

# CloudStrategies Newsletter

September 2011

Volume 2, Issue 7

## YOUR CloudStrategy

### CloudStrategies' Services Enable Informed Decisions and Effective Adoption of Cloud Computing Services

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The CloudStrategy Framework is a proven process to develop, deliver and maintain your business's optimum computing environment.



CloudStrategies uses this framework to help clients closely examine and identify their best opportunities to improve efficiencies and reduce costs by making the most informed decisions possible when implementing cloud computing services. Here's a quick overview of the process, and the benefits clients enjoy:

## CloudStrategy Business Analysis

Discover how cloud services can provide a low cost platform for improving your Business

- Understand what cloud services are and how they fit in your business
- Identify immediate opportunities to save money
- Form a cloud strategy that reduces costs and adds to the bottom line



## CloudStrategy Roadmap

Identify the path to your future in the cloud

- Review your current business and technology environment as a starting point
- Plot the desired state with integrated on premise and cloud systems
- Identify high level adoption/migration requirements for each element in your cloud strategy



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## CloudStrategy Blueprint

Detailed descriptions of exactly how to execute your cloud strategy

Specific plans for:

Migrating data

Configuring and maintaining services

Business adoption and training



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## CloudStrategy Implementation



Putting the cloud to work for your people and your productivity

Configure services

Build integrations and migrate data

Build SharePoint and other business solutions

## CloudStrategy Training

Increase your people's abilities and value

Ensure adoption of business tools and processes

Build your capacity to manage and maintain your environment

Build applications and document management solutions in the cloud



## CloudStrategy Support



Assure that you continue to get the most from your cloud computing investment

Quickly resolve issues while keeping people focused on core business

Periodic assessment of your environment against plan and best practices

Maintain your cloud strategy as new offerings appear and your business grows

The **CloudStrategy** Framework is designed to provide you with the answers you need to make the best possible decisions regarding your cloud computing investments.

To learn more about the **CloudStrategy** Framework contact **CloudStrategies** at 973-630-5020 or email [info@cloudstrategies.net](mailto:info@cloudstrategies.net).



**CloudStrategies** people 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.

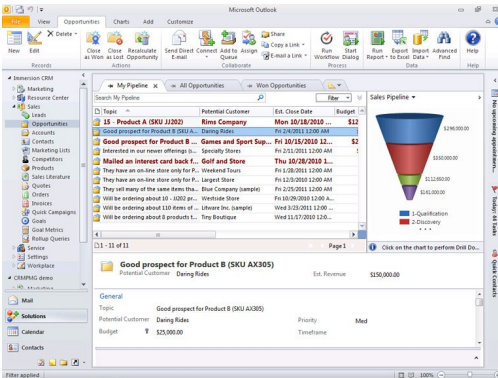
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# CloudBreakingNews

## Microsoft “Cloud CRM for Less” Makes it easy for Oracle, SAP & Salesforce.com customers to make the switch to Microsoft CRM

REDMOND, Wash. — Aug. 29, 2011 — Microsoft Corp. (Nasdaq “MSFT”) today announced a new “Cloud CRM for Less” offer that helps customers of Oracle, Salesforce.com Inc. and SAP switch to the familiar, intelligent and connected experiences delivered by Microsoft Dynamics CRM Online. Building on the momentum of the global launch of Microsoft’s online CRM service in the first half of 2011, Microsoft is extending \$150 (U.S.) cash per user seat (minimum of 50 seats per organization) to up to 500 user seats for each eligible customer. This offer provides an opportunity for dramatic cost savings and helps customers realize the benefits from using software and online services that work the way people and organizations work.



Indeed, Microsoft Dynamics CRM Online continues to be at the forefront of cloud computing and is attracting some of the largest businesses in the world, including General Mills, Konica Minolta and Yamaha.

“Customers choose Microsoft Dynamics CRM Online over solutions from Oracle, Salesforce.com and SAP to get compelling increases in productivity and user adoption, as well as significant reductions in ongoing costs,” said Brad Wilson, general manager, Microsoft Dynamics CRM product management group. “We feel that Microsoft Dynamics CRM Online delivers the best CRM service in the market — and at an extremely compelling price point.”

Microsoft Dynamics CRM Online helps people be more productive while giving them the insight necessary to gain a competitive edge in an ever-changing world of business. This promotion is available between now and March 31, 2012. For more information, contact CloudStrategies at 973-630-5020 or email [info@cloudstrategies.net](mailto:info@cloudstrategies.net).

## To Cloud or Not to Cloud

### Elasticity

The primary attributes of cloud computing that we hear about most often include cost reduction and improvements in efficiency and service levels.

But one of the most powerful attributes of cloud computing that many businesses truly need but cannot find elsewhere is the “elasticity” of cloud computing solutions.

#### What Does ‘Elasticity’ Do For My Company?

Most companies go through cycles. Sometimes demands are high, at other times lower. Perhaps yours is a seasonal business that hires additional staff at certain periods of the year. When those staff leave, what becomes of the computer capacity you had to build up for them? Does it sit idle?

This is where the elasticity of a cloud computing solution becomes so valuable. Were yours a cloud-based company, you would simply “throttle up” capacity during the busy season, adding sufficient capacity to support additional users, and then simply “throttle back down” when the season ended.

The same would be true if your business needed to pilot new applications. Once the pilot was concluded, if you were premises based, you’d have a server sitting there with nothing much to do. In the cloud you simply unsubscribe from that server.

The ability to be very flexible about capacity, and to only pay for that which you use, is a tremendous advantage that can only be achieved in a cloud-computing environment. To learn more about elastic cloud solutions, contact **CloudStrategies** at 973-630-5020 or email [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 Sept 22nd  
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 Oct 6th  
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 Sept 29th  
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 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