

## How Many Nines Do We Need?

•Service Level Agreements can be confusing, but are also critical to successful implementation and successful user support.

•Understanding the relationship between Service Level and cost helps avoid unnecessary or excess investments

•CloudStrategies helps you balance your budget and your requirements

“We guarantee five nines!!!”

Almost sounds like an impossible poker hand, but its really a service providers way of telling you that their service will be operational and available to you 99.999% of the time. Simple really.

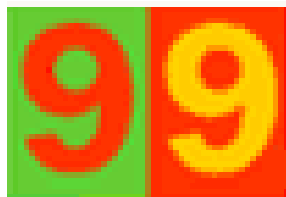
Given that a year consists of 525,600 minutes, that means that there will be less than 5.256 minutes of downtime during a year. That’s pretty fantastic, but also very expensive. The question you need to ask is whether or not your business requirements are such that your business couldn’t tolerate more than five and a half minutes of unavailable systems.

Take email for example. Would your people even be aware that email was unavailable for ten minutes on any given day? Every day? Several times each day? Depending upon how your business uses email, probably not. But in a busy retail operation, if the Point of Sale system experienced even a minute of downtime it is very likely that the IT manager’s life would instantly turn upside down.

Of course, you’re probably thinking that having only five and a half minutes of downtime in a year sounds pretty good, so why not shoot for that anyway. If it didn’t cost any more to have five nines than it did to have, say, three, that would make a lot of sense. But what if it cost ten

times more? Definitely not worth it, right? That’s why it is so important to carefully analyze your business requirements system by system, application by application, and determine the appropriate Service Level Agreement to establish, and invest in, for each.

Take the email example given above. Three nines, or 99.9% uptime, equals 8.76 HOURS of possible downtime each year. But when you divide that by the number of days in a year its way less than a minute per day, so you’d likely never even notice it. Microsoft BPOS, as an example, offers a Service Level Agreement of three nines or 99.9% uptime.



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## To Cloud or Not to Cloud

It's Not Just  
Cloud...  
It's Clouds.....

Integration. It's what the IT industry has been best known for over the years, and cloud computing doesn't change that one bit, except perhaps to expand the possibilities.

The fact is that many customers are concerned about choosing "the right cloud solution" when the fact is that the best cloud strategy more often than not involves several different cloud services from several different cloud service providers.

For example, you may decide that you want to increase the business agility of all of your people by delivering productivity applications like Microsoft Office to them via the cloud. You might choose to subscribe all of them to Microsoft Office 365 to do that. Should you decide that you wish to extend that to include telephone service, you might then decide that services from WorkSpace Communications are the best solution to provide complete integration from presence to instant messaging, to voice, video, application sharing, and, yes, even telephone.

Most companies also use highly specialized software designed to run their particular business on. To reduce your operating costs and eliminate future capital investments you may decide to run that software on servers provided by RackSpace. To provide high availability and emergency failover capability in the extremely remote event of a problem you may also decide to incorporate solutions from Neverfail.

If all of this seems at all confusing, depend upon your consultant from CloudStrategies. We recognized early on that there would be many great cloud-based solutions from providers large and small. With years of experience evaluating, implementing, and integrating solutions from multiple manufacturers to create outstanding on-premises IT solutions, our experts will guide you through the many choices available to you, assessing your business' particular needs so they can identify and integrate just the right cloud solutions to arrive at the ideal combination for you. It isn't about choosing the right cloud, it's about combining the right clouds to create your own personal silver lining.

## WorkSpace Communications Enables The CloudStrategies National Team

It's early Monday morning and CloudStrategies' President Pete Zarras clicks onto Microsoft Lync to assemble his team. He sees from the green lights that everyone is available for the meeting and so he invites them to the meeting with a quick click of "Meet Now."

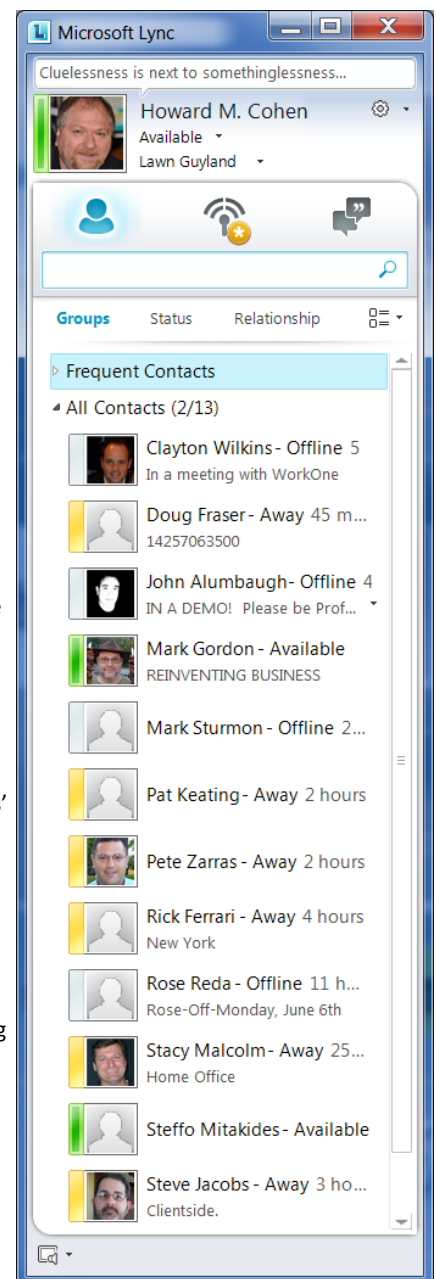
One after another the members of the CloudStrategies Sales & Marketing teams click in and say good morning. From Seattle, Washington to New York City and from Indiana to Arizona, everyone assembles as if they were joining each other in the same conference room.

