

# Invaluable Cloud Report

“ 5 Critical Facts Every  
Business Executive Must  
Know Before Moving Their  
Network To The Cloud ”

*Discover What Most IT  
Consultants Don't Know Or  
Won't Tell You About Moving  
Your Company's Network  
To The Cloud*



**Greg Hanna**

[www.TOSS.com](http://www.TOSS.com)

## A Letter From The Author:

### Why Did We Create This Report And Who Should Read It



From The Desk of: Greg Hanna  
President & CEO, TOSS C<sup>3</sup>

Dear Colleague,

Undoubtedly you've heard all the commotion around cloud computing and how it's the "next big thing." **Yet, despite all the hype, no one really seems to understand what cloud computing is or how it can help your business.**

That's why we wanted to set the record straight and provide business owners and executives a simple, easy to read report that would explain what cloud computing is, how it can (possibly) help your business and if so, what you need to know in order to make good decisions about which vendor to choose.

Why "possibly," because cloud computing may NOT be a good fit for every company; and if you don't get all the facts or fully understand the pros and cons, you can end up making some VERY poor and expensive decisions that you'll deeply regret later.

That said, for some clients, cloud can actually lower their IT costs by 20% - 50%, greatly improve the ability for remote workers to connect and work, simplify their entire IT infrastructure and genuinely solve a number of technology problems that they've been trying to work around for years.

So which are you? By the end of this report you'll know, or at least have a much better understanding. Of course, we are always available as a resource for a second opinion or quick question, so please feel free to contact my office directly if we can clarify any points made in this report or answer any questions you have.

Dedicated to serving you,



Greg Hanna  
President & CEO  
TOSS C<sup>3</sup>

## About The Author

*As President & CEO of TOSS C<sup>3</sup>, Mr. Hanna has over 26 years of experience in the IT industry. Being a visionary and on the leading edge of technology, Greg commands a broad and deep skill-set in both business and technology. An expert in cloud delivered services, Disaster Avoidance and Business Continuity, Mr. Hanna is published in numerous industry journals and magazines such as, Strategic Finance, New York Law Journal, Law Technology News, and National Law Journal throughout North America and continues to author white-papers and articles on Cloud Computing, Disaster Avoidance Planning, and Regulatory Compliance.*

## About The Company

*TOSS C<sup>3</sup> has been delivering cloud based technologies and services since 1999, then known as ASP and MSP. Our Cloud philosophy is, clients are putting their critical IT functions in our hands, therefore we must deliver a superior client experience by guaranteeing speed, reliability, security, and support.*

*Founded in 1985 as a software development and network implementation company, TOSS C<sup>3</sup>'s ongoing mission is to deliver the fastest and most reliable cloud solutions in the industry. What drives our executive team is the constant and never ending fine-tuning to make TOSS C<sup>3</sup>'s cloud as reliable and dependable as a paper and pencil. After all, TOSS C<sup>3</sup> is in the IT business and our clients are not, so we merely provide the technological means which allow our clients to focus on their business and be the best in their industry.*

*Some of our client portfolio includes: Marathon Oil, Michael J. Fox Foundation, Intel Corporation, Patton Boggs, Casner and Edwards, Duane Morris, Mount Auburn Hospital, Newton Wellesley Hospital, and the City of Revere.*

## Our Value To Your Business

*TOSS C<sup>3</sup> is the #1 Fastest, Most Reliable, and Secure way for businesses to eliminate 99% of their IT-related problems [downtime, system crashes, slowness, data loss] and other annoying technical issues, while:*

- *Giving their employees access to their desktops, applications, email, and data from any device, anywhere, at any time.*
- *Getting the best friendly technical expertise and support, quickly.*
- *Saving up to 50% on hardware, software, and IT services.*

## 5 Critical Facts You Must Know Before Moving To The Cloud

In this report I'm going to talk about **5 very important facts you need to know before considering cloud computing for your company.**

1. What cloud computing is.
2. The pros AND cons of this new technology.
3. The various types of cloud computing options you have (there is more than just one).
4. Answers to important, frequently asked questions you need to know.
5. What questions you need to ask your IT pro before letting them "sell" you on moving all or part of your network and applications to the cloud.

I've also included some actual case studies from other businesses that have moved to cloud computing, along with several sample cost comparison chart so you can see the impact this new technology can have on your business and IT budget.

