

August 2011

Volume 2, Issue 6

CLOUDSERVERS from



- ✓ Scalable
- ✓ Customizable
- ✓ Affordable

## Inside this issue:

<b>Rackspace CloudServers on Demand</b>	1
<b>To Cloud or Not to Cloud: Where you Get Microsoft Office 365 Makes A Difference!</b>	2
<b>CloudBreakingNews:</b>	3
• Microsoft Announces Windows Intune Beta v2	
<b>CloudCalendar: Upcoming Events</b>	4
<b>CloudCaseStudy: CloudStrategies Lives &amp; Works on Microsoft Office 365</b>	5

Most every company has critical software applications used every day to operate and drive their business. As more companies are moving their basic computing and communications need to public cloud services like Microsoft Office 365, more are beginning to ask about how they can enjoy the same cost reductions and improved service levels for key business applications.

## CloudServers on Demand



CloudStrategies' partner RackSpace delivers "Servers on demand," a scalable, affordable, cloud-driven platform of virtualized servers. Users can customize and spin up new server instances in minutes. Best of all, you only pay for what's provisioned.

Cloud Server sizes, measured by the amount of physical memory reserved for your server instance, range from 256 MB up to 15.5 GB. Using the online control panel and API, each Cloud Server can be upgraded or removed as your needs change. You can even manage your Cloud Servers on-the-go via your iPhone®, iPad® and iPod® touch.



### Cloud Load Balancing

Rackspace Cloud Load Balancers allow you to quickly load balance multiple Cloud Servers™ for optimal resource utilization.

### Mix 'n Match to Fit Your Needs

Accommodate traffic spikes, test & development needs, and other variable load applications with a mix of Dedicated Servers and Cloud Servers operating seamlessly together.

### Let Us Manage Your Cloud Servers For You

In addition to features that Cloud Servers offer, you can also enjoy a level of managed service. This way you can manage your business, while we manage your cloud. Cloud Servers with a managed service level is ideal for any business or IT department that needs the on-demand availability, flexibility, and scalability of cloud computing, but doesn't have the in-house resources to manage it directly 24x7x365.

### Finally, Real SLAs For Cloud Computing

The SLA adopted for Cloud Servers™ is just as aggressive as the one Rackspace provides for traditional hosted servers. It provides remedies for any downtime event caused by the network, data center infrastructure, the physical host server, or the migration of your instance from one physical host to another (should that be required).

### Choice of the Fortune 100

More than 40% of the Fortune 100 companies use Rackspace. Contact CloudStrategies to find out why you should too!

## To Cloud or Not to Cloud

**Where You Get  
Microsoft Office 365  
Makes a Difference!**

## IT All Starts Here

**Microsoft Office 365 Services from  
CloudStrategies**

**Where you start can make all the difference**

Microsoft Office 365 is your next step up in making your business as competitive and agile as possible. Your people will enjoy the power and simplicity of using the productivity tools of Microsoft Office, the world's most powerful email server Microsoft Exchange, easily managed websites and collaboration with Microsoft SharePoint, and the world's most powerful new way to communicate and collaborate with Microsoft Lync.

Get the most out of your Microsoft Office 365 experience by partnering with one of the Top 5 Microsoft Cloud Champions, **CloudStrategies!**



No matter how much email you may have amassed, we'll make sure your migration to cloud computing goes flawlessly, and train your people to get the most out of their powerful new platform. You'll be up and running in no time, and enjoying maximum value right away.

**The First & One of the Few who USE Microsoft Office 365 Every Day**

As one of the first members of Microsoft's elite Cloud Champion's Club we were the first to use Office 365 as the core of our own production capability. All of our people live and work on Office 365 every day, so we know exactly what you can expect, and how to make it work for you. Even now we're still one of the very few providers who use it ourselves to run our entire business.

## IT Doesn't End Here!!

**Microsoft Office 365 is just the beginning.**

The overall success of your cloud computing strategy depends upon where you go to get your guidance. Turn to the experts, the first team to embrace cloud computing and bring decades of IT experience to the careful planning required to get the most out of it. Turn to **CloudStrategies**.