As they do, Pete and everyone else can see their face pop onto the video as they speak. When all have arrived, Pete clicks to share the latest greatest information he has received from CloudStrategies' partners such as Microsoft, Rackspace, and the provider of the communications system everyone is using, WorkSpace Communications.

One of the team members is on a train with no internet access. No problem. Thanks to WorkSpace's integration, Lync simply connects him via telephone! He may not be able to see the screens everyone is sharing, nor the video of whomever is speaking, but he can hear everything that is said and can participate in the conversations.

Each member of the team shares new information from their computer screens. To avoid interrupting the current speaker, one of the members asks another a question via instant messenger. The other transfers a needed file to him. All integrated seamlessly.

Assemble your team and keep everyone in touch effortlessly wherever they may be. Call CloudStrategies today for more information.



# CloudBreakingNews

## Microsoft Office 365 Scheduled for General Release This Month

On October 19, 2010 Microsoft's Office Division announced Office 365 calling it Microsoft's next generation productivity service. The culmination of more than 20 years of experience delivering world class productivity solutions to people and businesses of all sizes, Office 365 brings together Office, SharePoint, Exchange, and Lync in an always-up-to-date cloud service.

Then, on April 17, 2011 Microsoft Office 365 announced a public beta program, giving small businesses the opportunity to try out the newest Microsoft cloud offering before general release.

Now, Microsoft Corporate Vice President Worldwide Partner Group Jon Roskill has announced via Twitter that the general release of Office 365 will occur on June 28, 2011. Reports are that the new service will be launched with a special event in New York City hosted by Microsoft CEO Steve Ballmer.



### About Microsoft Office 365

Microsoft Office 365 for professionals and small businesses is a subscription service that combines the familiar Microsoft Office Web Apps with a set of web-enabled tools that are easy to learn and use, that work with your existing hardware, and that come backed by the robust security, reliability, and control you need to run your business.

#### Email & Calendar

**Powered by Microsoft Exchange Online**  
Office 365 gives you access to email, calendar, and contacts from virtually anywhere, at any time, on desktops, laptops, and mobile devices—while it helps to protect against viruses and spam

#### Office Web Apps

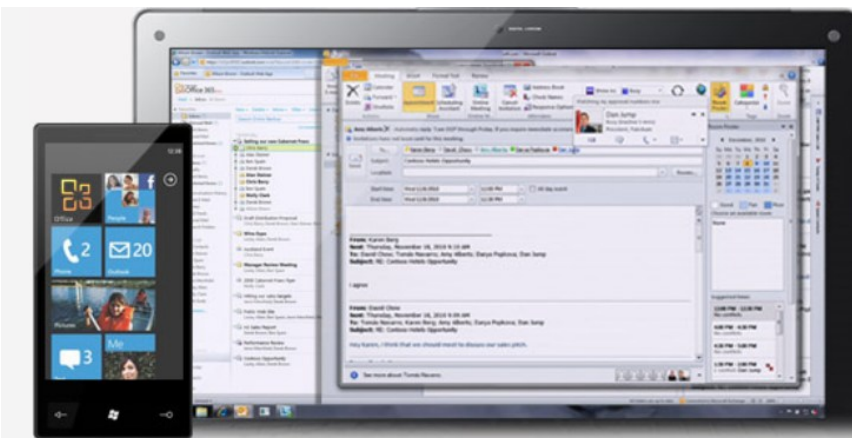
**Powered by Microsoft SharePoint Online**  
Office Web Apps are convenient online companions to Microsoft Word, Microsoft Excel, Microsoft PowerPoint, and Microsoft OneNote that offer you an easy way to access, view, and edit documents directly in your web browser.

#### Websites & Collaboration

**Powered by Microsoft SharePoint Online**  
Office 365 enables you to access and share documents and insights, contacts, calendars, and tasks in a single location and from a shared computer or smartphone.