At the end of this report there is an invitation for you to request a **Free Cloud Readiness Assessment** to determine if cloud computing is right for your particular business. I encourage you to take advantage of this before making any decisions. The assessment takes a focused look at the functionality and costs for you as a business and provides you with the specific information you need (not hype) to make the best decision about this new technology.

### What Is Cloud Computing?

Wikipedia defines cloud computing as, "The use and access of multiple server-based computational resources via a digital network (WAN, Internet connection using the World Wide Web, etc)."

#### **But what does *that* mean?**

The easiest way to not only understand what cloud computing is but also gain insight into why it's gaining in popularity, is to compare it to the evolution of public utilities. For example, let's look at the evolution of electricity.

Back in the industrial age, factories had to produce their own power in order to run machines that produced the hard goods they manufactured. Be it textiles or railroad spikes, using machines gave these companies enormous competitive advantages by producing more goods with fewer workers and in less time. For many years, the production of power was every bit as important to their company's success as the skill of their workers and quality of their products.

**Unfortunately, this put factories into TWO businesses:** the business of producing their goods and the business of producing power. Then the concept of delivering power (electricity) as a utility was introduced by Thomas Edison when he developed a commercial-grade replacement for gas lighting and heating using centrally generated and distributed electricity. From there, as they say, the rest is history.

The concept of electric current being generated in central power plants and delivered to factories as a utility caught on quickly. This meant manufacturers no longer had to be in the business of producing their own power. **In fact, in a very short period of time, it became a competitive necessity for factories to take advantage of the lower cost option being offered by public utilities.** Almost overnight, thousands of steam engines and electric generators were rendered obsolete and left to rust next to the factories they used to power.

What made this possible was a series of inventions and scientific breakthroughs – but what drove the demand was pure economics. Utility companies were able to leverage economies of scale that single manufacturing plants simply couldn't match in output or in price. In fact, the price of power dropped so significantly that it quickly became affordable for not only factories but every single household in the country.

Today, we are in a similar transformation following a similar course. The only difference is that instead of cheap and plentiful electricity, advancements in technology and Internet connectivity are driving down the costs of computing power. With cloud computing, businesses can pay for “computing power” like a utility without having the exorbitant costs of installing, hosting, maintaining, upgrading, and supporting it.

In fact, you are probably already experiencing the benefits of cloud computing in some way but hadn't realized it. Below are a number of cloud computing applications, also called SaaS or “software as a service,” you might be using:

- Gmail, Hotmail or other free e-mail accounts
- Facebook
- NetSuite, Salesforce
- Constant Contact, Exact Target, Aweber or other e-mail broadcasting services
- Zoomerang, SurveyMonkey and other survey tools
- LinkedIn
- Twitter
- All things Google (search, AdWords, maps, etc.)
- iCloud, DropBox, EverNote and other storage services

If you think about it, almost every single application you use today can be (or already is) being put “in the cloud” where you can access it and pay for it via your browser for a monthly fee or utility pricing. You don't purchase and install software but instead access it via an Internet browser.

## What About Office 365 And Google Apps?

Office 365 and Google Apps are perfect examples of the cloud computing trend. For an inexpensive monthly fee, you can get full access and use of Office applications that used to cost a few hundred dollars or more to purchase. Additionally, since these apps are being powered by the cloud provider, you don't need an expensive desktop with lots of power to use them – just a simple Internet connection will do on a laptop, desktop, tablet, or mobile device.

Of course, these aren't great options for all businesses. Google Apps doesn't integrate with many line-of-business applications, which presents a deal breaker for using this service. For example, if you like using Microsoft's Excel or Word to pull reports or create documents from your line of business application, you might not be able to do that with Google Apps. Gmail, Google's answer to Microsoft's Exchange server and Outlook combination, is very free-form and open. Many of our clients who have tried Gmail quickly become frustrated and request to return to Outlook.

Microsoft's Office 365 is a great platform for some companies and due to key limitations, make it a poor choice for many businesses, not to mention that customers get near-zero help desk support. The limitations pop-up quickly once you need to implement a non-Microsoft technology with your "servers" in the Office 365 Cloud. For example, if you have a line of business application such as QuickBooks or Autonomy which require fast access to your servers, Microsoft is not going to install a dedicated custom system for you or anyone else, since it does not fit their "cookie cutter model." If something goes wrong, there isn't a customer service help desk that offers immediate support or assistance. But again, it's a perfect example of where the industry is headed to anticipate the needs for cloud computing.

