THE FINANCIAL IMPACT OF CLOUD COMPUTING IN YOUR BUSINESS

E-BOOK

NERDS SUPPORT®

"Proactive Approach To Technology"

P: 305-551-2009

LEARN HOW YOUR BUSINESS CAN BENEFIT FROM CLOUD COMPUTING
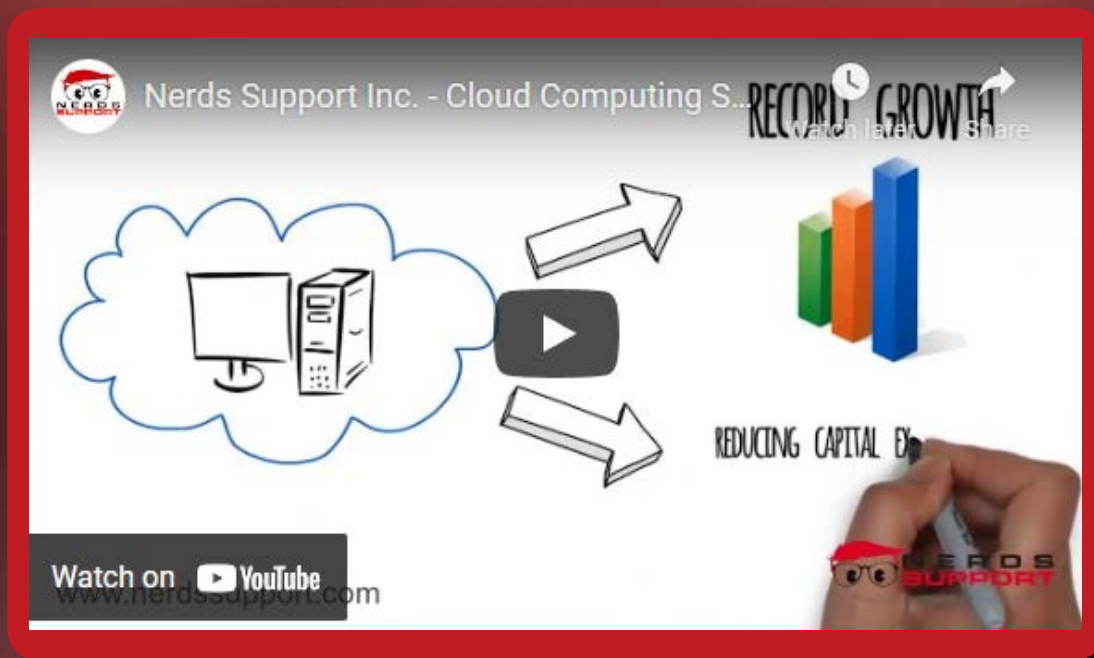
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ACHIEVE YOUR DESIRED BUSINESS OUTCOMES QUICKLY AND MORE COST EFFECTIVELY WITH TECHNOLOGY

Nerds Support, Inc. is a trusted IT Managed Service provider in Miami, Dade County, Fort Lauderdale, Broward County and surrounding areas. We specialize in computer and laptop repair including iMac, computer maintenance, disaster recovery, managed services, Cloud Solutions and VoIP phone systems.
Our managed services includes managing the office network, servers, and workstations 24/7 for small to medium size businesses. Our comprehensive support services include Cloud Solutions. Businesses in Miami, Fort Lauderdale, Doral and the surrounding areas have found Cloud Solutions increase both productivity and profitability within their organization. Our reliable IT services, Cloud Solutions and 24/7 network monitoring has a proven track record of delivering high value results, allowing you to focus on growing your business and leaving your computer problems to us.

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Is Your Business Ready for the Cloud?

A great deal has been said and written about the subject of cloud computing over the past several years. Many businesses are moving or already have moved to the cloud model, but what about your business? Is it time to move to the cloud? The appropriate answer to this difficult question rests firmly on the specific circumstances surrounding your business.

What Is Cloud Computing?

