

Microsoft Releases



“Where Office Meets the Cloud”

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Email & Calendar



Office Web Apps



Websites & Collaboration



IM & Online Meetings

On June 28, 2011 Microsoft CEO Steve Ballmer took the stage in New York City, connected via videoconference to media events around the world, to announce the general availability of Microsoft Office 365, “where Office meets the Cloud!”

Office 365 is now available in 40 markets, many of which are directly served by CloudStrategies, and brings together four of Microsoft’s most powerful and popular offerings into one predictable, budgetable, affordable monthly subscription:

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.

Office 365 is available in a wide range of service plans designed to meet the needs of businesses of all sizes, ranging from the largest to the smallest.

With Office 365, people can stay on the “same page” using instant messaging and virtual meetings with people who are just down the hall or across the world. They can work on files and documents at the same time and share ideas as easily as they can share calendars. Office 365 gives people new ways to work together with ease, on virtually any device.

Microsoft Office applications are at the heart of Office 365. Microsoft Word, PowerPoint, Excel, OneNote, Outlook and other Office applications connect to Microsoft Exchange, SharePoint and Lync to deliver a world-class solution for communication and collaboration.



To Cloud or Not to Cloud

Agility

One thing the technology industry is not short of is buzzwords. “Cloud” computing is just one great example.

Another popular technology industry buzzword is Agility.

AGILITY

While some technology manufacturers have talked about Agile Computing, for the purposes of this discussion we’re really talking about business agility, the ability of a business and the people who work in it to move and work quickly and nimbly.

Former Novell president Robert Frankenberg may have been the first to suggest that in today’s technology-enabled world, “work” is no longer a destination, it’s an activity. And it’s an activity that can take place literally anywhere the worker may happen to find themselves.

ANY ANY ANY

Information technology, and most specifically “cloud-based” technologies, make it possible for people to achieve what Citrix first dubbed “Any-Any-Any” flexibility in their work. This refers to the agile ability to use

ANY application written in

ANY programming language on

ANY device, such as a desktop, laptop, tablet, or handheld device, across

ANY network that uses

ANY server and storage infrastructure from

ANY where at

ANY time!

This is the great promise of services such as the recently released Microsoft Office 365. A user in an airport with a wi-fi connection to the internet can pull out their laptop and check their email with ease. Let’s say they left their laptop at home, or forgot to charge it and can’t find a power outlet. So they switch to their handheld device or tablet. But let’s say they were unfortunately robbed of all of their devices. They can still go to a public internet-access station, log in, authenticate themselves, and use all of the software they are accustomed to using to check their email, continue work on documents, communicate and collaborate with colleagues, and do whatever it is their work requires of them. This is the promise of any-to-any-to-any computing. This is true business agility, the ability to move and work quickly and nimbly wherever you may be.

ENABLING AGILITY

The most amazing part of the emerging world of technology-enabled business agility is that it is inexpensive to obtain. No longer does your company have to allocate significant funding to capital acquisitions of servers, storage, or other information infrastructure. Instead, all you need are the devices you currently use to compute and communicate and a subscription to a cloud-based service that delivers all the software you need whenever you need it wherever you need it.

For more insight into the agility you can enjoy, contact your CloudStrategies Account Executive or Consultant today.



CloudBreakingNews



**CloudStrategies Wins NY Metro
Cloud Partner of the Year
Award at Microsoft WorldWide
Partner Conference!**

Microsoft Office 365 Equipped Only In America Reaches Boston

- Sails from Norfolk VA to Boston MA in One Month
- Constant communication enabled by Microsoft Office 365
- Crew use of Office 365 enabled by CloudStrategies

In one of the most interesting applications of Microsoft Office 365 that we've seen, John Mirassou, John Bertsch & Marty Burke have successfully sailed their 19 foot Boston Whaler from Norfolk VA to Boston MA landing in Boston Harbor on the Fourth of July one month after they set sail. According to John Mirassou, Office 365 helped them communicate, coordinate, plan and arrange every leg of the journey. Several other boats joined them in the voyage. When one needed to know where they could leave their boat trailer in Boston, the Only In America crew was able to put them in touch with the local Boston Whaler dealer to make arrangements. On their way into several ports they weren't exactly sure where they were staying that night. "With five boats," explained Mirassou, "that becomes a logistical issue!" A few quick emails, conversations, and sometimes videoconferences later all the arrangements were made. "(CloudStrategies Sr. Solutions Architect) Mark Gordon was the one who trained us on Office 365 and he's just been a godsend. Mark was just instrumental in setting the whole thing up! Everything from sending out email blasts to showing us how to post our video webisodes to helping us get a lot more friends on Facebook!" explained John Mirassou. Visit the Office 365 Sharepoint managed website at www.onlyinamerica.biz!

"Next year," Mirassou declared, "we plan to have a lot more boats cruise with us, and they'll all have to be on Office 365 to keep in touch." Truly a cloud-based flotilla!! See the complete Case Study from Mark Gordon in this month's CloudStrategies Newsletter!



Meet The Newest CloudStrategies Team Additions!

Mark Gordon—Senior Solutions Architect



Mark has been applying technology solutions to business opportunities and challenges for over 18 years. Since 1997, Mark held progressively more responsible positions at Microsoft Corporation culminating in his last six years as an Enterprise Technology Strategist. In this role, Mark had the opportunity to work with many companies in the Healthcare industry such as Eli Lilly, WellPoint, Blue Cross Blue Shield Association, Cook Medical, Zimmer, Biomet and HCSC as well as Adesa, Sallie Mae, and Brightpoint. He helped develop, implement and operate collaboration platforms that have allowed these companies to consolidate workforce, easily integrate new acquisitions, enable high value business partnerships and build deep customer relationships.