Here's an interesting set of questions to ponder while considering these or any cloud based solution. Where will my data reside? How many copies of my data will be out in the cloud? Who will have physical access to my data? Who is responsible for backing up my data and how will I recover it when necessary? If I decide to switch providers, how will my data be properly destroyed along with all copies, and what guarantee will I have that my data was properly destroyed?

## Pros And Cons Of Moving To The Cloud

As you read this section, keep in mind there is no "perfect" solution. All options – be it an in-house network or a cloud solution – have both upsides and downsides. Your selection has to be determined on a case-by-case scenario before you can come to a complete conclusion on which option will work best for you. (Warning: Do not let a cloud expert tell you there is only "one way" of doing something.) Some companies end up with a **hybrid solution** where some of their applications are in the cloud and some are still hosted and maintained from an in-house system. We'll discuss more of this in a later section. Here are the general pros and cons of cloud computing:

## Pros Of Cloud Computing:

- **Lowered IT costs.** This is probably the single most compelling reason why companies choose to move their network (all or in part) to the cloud. You'll save money on software licenses, hardware (servers, laptops, and workstations) as well as on IT support and upgrades. In fact, we save our clients an average of 20% to 50% when we move some or all of their network functionality to the cloud.

**So if you hate constantly writing big, fat checks for IT upgrades,** you'll really want to look into cloud computing. Later in this report, are examples of how we've done this for other clients and what the savings have been.

- **Ability to access your desktop and/or applications from anywhere on any device.** If you travel a lot, have remote workers or prefer to use an iPad while traveling, a laptop at your house, and a PC from the office, then cloud computing will give you the ability to work from any of these devices. This benefit of work any time, from anywhere, on any device, consistently ranks as a top 3 benefit from all client and market surveys TOSS C<sup>3</sup> conducts.
- **Disaster recovery and backup are automated.** The servers in your office are extremely vulnerable to a number of threats including viruses, human error, hardware failure, software corruption, power outage, and, of course, physical damage due to a fire, flood or other natural disaster. If your servers were in the cloud and your office was reduced to a pile of rubble, you could purchase a new laptop and be back up and running immediately. This would NOT be the case if you had a traditional in-house network and were using tape drives, CDs, USB drives, online backup services, or standard disk to disk devices to back up your system.

Synonymous to a public utility, cloud platforms are far more robust and secure than your average business network, because they utilize economies of scale to invest heavily into security, redundancy, and failover systems making them far less likely to go down. This in itself is a budget saver. The dollars being spent now on backup services, tapes, and the cost of downtime when a recovery is required, are all returned back to the bottom-line.

- **It's faster, cheaper, and easier to set up new employees.** If you have a seasonal workforce or a lot of turnover, cloud computing will not only lower your costs of setting up new accounts, but it will make it infinitely faster. *"TOSS C<sup>3</sup> currently provides cloud IT for a local firm that brings on an average of 10 extra summer interns in May through August. If they had a traditional network setup, they would have to purchase expensive PCs and software licenses for these temporary workers and then pay to maintain and upgrade them throughout the year. Using cloud computing, these interns use their own laptops and log into the network securely. The firm ONLY pays*

*for those workers' licenses during the time when they are interning, just like a utility. When September comes around, they no longer pay for those licenses and support. Using this model saves them approximately \$27,000 a year in hardware, software and IT services."*

- **You use it without having to “own” it.** More specifically, you don't own the *responsibility* of having to install, update, and maintain the infrastructure. Think of it similar to living in a condo where someone else takes care of the building maintenance, repairing the roof, and mowing the lawn, but you still have the only key to your section of the building and use of all the facilities. This is particularly attractive for companies who are new, expanding, or facing a major IT upgrade, and don't want the heavy outlay of cash for purchasing and supporting an expensive computer network. Simply put, IT as a Utility®, takes the variable Capital (CAPEX), Operating (OPEX), and Human Resource expenses you are pouring into IT, off of your income statement and balance sheet and replaces them with a predictable and scalable single line-item under your monthly utility (IT) expenses.
- **It's a “greener” technology that will save on power and your electric bill.** For some smaller companies, the power savings will be too small to measure. However, for larger companies with multiple servers who are cooling a hot server room and keeping their servers running 24/7/365, the savings are considerable. *One of our clients had 4 cabinets of servers and storage costing them \$4,700.00 on average per month for power and cooling, which was eliminated when they moved to the cloud.*
- **It's an “offsite” system that will save on real-estate costs.** Real-estate is expensive and with the economy turning around, the cost per square foot won't be coming down any time soon. Smaller companies can reclaim the server room and put it to better use while larger companies can reclaim large areas or an entire floor, not to mention the expensive rent being spent on co-location facilities and other redundant offsite locations and data centers.

