



Demystifying the Cloud

Agenda

- Warm up with group participation
- Introduction to someone special
- Definition of the cloud
- Separating the hype from the reality
- Real facts and stats about “Cloud” adoption
- How can cloud desktops make your business more
 - Productive
 - Secure
 - Cost effective
- Q&A



Warm Up Questions



- What are some of the common objections to cloud computing?
 - I don't want my business to be completely dependent on the internet. I don't want performance issues related to internet bandwidth.
 - I don't want my business data "out there."
 - I want my servers in my office where I can see them.



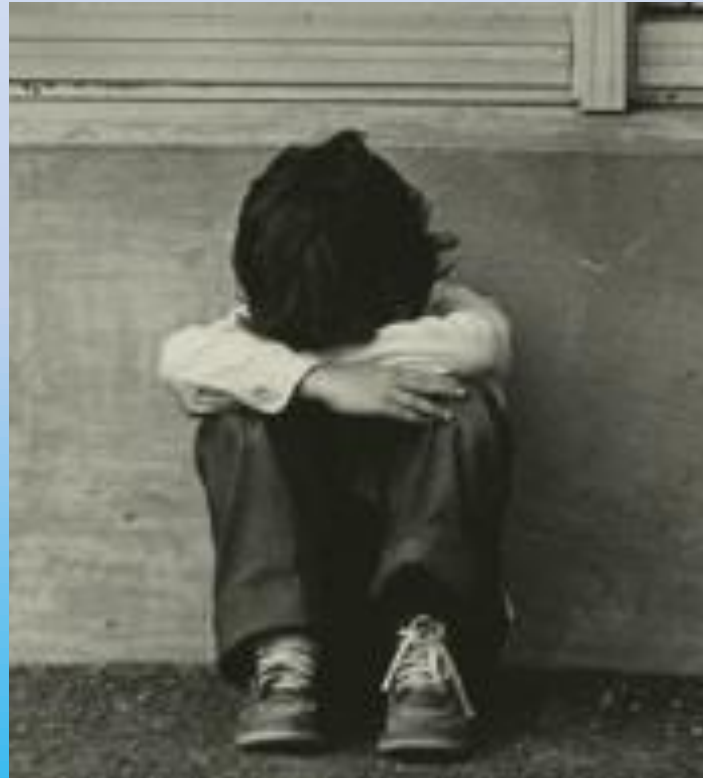
Special Introduction

I want to introduce you to someone special:



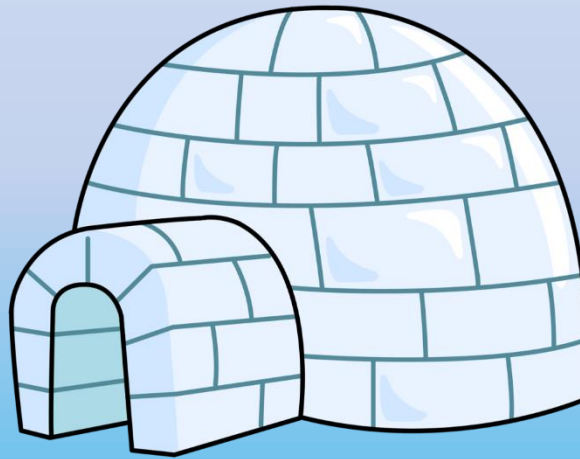
Special Introduction

I want to introduce you to someone special:



Special Introduction

I want to introduce you to someone special:



Special Introduction

I want to introduce you to someone special:



Special Introduction

I want to introduce you to someone special:



Meet Stanley



Stanley



Stanley...