David Levihn — Regional Director—Microsoft Online Services



David has 15 years experience in the IT industry having started as a consultant and eventually moving into Sales and Alliances Management. He has worked for startups, regional players, national firms and most recently with a Global leader in IT. Most of his success has come from working the Microsoft angle at clients and continues today. He has a BSBA in Business with a minor in Bio/Chem as well as an MBA in IT Management. He grew up in the Midwest but now resides in Dallas with his two kids, Connor age 11 and Caroline age 9.

Josh Stout —Sharepoint Consultant



Josh has consistently leveraged learning to enable achievement. His skills include SharePoint Design, SharePoint Administration, video content development, network design for small organizations, as well as website design and development.



CloudCalendar



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

Visit our **Event Calendar** regularly for updates 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 July 28th
12:30 - 1:30p EST
(9:30 - 10:30a PST) -
[Sign-up NOW!](#)

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:

Thursday July 21st
12:30 - 1:30p E
(9:30 - 10:30a PST) -
[Sign-up NOW!](#)

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 August 4th
12:30 - 1:30p EST
(9:30 - 10:30a PST) -
[Sign-up NOW!](#)

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

Only In America 2011
An American Boating Adventure

Home Webcam and GPS 2011 Journey Buy the Book Webisodes Itinerary Photo Contest News and Past Trips Comments Contact Us Member Login

Only In America
In Search of the America Spirit

Click "Boston" for more information about Parade of Whalers through Boston Harbor on the 4th of July... [Boston](#)

Welcome To The Website

Friends join us to Philly

Norfolk, VA to Boston, MA
On June 3rd, we will climb aboard our Boston Whaler and embark on a 1,106 mile voyage, from Norfolk to Boston, In Search Of The American Spirit. It's out there and we're going to find it!

GET IN ON THE ACTION
5 NEW Webisodes:
[Webisodes](#)

Like us on Facebook:
[OIA Facebook Page](#)

Join us onboard:
[Webcam, Chat and GPS](#)

OIA In The News:
[News and Past Trips](#)

4th of July Boat Parade:
[Boston](#)

Boston, MA
79°F
Mostly Cloudy
wunderground.com

The Book That Inspired This Summer's Adventure!

Only in America
It's Adventure in New York
It's Adventure in New York
It's Adventure in New York

Only In America proves the value of Office 365 to any endeavor

ONLY IN AMERCA is a group of boaters who are setting out to prove that The American Spirit of friendship and cooperation is alive and well by taking a small boat on a long voyage up the east coast of the US. When the crew of Spirit 7 was putting together the trip from Norfolk, VA to Boston, MA in a 19' Boston Whaler they had some rather sophisticated needs. They had a lot of groups they were working with and needed to both plan an 1100 mile voyage and then share it with the world while underway. The contingent groups consisted of sponsors, crew members, marinas, supporters and partners from Hawaii to Indiana to Boston. Office 365 was an obvious choice to manage their communications, documentation, scheduling and web hosting needs.

Microsoft got involved and selected CloudStrategies to configure the Office 365 environment and work with the crew to ensure they could

make full use of all the needed capabilities. We set up all the users, created a document repository, calendar and provisioned the external web site in just a few hours. Then we held web based training for the crew so they could get their laptops configured and become familiar with the tools. This worked very well as we were able to train the whole team at once and work out how they would use the tools together without making everyone fly to one location. We also brought in Piquant Software Solutions to develop the external web which would give all their sponsors and supporters the ability to follow along on the trip with blogs, a web cam and pictures from the ports of call.

Here are a few of the things that Office 365 has made possible for ONLY IN AMERCA:

- **SharePoint Team Calendars to manage events, flights, ports and other activities**
- **Exchange e-mail, calendaring and contacts**
- **Team calendars and document stores from SharePoint available offline in Outlook**
- **Outlook configured to send bulk e-mail through external SMTP provider**
- **Windows Phone 7 integration to manage calendars, contacts and e-mail as well as post pictures anywhere**
- **Document repository for sponsor logos, itineraries and other information**
- **Lync meetings with sponsors from the boat at historic locations along the way**
- **Intune managing their laptops and providing remote assistance on the voyage**
- **SharePoint External Web for ONLY IN AMERCA web presence**

While all of these are important for ONLY IN AMERCA, two have been especially valuable to us. First, our SharePoint External Web (www.onlyinamerica.biz) has proven to be a tremendous platform for our public web presence. It has all the power of SharePoint 2010, was easy to set up with SharePoint Designer and has been a joy to maintain. Being able to update the site from any browser has proven to be invaluable. On a daily basis we are posting news articles, pictures, blogs and other content in a matter of seconds. Second, Lync has also been invaluable to us both in getting everyone trained on the tools using screen sharing and now in communicating between ourselves and showcasing sponsor's products in video calls from the boat.

All said, the technology in Office 365 has proven to be flexible and relevant to ONLY IN AMERCA and ONLY IN AMERCA continues to prove the value of Office 365 to any kind of business endeavor.

Please come by and enjoy the view along the way at www.onlyinamerica.biz

Mark Gordon
Senior Solutions Architect
CloudStrategies.net