## Cons Of Cloud Computing:

- **The Internet going down.** While you can mitigate this risk by using a commercial grade Internet connection and maintaining a secondary backup connection, there is a chance that you'll lose Internet connectivity, making it difficult to work from the office. You'll find more information about this under the “FAQ's About Security, Where Your Data Is Held And Internet Connectivity” later on in this report.
- **Data security.** Many people don't feel comfortable having their data in some offsite location. This is a valid concern and before you choose any cloud provider, you need to find out more information about where they are storing your data, how it's encrypted, who has access to it, and how you can get it back. You'll find more information about this under the “What To Look For When Hiring a Cloud Integrator” later on in this document.

- **Certain line-of-business applications won't work in the cloud.** For example AutoCAD and 3D-rendering, some lab equipment and manufacturing systems that need a rapid high-speed interface between software and machinery. In Google or Office 365's cloud, in fact, no line of business application will work that is not part of their cloud offering.
- **Compliance Issues.** There are a number of laws and regulations such as Gramm-Leach-Bliley, Sarbanes-Oxley, and HIPAA that require companies to control and protect their data and certify that they have knowledge and control over who can access the data, who sees it and how, and where it is stored. In a public cloud environment, this can be a problem. Many cloud providers won't tell you specifically where your data is stored. In fact, Office 365 and Google truly have no knowledge of where your data is, physically.

Most cloud providers have certifications which require them to be able to describe exactly what is happening in their environment, how and where the data comes in, what the provider does with it, and what controls are in place over the access to and processing of the data. As the business owner, it's YOUR neck on the line if the data is compromised, so it's very important that you ask for some type of validation that they are meeting the various compliance regulations on an ongoing basis.

Some key questions you'll want to know the answers to are: Where is the data located? Who has access to it? How is the data being stored in production and in DR? Is the data encrypted in-flight and at rest?

- **Intimate knowledge of your system for support.** When everything's working, the cloud is great. What happens when you can't access an application or your data? 24/7/365 support from knowledgeable engineers who know your company and your system is crucial. Nothing can be more frustrating than getting an overseas level-1 support tech who's reading from a prompter, following a generic script, and wasting your time and money.

## **Complete Cloud Verses A Traditional Onsite Network: A Comparison Of Costs**

As previously mentioned, each client has a slightly unique set of circumstances and requirements that will factor into the cost savings and benefits. So, in order to give you an idea of what you can save when moving your network to the cloud, we've put together a few commonly found business scenarios and the associated savings obtained with cloud computing solutions from TOSS C3.

Please note, the following are using our CloudExchange service. Additionally, we've shown the ROI over a 4 year and a 6 year period since the normal span of time when all workstations and servers need to be replaced and software upgraded falls in either a 3 year or 5 year life-cycle. For example, if your company follows a 3 year system refresh cycle, then you will have a major capital expense at the project onset, (year 0), and in year 4. To follow, if a 5 year system refresh cycle is in place, then your major capital expense will be in years 0 and 6. This model emphasizes the fact that you don't have to purchase new hardware as often, which is a huge cost savings when moving to the cloud.



## Full Cloud – IT as a Utility® vs. Onsite IT Infrastructure – 15 Users

**Example 1:** This is a professional services firm that has 15 employees all using Microsoft Office. Other applications being used include QuickBooks, Microsoft Exchange, SharePoint, and Goldmine.