In a nutshell, cloud computing represents the delivery of data storage and computing as a service, rather than a product. Instead of thinking of these things in terms of products that you purchase and install on your computer or network (software) or physically in your place of business (data storage devices such as hard or optical drives), the cloud represents the concept of remote access to these things. Applications and data are located on external servers and are accessed

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remotely over a network, via any network accessible device (from a traditional computer to phone), typically using a browser or some sort of app.

Pros and Cons of the Cloud for Businesses

As is the case with just about everything, the cloud model has both potential advantages and disadvantages.

Pros

- **Savings**: Depending on your business's specific computing and network needs, you may find the cloud model provides significant monthly savings over a more traditional hardware/software model, particularly in the areas of Web hosting, e-mail and virus protection and periodic hardware upgrades.

- **Ease of Use, Maintenance and Collaboration**: Some businesses find it easier to deal with applications over the cloud compared to the need to install software on microcomputers, for instance, or to upgrade software. In a cloud environment, these things are effectively taken care of externally. Additionally, access to your data, applications and services is available anywhere at any time, using any compatible device. And because of the ease of access, collaborating using the cloud is far easier than any traditional computing/data storage method.

- **Natural, Remote Data Backup**: a cloud-based service removes the data from any local problems that might crop up and, in at least some cases, provides redundant backup capabilities as part of the service itself. A cloud approach can also provide an iterative backup to data that you choose to keep in house.

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Cons

- **Security Concerns**: While data isn't necessarily totally secure anywhere, problems with cloud security breaches have been well documented.

- **Privacy**: Some people can't help but wonder how much information cloud companies are gathering about their customers and what they plan to do with it.

- **Service Availability**: When a cloud service provider's service goes down, access to the tools and data you need may be unavailable to you.

- **Service Robustness and Flexibility**: What happens if your cloud provider no longer offers this service? Will you be able to retrieve your data and will it be a simple matter to transfer it to another provider?

Seeking Advice

So is your business ready for the cloud? It's a tricky question to answer. You should want to discuss this question with a qualified IT consultant for advice about whether to take the plunge and, if the cloud is in your immediate future. A qualified IT consultant will guide you in the right direction before making this transition.

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What is Infrastructure as a Service

Sometimes referred to as Hardware as a Service, Infrastructure as a Service (IaaS) allows organizations to outsource the equipment needs of their operation – including storage, servers, hardware and networking components. Computer hardware is generally obsolete within three to five years and there can be lengthy down time as new hardware is acquired, installed and implemented. Infrastructure as a Service is a solution that eliminates that problem, ensuring you always have the latest in technology and hardware without the expensive capital outlay. Rather than paying to buy and upgrade new equipment, business owners are able to pay a fixed monthly fee for the installation and maintenance of the necessary infrastructure.

Benefits to Businesses

There are many benefits of an Infrastructure as a Service plan for businesses. Switch to an IaaS model, and you'll experience:

Cost savings from the low capital outlay. When you do not have to purchase equipment every time you need to upgrade your technology, you can save considerable amounts of money! IaaS solutions allow businesses to pay a fixed monthly rate for their hardware needs, making infrastructure an operational expense rather than a capital expense. We provide everything you need to operate your network.

Ability to automate administrative tasks and eliminate redundancy. IaaS solutions can increase automation of daily tasks that are currently bogging down your internal IT team. Automation then results in a decrease of internal labor hours and allows your organization to focus time and resources on the things that earn you money.

Ability to dynamically scale the business as needed, often with no additional equipment expenses. An IaaS solution ensures you are using your IT resources to their maximum efficiency with limited time needed for implementation and customization.

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Desktop virtualization. IaaS solutions rely on the cloud to deliver computer infrastructure, typically a platform virtualization environment.

Remote access. Once you work with an Infrastructure as a Service model, you can easily access your infrastructure from any location, any time and from any device. This allows you to increase productivity.

Improved business continuity and security. Using an IaaS solution allows businesses to operate even when faced with data loss and disaster. Where as traditional back up solutions require days or weeks to get a business running again after the loss of data or equipment failure, businesses that rely on IaaS solutions are up and running again within hours or even just a few minutes in many cases.