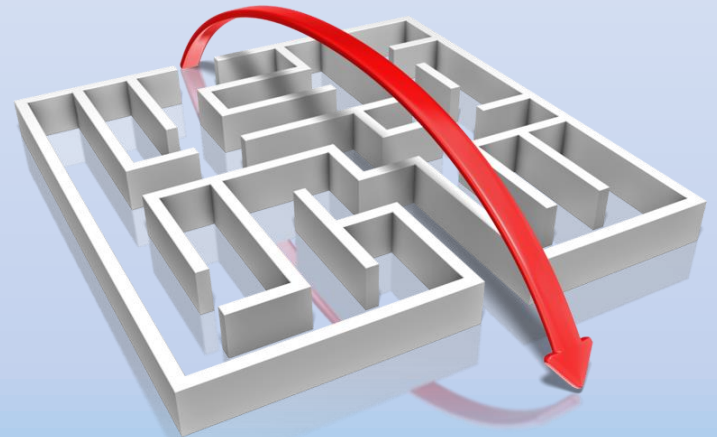
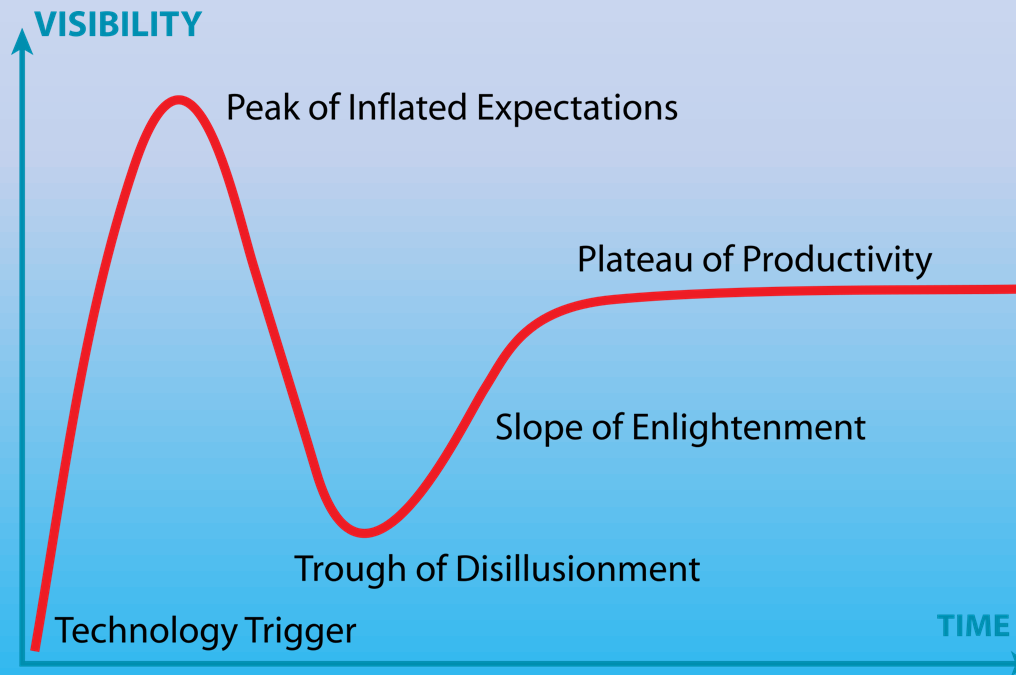


Stanley



Two Major Issues

To demystify the cloud, we need to tackle two major issues:



Definition of the Cloud

“Cloud Services are IT products, services and solutions delivered and consumed in real time over the Internet.”

- IDC

“ A style of computing where scalable and elastic IT-related capabilities are provided as a service to external customers using Internet Technologies.”

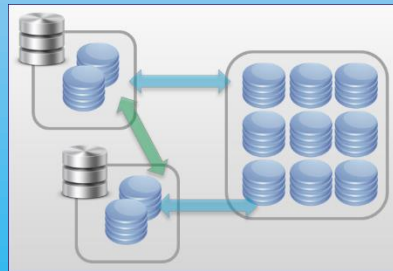
- Tiffani Bova, Gartner

“The same computing functions we have been doing for years, via a better distribution channel.”