Item	Unit Price	Onsite Network Cost Over 4 Years	Full Cloud Cost Over 4 Years	Onsite Network Cost Over 6 Years	Full Cloud Cost Over 6 Years
<b>Hardware</b>					
Exchange Server	4,500.00	9,000.00		9,000.00	
SQL and AD Server	4,500.00	9,000.00		9,000.00	
File and Print Server	3,500.00	7,000.00		7,000.00	
Workstations (15) with Installation	1,377.00	41,310.00		41,310.00	
Backup Device	1,999.00	3,998.00		3,998.00	
SAN Infrastructure		-		-	
Storage Array(s)		-		-	
Other devices		-		-	
<b>Software</b>					
Windows Server 2008 R2/2012 OLP	2,157.00	4,314.00		4,314.00	
Windows Server 2008 R2/2012 CALs	33.00	990.00		990.00	
Windows Exchange Server Std 2013 OLP	708.00	1,416.00		1,416.00	
Windows Exchange Server Std 2013 CALs	78.00	2,340.00		2,340.00	
Windows SQL Server Std 2012 OLP	898.00	1,796.00		1,796.00	
Windows SQL Server Std 2012 CALs	209.00	6,270.00		6,270.00	
MS Office Std 2013 OLP CALs	373.00	11,190.00		11,190.00	
MS SharePoint Server 2013 Std OLP	6,978.00	13,956.00		13,956.00	
MS SharePoint Server 2013 Std CALs	109.00	3,270.00		3,270.00	
Remote Access	2,500.00	5,000.00		5,000.00	
VMware Software	-	-		-	
Citrix Software	-	-		-	
TOSS C3's IT as a Utility®	229.99		\$ 165,592.80	-	\$ 248,389.20
<b>Other Costs</b>					
Internet Connection - Monthly	299.99	14,399.52	\$ 14,399.52	21,599.28	\$ 21,599.28
Firewall and Maintenance	1,799.00	3,598.00		3,598.00	
Antivirus Renewal-PCs & Servers - Monthly	119.99	5,759.28		8,638.92	
Anti-Spam Service - Monthly	30.00	1,440.00		2,160.00	
Backup Service - Monthly	79.00	3,792.00		5,688.00	
Other Backup Media - Monthly	25.00	2,400.00		3,600.00	
Real Estate Savings - Monthly	56.67	2,720.00		4,080.00	
Electricity Savings - Monthly	15.00	720.00		1,080.00	
Data Storage Maintenance	-	-		-	
<b>Labor &amp; Service Costs</b>					
New System Setup & Migration	7,500.00	15,000.00		15,000.00	
Outsourced IT Support - Monthly	2,025.00	97,200.00		145,800.00	
Outsourced System Monitoring - Monthly	597.00	28,656.00		42,984.00	
Internal IT support costs - Monthly	628.33	30,160.00		45,240.00	
Cloud Conversion for 15 users	499.00		7,485.00		
<b>Total Costs</b>		\$ 326,694.80	\$ 187,477.32	\$ 420,318.20	\$ 269,988.48
<b>Savings:</b>		\$	\$ 139,217.48	\$	\$ 150,329.72

As you can see, the cost savings are often compelling enough for business owners to overlook the perceived risks of cloud computing; and when carefully planned, those risks of downtime and security are greatly minimized. In fact, our average small business client saves between \$100,000 and \$150,000 dollars when they move to our cloud and experience LESS downtime, problems and system crashes than they did with their in-house network.



## Full Cloud – IT as a Utility® vs. Onsite IT Infrastructure – 50 Users

**Example 2:** This is a professional services firm that has 50 employees all using Microsoft Office. Other applications being used include Microsoft Dynamics Accounting, Microsoft Exchange, SharePoint, and Microsoft Dynamics CRM.