How Old is Your Computer Hardware?

Many businesses try to get as many years as possible out of their equipment in an effort to keep their costs lower, but as your hardware becomes outdated you have an increased risk of losing valuable data or experiencing network downtime – all of which will cost you more in the long run!

Think about it: do you have time to buy and install a new printer when it stops working the same day you need to print 100 pages for your most important client? What will you do if the computer or server used to run your point of sale operations fails – how fast can you resume regular business operations to avoid losing money? Infrastructure as a Service is a solution to remove the burdens of these and other real life scenarios and ensure you have the equipment you need when you need it, that it is working, and that you can operate business as usual even when faced with disaster or data loss.

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Business Network of the Future

As of May 2013, more than 91% of Americans have a cellphone and over half own a smartphone. A growing number of people over the age of 16 have tablets, according to a survey reported on InsideMobileApps.com. While growth of mobile devices is skyrocketing for personal use, it has been rising slower within the business community until recently. Between 2011 and 2012, the use of smartphones in the workplace went from 37% to 60% and experts anticipate this is only the beginning. Forrester, a research company, estimates that there will be 200 million people bringing their smartphones to work with them by 2016. Mobile cloud services are predicted to become even

more prevalent moving forward. Your business will operate more efficiently and profitable in the future if you fully leverage cloud computing right now, here's what you need to know about the business network of the future:

Cost Benefits of Cloud Computing

As you make the switch to cloud computing you'll see substantial savings with the ability to turn your equipment costs into a predictable operating cost rather than a capital expense. Instead of coming up with money to buy new servers,

software, or hardware – cloud computing allows you to keep the latest in technology with no upfront capital investment.

Cloud computing makes it possible to save on electricity, reduced staff expenses, elimination of down time, and reduced operating expenses

Mobilize Your Workforce

When your team can work from anywhere, any time and on any device – you automatically have more opportunities for increased productivity. When employees travel to meet with clients, or you

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have offices in multiple locations, or you are simply on a trip and need to access the company database – cloud computing makes it all possible.

In the past, some IT departments were concerned that mobilizing the workforce meant security problems since laptop computers are the most likely target for theft when an employee travels. If there is sensitive information stored on the laptop and it gets stolen – there can be serious consequences! Privacy Rights Clearinghouse data has shown that 3% of data-breach events are actually due to laptop theft. Cloud computing actually improves security for a mobile workforce. With cloud computing, all mobile devices can access the data via a secure internet connection and eliminate the need for storing sensitive information on the laptop or mobile device. If the device is lost or stolen – they would need to get past the password security and other security measures in order to access any sensitive information.

Working via the cloud also makes it possible to receive or make calls to clients from your office line – even when you are nowhere near the office. When you use a VoIP solution over the cloud, your employees can receive phone calls from clients regardless of their physical location. Their office phone and cell phone can ring simultaneously from a single

number; and all communication can be accessed from their mobile device from email to voicemail and faxes through a single inbox. Having a communication system that follows your employees wherever their business responsibilities takes them prevents missed calls and project delays, lost revenues and wasted opportunities.

Use Cloud Computing Now for Leverage Later

It's only a matter of time before all businesses get on board with cloud computing. Organizations that are putting it into place now are setting themselves up with the competitive edge. You'll be more efficient and productive than an organization who is just starting to think about cloud computing within their organization. Cloud computing platforms are scalable and allow you to grow or downsize quickly and easily.

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Improving Security With Cloud Computing

There is a common misconception that cloud computing is less secure than traditional client-server networks. The truth is, your security is actually improved with cloud computing.

The Chief Technology Officer of the CIA, Gus Hunt, told attendees at an Amazon Web Services conference in Washington that cloud computing can be more secure than the traditional client-server approach. In a cloud computing environment, it is more difficult for people to carry out an attack. The software is held on a server in the cloud, which means it would have to be removed or reimaged and then set up on another server before it could be used. Hunt further explained that companies can increase security on the cloud with encryption tools to protect all data and systems.