- Jim Lippie

Separating the Hype from Reality

Remember hype of other movements?



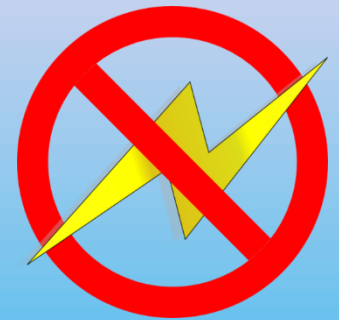
Cloud Facts and Stats

- According to Forrester, in 2012 the cloud services market was \$40B, but by 2016 it will be \$100B and \$131B in 2017 according to Gartner.
- The volume of digital content stored by cloud hosting providers in the Cloud will rise from 2.7 Zeta Bytes (1ZB = 1 billion terabytes) in 2012 to 8ZB by 2015.
- Some 60% of the IT respondents believe that their use of cloud services in their non-work related endeavors have greatly influenced their recommendations to adopt cloud computing at their workplace.
- 40% of employee owned devices are now used to access business applications (Forrester)
- 56% of US information workers spend more time out of the office (Forrester)



Cloud Desktops: More Productive

- Flexibility— work anywhere, anytime.
- More applications.
- Minimal downtime...
- Latest and greatest



Cloud Desktops: More Secure



VS



Cloud Desktops: More Secure

- Data Security— physical security and enforced document policies....stolen laptops?!?!?
- Disaster Recovery/Business Continuity....insurance to keep your company's future secure
- Keep core applications away from malware
- Compliance



Cloud Desktops: More Cost Effective

- All the infrastructure you need
- Redundant infrastructure
- with warm replication
- Lower end user device costs
- Never worry about upgrades or refreshes
- Opex vs Capex



Cloud Desktops: More Cost Effective

Total Cost of Ownership Comparison

Cost Totals	Upfront Cost	Monthly Cost	Total Year 1 Spend	Cost Per User, Per Month, Over 3 Yrs	Cost Per User, Per Month, Over 4 Yrs
Onsite Solution	\$27,000.00	\$2,004.51	\$51,054.12	\$229.54	\$213.92
Cloud Solution	\$900.00	\$2,334.00	\$28,908.00	\$196.58	\$196.06