## How much **Cloud** Computing does for your business depends completely upon your **Strategies**

- ✓ **Reduced Operating Cost**
- ✓ **Increased Service Levels**

**Sounds Great! But How Do We Get There?**

Selecting the right services, setting them up correctly, and making sure that your people are fully trained on how to get the most from them requires a partner you can trust. You want someone who has been integrating technology solutions for years, someone who understands how technology delivers value to people, and someone who really understands cloud computing.



**CloudStrategies** people all come from the technology companies that have made information technology what it is today. Among the first to recognize the true potential of cloud computing, this team has been assembled to help companies like yours realize the full potential and put it to work increasing profitability for your business.

# CloudBreakingNews

## Microsoft Launches Windows Intune Beta Version 2

Coming quickly after the initial launch of Windows Intune in March 2011, Microsoft announced the availability of the beta of version 2 adding some exciting new features based on user feedback. Here are some highlights of what's new:

### Software Distribution

Package applications, upload them to the cloud for distribution, and deploy them to your Windows Intune-managed PCs. For the beta we have provided 2 gigs of storage for this purpose. Packages can be normal applications in the form of MSIs or EXEs or third party updates. Deploying packages leverages BITS to ensure data transfer is efficient.

### Better Hardware Reporting and Filters

We do a great job of collecting hardware data, but we want to ensure we also present this information in a way that is most useful to you. To assist with this, we have introduced the hardware dashboard along with reports, which will help you view and export your hardware more easily.

### Third Party License Management

Upload and track your 3rd party and Microsoft retail or OEM license agreements - in addition to Microsoft Volume License Agreements – all in one place.

### User Interface Enhancements

Many new enhancements have been made to the user experience. In general, we made numerous changes to improve navigability. We are also introducing the ability to right-click, which will display a list of context-sensitive actions you can perform. We have also added a new administrator role, so you can now have 'read-only' administrators.

### Remote Actions

Execute a number of tasks on remote unattended PCs. You can invoke malware definitions to install, you can initiate a malware scan to run immediately, and you can remotely reboot a PC.

### Improvements to Alerts Workspace

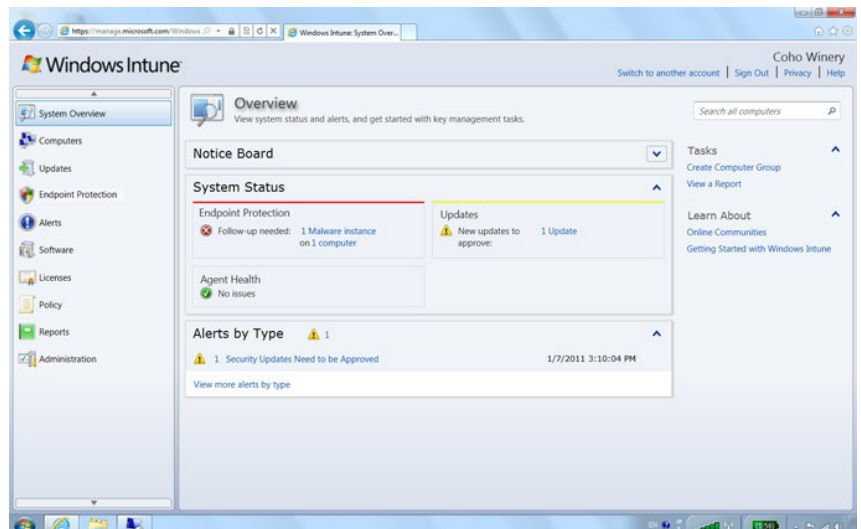
We've introduced the ability to configure thresholds on alerts so you can filter out less important events, and focus on the ones that matter to you. We also improved the way you set up recipients for these alerts.

### Support for images

The Windows Intune client is 'image-friendly' and can be set up prior to image deployment. Previously, the Windows Intune client required an internet connection before it could install.

### Learn More!

To learn more about Windows Intune and the new features introduced in Beta 2, and to sample the beta version yourself, contact your CloudStrategies Advisor or email us at [info@cloudstrategies.net](mailto:info@cloudstrategies.net).