Here are five reasons why data stored in the cloud is more secure than data held at your own data center:

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1. A Secure Development Life Cycle

Information Technology experts in the cloud develop their systems from scratch using the best practices for security. This includes the creation of the cloud computing software platform and the processes used to monitor and control the system once it is installed.

2. Security is More Than a Password

Cloud security offers more than password protection of data. In your business, there is probably one or two employees who have access to all sensitive data and they could use those access privileges to compromise the security of your system. With cloud computing, it is unlikely for an individual in the organization to have access to everything. People are

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assigned access to data or programs only as needed to perform their job responsibilities, eliminating the inside threat for compromised data.

3. Skilled Staff

When you work with a cloud provider, they've got the team in place with the expertise needed to manage secure data storage. A business owner doesn't usually have access to the same level of experienced staff in their internal IT department. Less experienced employees are more likely to create vulnerabilities in data storage or misconfigure something that results in compromised data.

4. Consistent and Continuous Monitoring

Cloud computing is more secure than a traditional network because of the continuous auditing, security testing and monitoring provided. Your internal IT department probably doesn't have the staff in place to reliably monitor all systems and operations on a continuous basis. The continuous monitoring in the cloud also results in software that is regularly updated to the latest version while minimizing problems since irregular behaviors would be caught and corrected much more quickly.
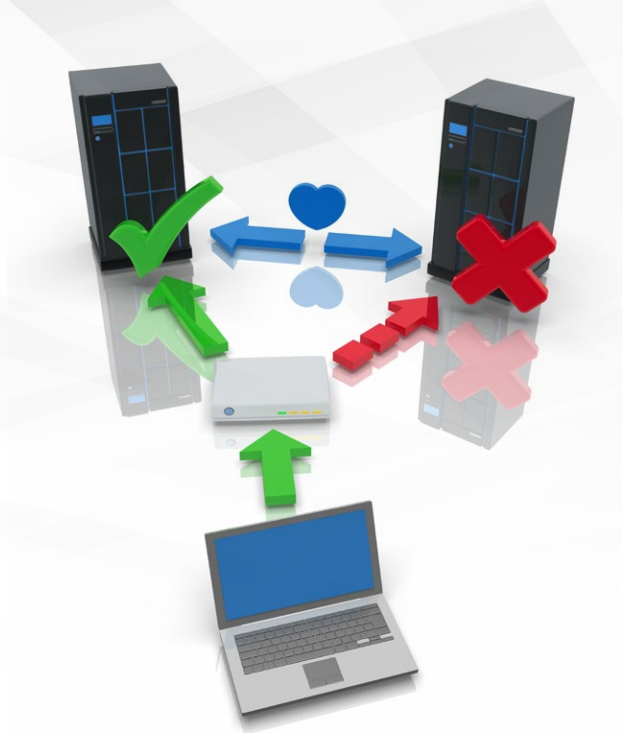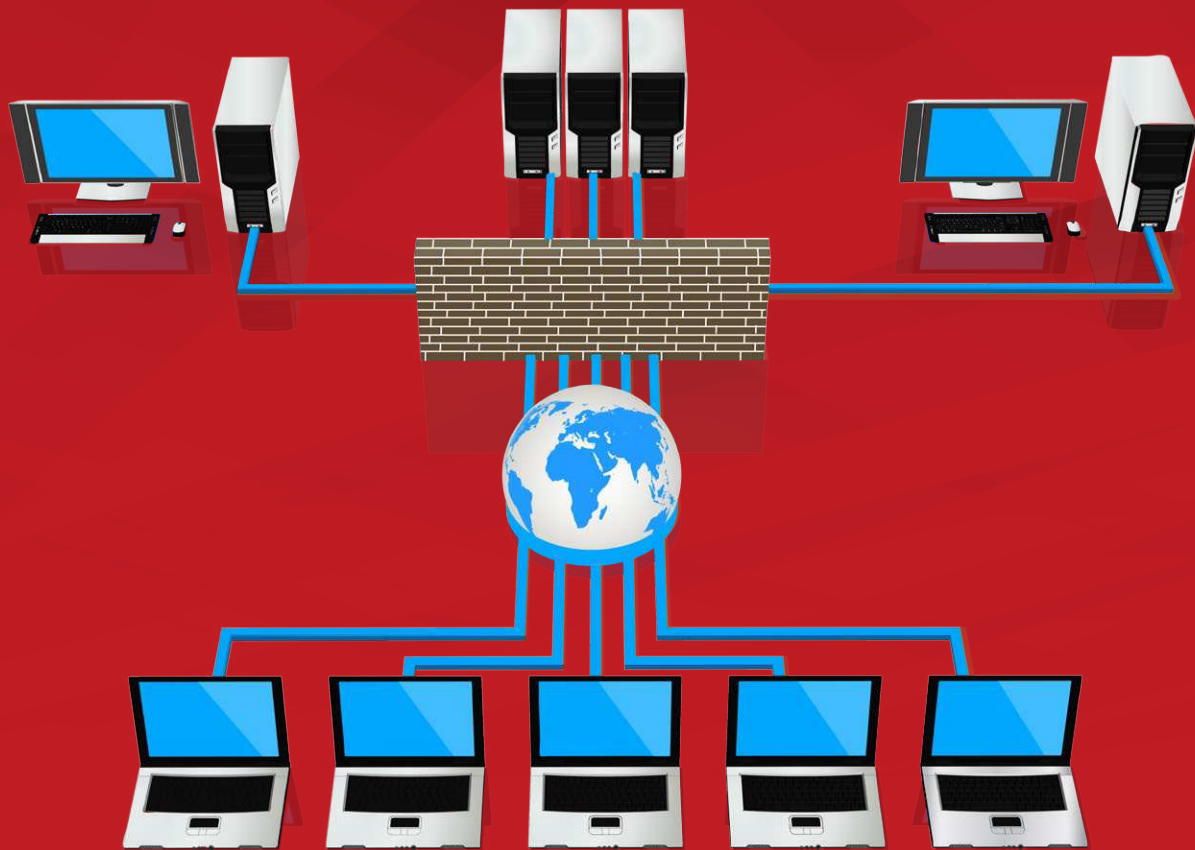
5. Controlled Environment