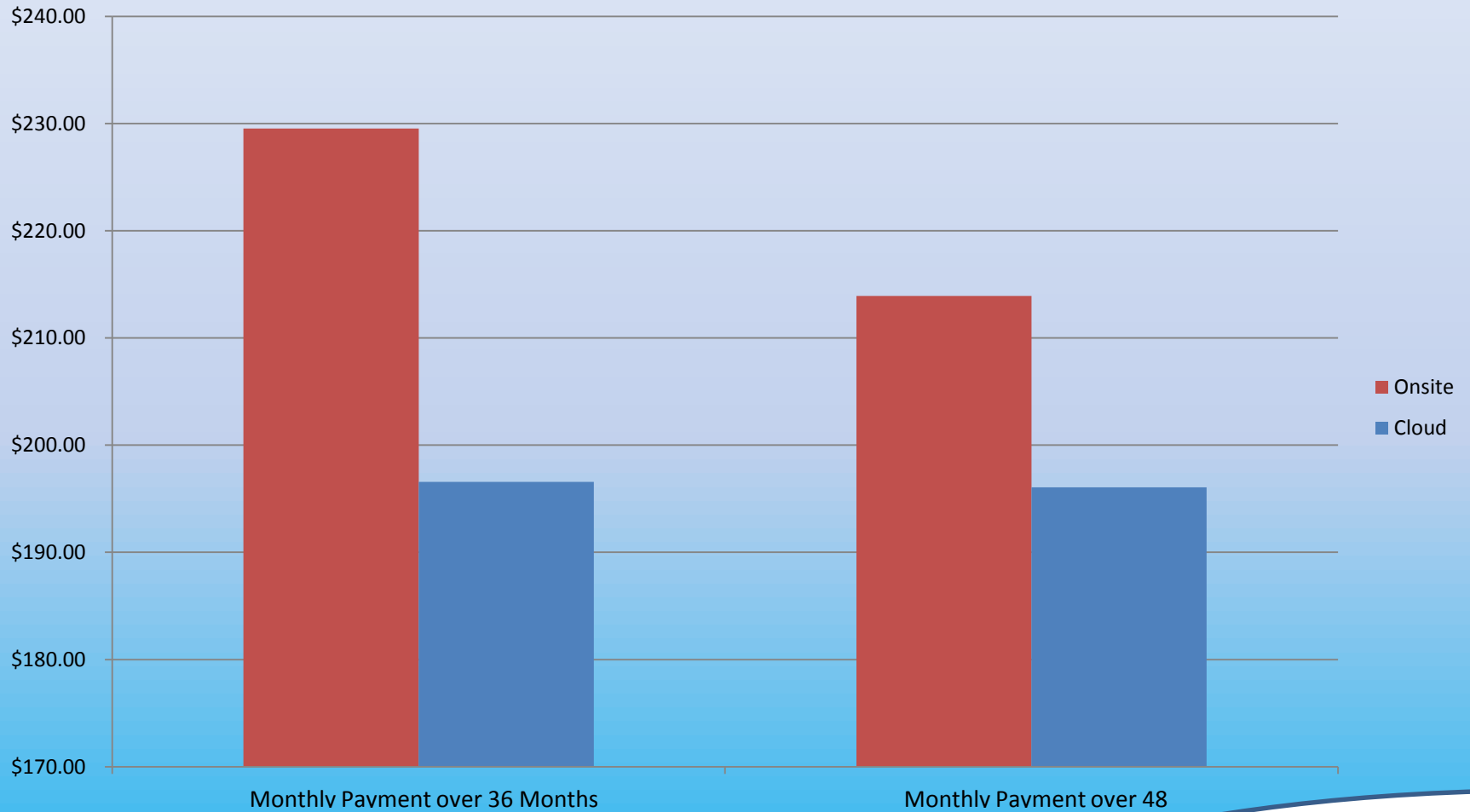
Costs Per Option

Onsite Solution	Onsite	Cloud
Server & Other Hardware	\$14,000.00	Included
Licensing (OS & CAL's)	\$7,000.00	Included
MS Office	Included	Included
Implementation	\$6,000.00	\$900.00
Annual Server Room Power Costs	\$1,014.12	Included
Monthly Ongoing Support	\$1,270.00	Included
Offsite Backup & DR	\$650.00	Included
Storage Costs	Included	\$30.00
Exchange Email Solution	Included	Included
Monthly Hosted Environment Cost	None	\$2,304.00

Assumptions

2 Servers
 150 GB of Data
 12 Computers
 \$0.15 Per kWh & 300W per Server
 \$0.15 Per kWh & 730W Cooling Running at 25%

Monthly Costs



Other Factors

<u>Factor</u>	<u>Cloud</u>	
	<u>On-Site</u>	<u>Workspace</u>
Accessible from Anywhere	Maybe	Yes
Subject to Facility Problems	Yes	No
Built-In Business Continuity	No	Yes
Scalable	No	Yes
Built-In Branch Office Support	No	Yes
Consistent Desktop Environment	No	Yes
Microsoft Office Built-In	No	Yes
Secure & Private	Maybe	Yes
Likelihood of Outage	Low-Medium	Very Low

A match made in “The Cloud”

