them are existing players looking to make a transition, which means they will face the inertia of overcoming their own brand. CloudStrategies has surprised many Microsoft executives with the sheer volume of customers we have already attracted to this exciting new business compute model and how many we have signed up for their cloud-service offerings. We are confident that these results are driven by our careful crafting of our brand, our focus on being uniquely a provider of cloud computing services, and strict adherence to our business plan which is driven by proper and adequate capitalization.”

About Cloudburst Investors, LLC

Cloudburst Investors, LLC is a venture capital firm focused on investing in high potential commercial opportunities that are well planned and led by experienced and motivated entrepreneurs. In addition to capital, Cloudburst provides entrepreneurs with experience, connections and resources to help build successful businesses. Cloudburst considers investment opportunities in a variety of areas, including technology, social media, energy and alternative energy, real estate, healthcare and food services.

About Bridge Global Capital Group

Established in 2007, Bridge Global Capital Group focuses on assisting well-positioned entrepreneurial commercial initiatives accelerate growth and create value for stakeholders through an integrate offering of strategic advisory, access to capital and business acceleration. Bridge Global Capital Group is comprised of three entities: **BG Ventures** (seed and early stage venture capital investment); **Bridge Global Advisors** (investment banking and strategic advisory); and **360Acceleration** (business acceleration). In addition to experienced advice and access to capital, Bridge Global Capital Group facilitates connections and exposure to commercial opportunities for its partner companies. Please visit www.bgcapgroup.com and www.bgventures.com for more information.

About CloudStrategies

Recognized as one of Microsoft’s Top 10 Cloud Champions, CloudStrategies, LLC. delivers on cloud computing’s promise of higher service levels at reduced cost by designing and delivering custom solutions to corporate, industrial, and institutional customers nationwide. Through carefully developed partnerships, CloudStrategies solutions integrate online services from Microsoft, RackSpace, NeverFail, and many other top cloud-industry providers. CloudStrategies’ team of experienced information technologists is augmented by a global network of implementation partners. Learn more about CloudStrategies at www.cloudstrategies.net.

Pete Zarras—Founder and President



Pete is the chief catalyst behind CloudStrategies and plays a key role managing the day-to-day operations and growth of the firm. In addition to these responsibilities, he works directly with clients on assignments where bridging business and technical issues are essential to maximizing value. He brings nearly 20 years of hands-on experience solving technology challenges for some of the world's largest enterprises and fastest moving small businesses to the work he performs. Before founding CloudStrategies, Pete worked in sales / service roles for Microsoft Corporation in their NY Metro District, as well as several business and technology consulting firms.

Pete earned a dual track MBA / Technology Management degree from the University of Phoenix and has a BS in Industrial Engineering from Purdue University. Pete is very active in his local community and sits on the board of [Morris Habitat for Humanity](#).

Rick Ferrari— Strategic Planning & Operations



Rick is a seasoned executive in the financial technology industry with more than twenty years of broad management experience in all aspects of software companies operating in the financial sector. Over the course of his career Rick has managed enterprise sales and marketing into the banking and capital markets community in Europe, Africa and the Americas.

He began his career in the City of London with British merchant banking group Schroders where he built up his experience in foreign exchange trading and project finance. Rick then went on to US software and services firm Comshare where he specialized in the sales of bureau-based mainframe software and services to the finance industry.

Following senior sales management roles with Misys and Infinity Financial Technology, Rick moved to the U.S. to become sales director for SunGard's trading and risk subsidiary, Infinity, before moving onto SunGard Corporate as a founding member of their new Global Account Management initiative. Rick has also held senior roles at derivatives technology specialists Calypso Technology and Regional Managing Director at risk software firm FRSGlobal.

Doug Fraser—U.S. Microsoft Alliance Director/West Region Sales Director



Doug oversees CloudStrategies relationship and co-selling activities with Microsoft as well as working directly with strategic accounts in various geographies. In this role, he identifies opportunities for businesses of all sizes to leverage cloud computing and helps mobilize resources needed to deliver the solution. An Information Technology veteran with more than 10 years of experience, he's worked with a wide range of Enterprise and Mid-Market customers to solve burning problems from a software and services perspective. Prior to joining CloudStrategies, Doug held several senior sales positions at Microsoft where he managed alliance partner relationships and worked with clients in both the Midwest and New York Metro areas while consistently exceeding sales objectives.

Doug holds an MBA from Seattle University and completed his undergraduate studies at Arizona State University.

Stacy John Malcolm—East Region Sales Director



Stacy is focused on building Cloud Strategies sales capacity in the northeast, working with middle market and enterprise customers to leverage the value of cloud computing services.