The cloud computing platform is scalable, but designed to carry out a specific, limited set of tasks. In order to accomplish both, cloud computing requires standardization of all equipment, hardware, operating systems and software applications that enable the cloud provider to control the environment. The controlled environment required for cloud computing makes it much more secure than the traditional client-server network.

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"Parvani Commercial Groups, Inc. has been working with Nerds Support, Inc. since they began business; our experience thus far with Nerds Support, Inc. has been fantastic. Scott and his team are extremely reliable, full of knowledge and always have a resolution to the problem."

- Reshma Parvani, Parvani Commercial Groups, Inc.

"The Team at Nerds Support is very reliable, punctual, reasonable, excellent, highly recommended. Top qualities: Great Results, Expert, High Integrity."

- Nilda, Owner/President, Carraras-Rubio & Associates

"Our association with Scott Richman and Nerds Support has been profitable & supportive. They have maintained our computers both personal and business running at the upmost efficiency & capabilities. We welcome their recommendations, expertise & efforts when ever our equipment is in need of any of their services. I highly recommend Scott & his company for any computer services you may require."

- Stephanie Pintado, President, Seminole Printing, Inc.

"Our company from the very beginning used Nerds Support, Inc. for all of our IT and communications support. During those years our company has grown considerably as have our IT needs and their complexity. All the while we have been able to count on Nerds Support for excellent service and timely action on even the most complicated issues. The confidence we have in their service allows us as a small to medium size company to concentrate on our core activities and to take care of business rather than to be side-tracked on IT issues."

- Winslow Wise, Managing Director, CAME Americas Automation

"Our company has been using Nerds Support for 8 years now and has always been satisfied with their service. Their knowledgeable staff understands the urgency needed when IT problems arise and do their best to minimize downtime. They are the only company we trust to handle our information and equipment."

- Dan Daddio, President, 3-D Flowers, Inc.

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