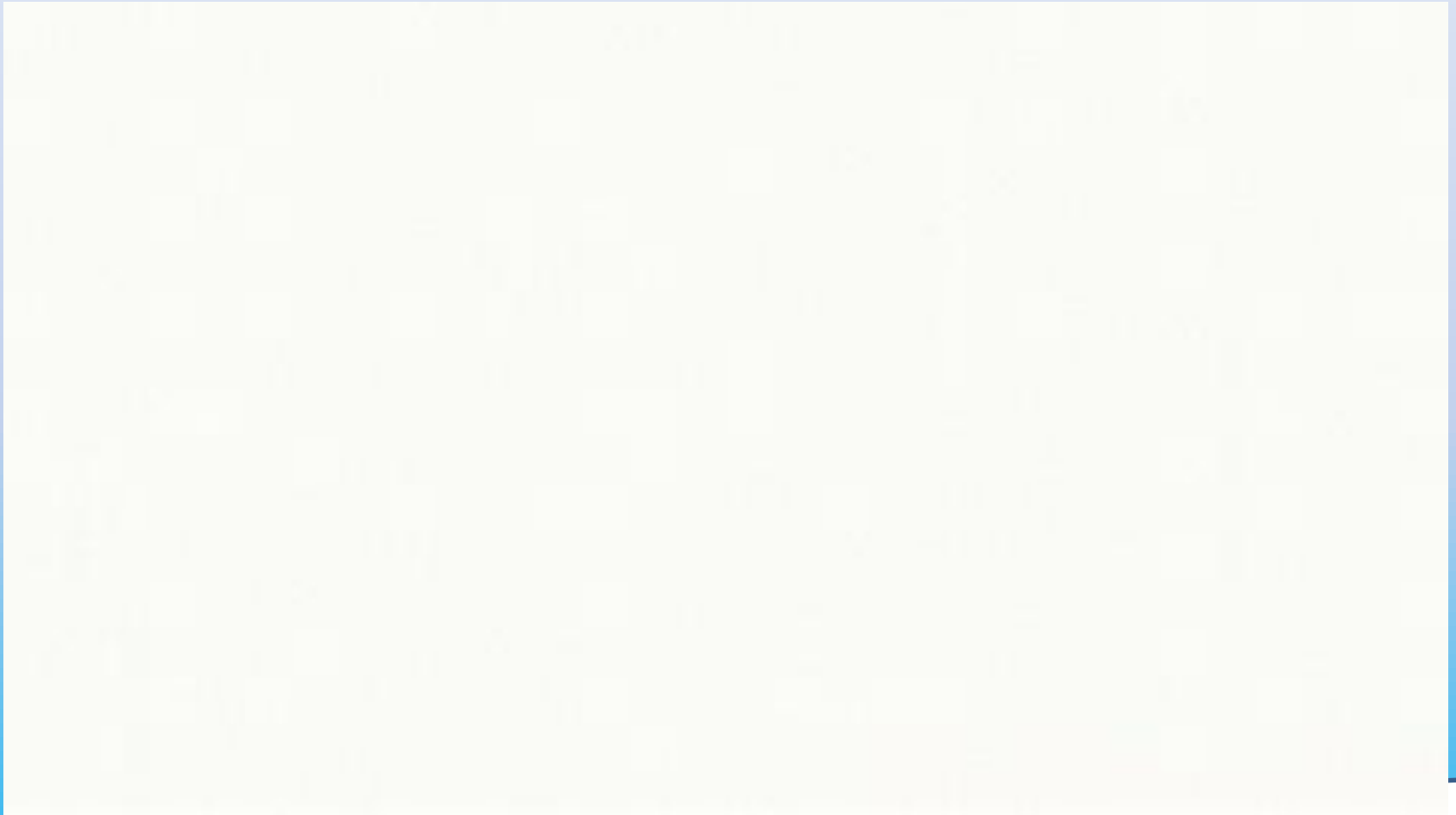
Atlantic/Tomorrow's Office:

- Regional Business Community
- Experience
- Outstanding Reputation

iIT:

- Pioneers
- Tried and true technology

Cloud Workspace: Rise Above



Q & A

Jim Lippie

Twitter: @jimlippie