



# UNDERSTANDING CLOUD SERVICES



# Understanding the **Cloud** Agenda

1. The **Cloud** is a often used marketing term
2. The **Cloud** is a very broad term
3. The **Cloud** has the potential to save your company money
4. The **Cloud** will change your hardware setup
5. The **Cloud** has risks which require different questions when vetting service providers

After presentation we will go through a case study then the workshop

# Case Study of Software Selection Project

1. Gather business requirements
2. Structure the software evaluation
3. Measure the software against the business requirements
4. Understand the feature vs. cost trade-offs
5. Plan for demo and test cases
6. Pick a software

# Workshop to Evaluate Cloud Software

- Volunteer(you!!) one participant will be asked to share a cloud software selection question
- Gather business requirements as a group
- Brainstorm ways to find software
- Evaluation of software title against the business requirements
- Additional volunteers(you!!) we will repeat the process with additional volunteers

# 1. The **Cloud** is an Often Used Marketing Term

- **Cloud** software is marketed as a turn-key solution that requires little upfront investment, an easy onramp to acquiring new software
- **Cloud** software is sometimes called Software as a Service (SaaS)
- Software in the **Cloud** includes everything that you would traditionally need to run your software onsite including:
  - hardware (like servers, storage, and network devices)
  - software licenses
  - IT professionals to manage and support the technology
- You pay for **Cloud** software monthly and usually by user

## 2. The **Cloud** is a very broad term

- Software in the **Cloud** includes everything that you would traditionally need to run your software, so this term is applied very broadly
- Some common types of **cloud** software are:
  - Data storage and backup
  - Email services
  - Financial, budgeting, and accounting
  - Project management, task tracking, and productivity

## 2. Examples of **Cloud** storage and backups

- **Cloud** storage and backup applications copy data on your computer to a remote server over the Internet
- The important thing to remember here is that the **cloud** service provider has a copy of your data
- Copying data out is quick and easy to setup, but it also important to test recovery times



Dropbox



Google Drive



SugarSync



## 2. Examples of Cloud email providers

- Cloud email providers can range from traditional web based email like Hotmail, Yahoo, and Gmail to hosted Microsoft Exchange providers like Intermedia and Microsoft Office 365



Gmail ▾



## 2. Examples of **Cloud** financial software

- **Cloud** financial software providers range from personal budgeting to bookkeeping and accounting to time tracking and invoicing
  - Personal budgeting applications
    - CreditKarma, Mint, Quizzle
  - Bookkeeping and accounting programs
    - QuickBooks Online, Xero, Sage, Zoho Books, Wave
  - Time tracking and invoicing applications
    - Harvest, CurdBee, Invoicera, Nutcache, Paymo, Zoho Invoice, Ronin, Invoiceable

## 2. Examples of **Cloud** project and productivity software

- **Cloud** based project management software
  - SharePoint (provided through Office365)
  - BaseCamp
  - Huddle
  - Wrike
  - ProjectPlace
  - Zoho Projects
- **Cloud** based task tracking and productivity
  - Trello
  - Wunderlist
  - Producteev
  - Cloud Checklist
  - DropTask

# 3. The **Cloud** Has the Potential to Save Your Company Money

- Software in the **Cloud** includes everything that you would traditionally need to run your software onsite including
- You can save on
  - upfront hardware costs like servers, storage, and network devices
  - software licenses
  - yearly renewable costs like SPAM and antivirus filtering
  - IT professionals to manage and support the technology
- Because you pay monthly by user you can scale up or down as your workforce changes
- Sample case study ->

# 3. The Cloud Has the Potential to Save Your Company Money – Hosted Email Comparison

Item	Quantity	Cost	Total
Server	1	\$ 3,500.00	\$ 3,500.00
Exchange Server Software	1	\$ 670.00	\$ 2,790.00
Exchange CAL	20	\$ 75.00	\$ 1,500.00
Symantec Antivirus / Anti-SPAM	20	\$ 40.00	\$ 800.00
Backup Disks	1	\$ 1,500.00	\$ 1,500.00
Backup Software	1	\$ 950.00	\$ 950.00
System Administrator	1	\$ 10,000.00	\$ 10,000.00
			\$ <b>21,040.00</b>

Item	Quantity	Cost	Total
Symantec Antivirus / Anti-SPAM	20	\$ 20.00	\$ 400.00
Backup Software Maintenance	1	\$ 300.00	\$ 300.00
System Administrator	1	\$ 10,000.00	\$ 10,000.00
			\$ <b>10,700.00</b>

Year One Cost / Mailbox / Month	\$ 87.67
Other Year Cost / Mailbox / Month	\$ 44.58

vs

**\$12.00 - \$15.00 / mailbox**

# 4. The **Cloud** Will Change Your Hardware Setup

Right now your technology lives in a place where you can see it, touch it, and control it.

Moving to the **Cloud** your technology will be replaced with one that only the vendor can see, touch, and control.

By selecting the right provider you can leverage enterprise class technology that is cost prohibitively expensive for a small to medium sized business.

- Fast, reliable, and diverse paths to the Internet
- Multiple locations with separate copies “live” data
- Clustered servers with automatic recovery failover on hardware failure

# 5. The **Cloud** Has Risks Which Require Different Questions When Vetting Service Providers

- Some vendors say things like the **Cloud** is “hardware-less” or that the cloud has “no hardware”... this is wholly inaccurate and a red flag to proceed with caution!
- To properly assess the risk of a provider, you’ll need to ask questions about the technology
  - Data protection
  - Software availability
  - Response times
  - Regulation and compliance
  - Moving data in and out of the **Cloud**

# Understanding the **Cloud** Wrap Up

## 1. The **Cloud** is a often used marketing term

TAKEAWAY: The cloud is just a marketing term. There is still hardware, software, and people that manage that. It's just not your location or your staff.

## 2. The **Cloud** is a broad term

TAKEAWAY: The cloud is just a marketing term. There is still hardware, software, and people that manage that. It's just not your location or your staff.

## 3. The **Cloud** has the potential to save your company money

TAKEAWAY: The cloud is flexible and has the ability to save your company money.

## 4. The **Cloud** will change your hardware setup

TAKEAWAY: Moving to the cloud means you will have less access to and control over you technology. Having vendor controlled technology could give small and medium sized businesses access to enterprise class technology.

## 5. The **Cloud** has risks which require different questions when vetting service providers

TAKEAWAY: You will need to ask questions about technology, policy, and processes to properly vet **Cloud** software providers.

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# Questions?

Erin Kelley, Owner  
Simply Smart Technology  
312-204-7320 x1  
[erin@simplysmarttech.com](mailto:erin@simplysmarttech.com)