Stacy joined CloudStrategies from Microsoft Corporation where he consistently over achieved in helping clients leverage Microsoft's Unified Collaboration solutions, including cloud services.

He has spent over 25 years in the communications and collaboration business. Stacy brings to Cloud Strategies experience with both large established companies as well as startups with sales ranging from transactional opportunities to large account management. Throughout his career, Stacy has worked extensively with Hosted services from companies such as Telera, Voxeo, PlaceWare (Acquired by Microsoft in 2003) and TrendMicro. His experience with early adopters of the hosted services as well as his knowledge with startups going from private companies to public entities are invaluable to the Cloud Strategies team.

His pastime is spent enjoying his family with his wife Lori of 25 years and their three great kids Josh 17, Danielle 12 and Zach 11.

John Alumbaugh—Director of Consulting Services



John oversees all services related client activities and is responsible for growing CloudStrategies consulting business. In addition to helping clients migrate from legacy infrastructure into modern cloud infrastructure, John is responsible for setting consulting business strategy.

John is a US Navy Veteran with more than 20 years of IT infrastructure experience. Prior to joining CloudStrategies, John worked at Hewlett Packard in a variety of professional services roles, most notably as the Practice Manager for the Great Lakes Microsoft Infrastructure Practices where he lead consulting teams focused on enterprise migrations to Microsoft platforms. John lives outside of Indianapolis with his family, where he is active in his community.

Steve Jacobs—Consultant

Steve is responsible for client deployments, migrations, and support operations for CloudStrategies.



Steve has been working in Information Technology since the early 1990's. While obtaining his second BA in Computer Science from Tulane University, Steve worked in a computer services business and at a Dow Jones Telerate office in New Orleans, LA. Later, Steve handled the internal support duties and programming responsibilities for Creative Data Research in Mandeville, LA. For eleven years prior to joining CloudStrategies, Steve administered and maintained the technology infrastructure at ISS Group, a leading Microsoft Partner of manufacturing software solutions.

Steffo Mitakides—Territory Director/Western Region

Steffo Mitakides is a Cloud Computing and SaaS veteran. He spent 6 years at Microsoft in the Unified Communications Group focusing on E-mail and Collaboration, most recently in the field as an SSP in NY Metro.



Now that he is back in his home town of San Jose, CA, Steffo is building CloudStrategies into a “go-to” delivery partner for Microsoft Online in the West. Previous to Microsoft, Steffo spent time at WebEx/Cisco and Philips. Throughout his career, he has thrived in building new markets for emerging technologies. He graduated from UCLA with an English Literature degree and from the Stanford Communications Program. An indie music lover, Steffo brings the same energy and passion that he has for music to the Cloud Computing industry. Steffo is an avid tennis player and enjoys yoga, karaoke, strong espresso, music festivals, noodle soup and the World Champion San Francisco Giants. He lives in downtown San Jose, CA.

Pat Keating— Account Executive

Armed with an MBA in Entrepreneurship from Babson College, the leader in that discipline, Pat Keating has helped many Boston-based startups grow their new businesses. An adept technologist, Pat focuses on the business issues his clients face, providing them with a true advocate, fostering long-term close relationships based on responding to their needs and promoting their growth. Pat and his wife Julie live with their son outside Boston, MA.



Rose Reda— Marketing & Operations Manager

Rose oversees all Marketing as well as Operations activities for CloudStrategies. She brings a very strong and varied background to the company.



Her experience includes successfully executing Marketing, Innovation, Public Relations, Sales and Operations initiatives for companies including the ABC-TV Network, the Colgate-Palmolive Company, Passage Events where she was a Marketing Account Manager for the Starbucks Coffee Company account, and Xanodyne Pharmaceuticals, Inc.

She holds a BA degree in Communication from Rutgers, The State University of NJ.

Clayton Wilkins— Territory Sales Executive

Clayton has spent the past 12 years in the Information Technology industry working with SMB and Enterprise clients, focusing extensively on delivering solutions for product procurement, engineering network and data center projects, desktop deployment, and complete managed services.



Working within many industry verticals, Clayton brings significant experience with identifying business issues, technology needs, and market drivers. Equally comfortable communicating with and building relationships at both the executive and management level, as well as relating to technical personnel and staff, Clayton works closely with engineering teams to present, scope, design, propose, and deliver cloud-based data center and network solutions.

CloudStrategies Newsletter is published by

CloudStrategies LLC

14 Ridgedale Ave - Suite 130

Cedar Knolls, NJ 07927

973-630-5020

info@cloudstrategies.net <http://www.cloudstrategies.net>