# CloudCalendar



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

Visit our **Event Calendar** regularly for updates or to register 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 Aug 11th  
Thursday Sept 8th  
12:30 - 1:30p EST  
(9:30 - 10:30a PST)

## 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 Sept 1st  
12:30 - 1:30p EST  
(9:30 - 10:30a PST)

## 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:

Thursday Aug 18th  
12:30 - 1:30p EST  
(9:30 - 10:30a PST)

## 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 Aug 25th  
Thursday Sept 15th  
12:30 - 1:30p EST  
(9:30 - 10:30a PST)

## 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

## CloudStrategies Lives & Works on Microsoft Office 365

"We were the first and probably still one of the only Microsoft Cloud Champions to put our full production activity on Microsoft Office 365," explains CloudStrategies' CEO Pete Zarras.



**CloudStrategies' CEO Pete Zarras**

"Microsoft people call it "eating our own dogfood" but at CloudStrategies we just call it using what we advise our customers to use. We believe in it so we live on it."

With a growing team of professionals spread out across the nation, and a business that completely depends upon making sure that everyone always has the latest information about developments in the rapidly-changing cloud computing market, CloudStrategies needed a way to keep everyone on the team in touch with each other at all times. What better way to solve that problem than with the key product at the core of CloudStrategie's mission—Microsoft Office 365.

### Making Meetings More Personal

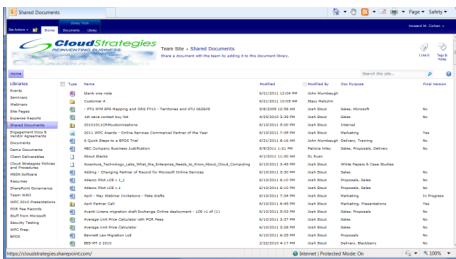
Like most companies, CloudStrategies consists of multiple teams, one focused on marketing activities, another on customer sales, yet another on delivering consultative and engineering services and a support organization.

"Each of these teams must meet regularly to keep each other updated on project status, share observations on software delivery and best practices, and support each other in a myriad of ways," explains Zarras. "By using Lync everyone can always glance at their screen to see who's available, instant message them with a quick question, and I can't tell you how many times we've been able to keep ahead of customer issues by pulling together ad hoc meetings and sharing our screens."

Zarras is referring to the Lync communications service, which allows his team to quickly and informally point, click, and drag participants into a quick conversation. Everyone sees the video image of whoever is speaking, and anyone can click to share their computer screen with other participants at any time, making it easy to show each other documents, diagrams, websites, or other critical information.

### The Hunt is Off

Many members of the team joke about their experience at previous companies hunting for documents that they had created and wanted to use again. "It was always a joke," explains John Alumbaugh, CloudStrategies' Director of Consulting Services. "Here we were working for this big technology company and we couldn't find where we had put our files. SharePoint Online changes all of that."



CloudStrategies uses the SharePoint Online feature of Office 365 to store all documents, photographs, videos, and other materials where everyone can always get at them easily. "Not only that," adds Senior Solutions Architect Mark Gordon, "but when Microsoft asked us to support their recent "Only in America" marketing campaign we were able to quickly put up a terrific website so customers could track the progress of this Boston Whaler as it sailed from Norfolk

VA to Boston MA demonstrating how Office 365 could be used on board their boat to manage the trip and keep them in constant contact with everyone. These sailors with very little technical experience were able to update their own website."

### Working Together When Everything Works Together

"Our company is barely two years old," observes Pete Zarras. "Thanks to Microsoft Online Services we have been able to build an environment in which everyone works well together in part because our tools all work so well together. We track customer information using Microsoft CRM Online, we all build our presentations and documents with Word, PowerPoint, and the other Microsoft Office tools, we all keep in touch using email powered by Microsoft Exchange and messaging and collaboration powered by Lync and SharePoint. I don't believe we could have come half this far half this fast without these tools. It's great to be able to offer customers something we truly believe in."