#### IM & Online Meetings

**Powered by Microsoft Lync Online**  
Microsoft Lync Online helps you find and quickly connect with the right person through instant messaging (IM), Lync video calls, or online meetings from within the Office applications you already use every day.



### 99.9% Uptime Guarantee

#### Business-class security and reliability

Office 365 is built from the ground up for reliability, availability, and performance. This proven service is powered by the same Microsoft email and collaboration products that businesses of all sizes have been using for decades.

#### Financially backed guarantee

Office 365 is designed to deliver reliability, availability, and performance with a guaranteed 99.9% uptime, financially backed service level agreement (SLA).



# CloudCalendar



## Only in America Voyage with Microsoft Office 365

DEPARTS NORFOLK, VA (6/3) – ARRIVES BOSTON, MA (7/4)



Long Voyages, Small Boats.

Ready for Work. Whenever You Are.



### Only in America: Coming to a Port Near You!

As part of our efforts to build buzz and excitement surrounding the launch of [Microsoft® Office 365](#) we have decided to prove any business can run on Microsoft cloud services on land or WATER in the “[Only in America: An American Boating Adventure.](#)”

On June 3, three crewmen aboard a Boston Whaler named “Only in America” (OIA) will embark on a 1,200 mile voyage from Norfolk, Virginia to Boston, Massachusetts in search of the American spirit. Sponsored by Microsoft, OIA, which also will be outfitted with Office 365, will be stopping at various ports along the way, during which we plan to host small appreciation events for our partners and customers in the area.

### About Only in America

Only in America is the journey of **three young men who navigated a 17-foot Boston Whaler** around the eastern United



States in 1987. The Californians discover the enduring American Spirit as their fellow countrymen lend a hand in ways that amaze and astound. As one critic put it, “The best writers in Hollywood couldn’t make this stuff up!” The outcome of the journey was a book (which \$.50 of every book sold goes to the [Jimmy Miller foundation](#)) and the crew is setting sail again. More information about Only In America and this summer’s please visit [www.onlyinamerica.biz](http://www.onlyinamerica.biz)

### Schedule of Events

<b>Jun 17</b>	<b>Customer &amp; Partner Appreciation Event</b> <b>Date:</b> Fri, 6/17/11 <b>Time:</b> 5:00 pm – 7:00 pm ET <a href="#">Moshulu</a> Penn’s Landing 401 S Columbus Blvd Philadelphia, PA 19106
	<a href="#">Register Now &gt;</a>
<b>Jun 28</b>	<b>Customer &amp; Partner Appreciation Event</b> <b>Date:</b> Tues, 6/28/11 <b>Time:</b> 12:00 pm – 2:00 pm ET <a href="#">Chelsea Brewing Company</a> Chelsea Piers, Pier 59 New York, NY 10011
	<a href="#">Register Now &gt;</a>



CloudStrategies recently assisted Fried & Epstein LLP in moving their business to the cloud. This is what Fried & Epstein had to say regarding the transition....

“We wanted to go to the Cloud because we wanted to be able to sync our 2 offices together. We also wanted a solution for backing up our email and having that synced with blackberries, iphones, macs and pc desktops and laptops.” With one partner in NY, and another in Philadelphia, it had been difficult for Fried & Epstein to send large files back and forth via email. They do have a VPN in place, but downloading files was very slow. “Exchange was a great option for us, but our server is old and not really ready for it.” Purchasing a new server was a big decision and when their IT consultant suggested the cloud as an alternative, the administrator, Kathy Remetta, contemplated the cost savings and gave the go ahead to move to the cloud.



Their IT consultant was in the process of upgrading his equipment so that they could start the process of moving their clients to the cloud. This left Fried & Epstein in a situation where they had made the decision to move to the cloud, but were in a waiting game with their IT consultant. In the meantime, John Fried, the NY partner, lost his email when his mac crashed. Since he is located in NY, he contacted a local IT company who spoke to John about going to the cloud. John was anxious to go to the cloud because he recognized first-hand how it affected him and his ability to work. The NY IT company wanted to throw their hat in the ring and gave a quote to move Fried & Epstein to the cloud.

Around the same time, Stacy Malcolm contacted Kathy in regards to CloudStrategies and the services that they offer. Kathy, now juggling 3 different offers for moving the firm to the cloud, decided to go with CloudStrategies because CloudStrategies was able to provide the guidance and assistance she needed to feel comfortable to make such a move. Stacy Malcolm and John Alumbaugh, also of CloudStrategies, worked together to evaluate Fried & Epstein’s challenges and were able to provide Kathy with the most effective solutions to fit their business needs. “We went with CloudStrategies vs. the other companies because they really knew what they were talking about. They offered us an immediate solution and provided guidance that the other companies just couldn’t match.”

Fried & Epstein was very pleased with their decision to move to the cloud and with the seamless transition that the CloudStrategies team provided.

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