Item	Unit Price	Onsite Network Cost Over 4 Years	Full Cloud Cost Over 4 Years	Onsite Network Cost Over 6 Years	Full Cloud Cost Over 6 Years
<b>Hardware</b>					
Vmware Hosts [nodes 1 & 2]	19,400.00	38,800.00		38,800.00	
AD Server	4,500.00	9,000.00		9,000.00	
Workstations (50) with Installation	1,377.00	137,700.00		137,700.00	
Backup Device	1,999.00	3,998.00		3,998.00	
SAN Infrastructure	15,000.00	30,000.00		30,000.00	
Storage Array(s)	39,000.00	78,000.00		78,000.00	
Other devices [UPS, KVM, Env. Control]	9,000.00	18,000.00		18,000.00	
<b>Software</b>					
Windows Server 2008 R2/2012 OLP	2,157.00	4,314.00		4,314.00	
Windows Server 2008 R2/2012 CALs	33.00	3,300.00		3,300.00	
Windows Exchange Server Std 2013 OLP	708.00	1,416.00		1,416.00	
Windows Exchange Server Std 2013 CALs	78.00	7,800.00		7,800.00	
Windows SQL Server Std 2012 OLP	898.00	1,796.00		1,796.00	
Windows SQL Server Std 2012 CALs	209.00	20,900.00		20,900.00	
MS Office Std 2013 OLP CALs	373.00	37,300.00		37,300.00	
MS SharePoint Server 2013 Std OLP	6,978.00	13,956.00		13,956.00	
MS SharePoint Server 2013 Std CALs	109.00	10,900.00		10,900.00	
Remote Access	2,500.00	5,000.00		5,000.00	
VMware Software	10,500.00	16,497.00		28,000.00	
Citrix Software	9,950.00	15,947.00		19,945.00	
TOSS C3's IT as a Utility®	219.99		\$ 527,976.00	-	\$ 791,964.00
<b>Other Costs</b>					
Internet Connection - Monthly	599.00	28,752.00	\$ 28,752.00	43,128.00	\$ 43,128.00
Firewall and Maintenance	2,499.00	4,998.00		4,998.00	
Antivirus Renewal-PCs & Servers - Monthly	353.29	16,957.88		25,436.82	
Anti-Spam Service - Monthly	100.00	4,800.00		7,200.00	
Backup Service - Monthly	99.00	4,752.00		7,128.00	
Other Backup Media - Monthly	25.00	2,400.00		3,600.00	
Real Estate Savings - Monthly	56.67	2,720.00		4,080.00	
Electricity Savings - Monthly	20.83	1,000.00		1,500.00	
Data Storage Maintenance	7,500.00	15,000.00		15,000.00	
<b>Labor &amp; Service Costs</b>					
New System Setup & Migration	25,000.00	50,000.00		50,000.00	
Outsourced IT Support - Monthly	6,750.00	324,000.00		486,000.00	
Outsourced System Monitoring - Monthly	597.00	28,656.00		42,984.00	
Internal IT support costs - Monthly	1,256.67	60,320.00		90,480.00	
Cloud Conversion for 50 users	499.00		24,950.00		
<b>Total Costs</b>		\$ 998,979.88	\$ 581,678.00	\$ 1,251,659.82	\$ 835,092.00
<b>Savings:</b>			\$ 417,301.88	\$	\$ 416,567.82

As you can see, the cost savings are often compelling enough for business owners to overlook the perceived risks of cloud computing; and when carefully planned, those risks of downtime and security are greatly minimized. In fact, our average mid-sized client saves between \$350,000 and \$400,000 dollars when they move to our cloud and experience LESS downtime, problems and system crashes than they did with their in-house network.



## Full Cloud – IT as a Utility® vs. Onsite IT Infrastructure – 500 Users

**Example 3:** This is a professional services firm that has 500 employees all using Microsoft Office. Other applications being used include EHR/EMR, Medical Imaging, Microsoft Exchange, SharePoint, and Document Management.

Item	Unit Price	Onsite Network Cost Over 4 Years	Full Cloud Cost Over 4 Years	Onsite Network Cost Over 6 Years	Full Cloud Cost Over 6 Years
<b>Hardware</b>					
AD Server	3,500.00	7,000.00		7,000.00	
Vmware Hosts [nodes 1 & 2]	19,400.00	38,800.00		38,800.00	
Vmware Hosts [nodes 3 & 4]	19,400.00	38,800.00		38,800.00	
Vmware Hosts [nodes 5 & 6]	19,400.00	38,800.00		38,800.00	
Workstations (500) with Installation	1,377.00	1,377,000.00		1,377,000.00	
Backup Device	19,000.00	38,000.00		38,000.00	
SAN Infrastructure	115,000.00	230,000.00		230,000.00	
Storage Array(s)	147,000.00	294,000.00		294,000.00	
Other devices [UPS, KVM, Env. Control]	15,000.00	30,000.00		30,000.00	
<b>Software</b>					
Windows Server 2008 R2/2012 OLP	5,033.00	10,066.00		10,066.00	
Windows Server 2008 R2/2012 CALs	33.00	33,000.00		33,000.00	
Windows Exchange Server Std 2013 OLP	708.00	1,416.00		1,416.00	
Windows Exchange Server Std 2013 CALs	78.00	78,000.00		78,000.00	
Windows SQL Server Std 2012 OLP	898.00	1,796.00		1,796.00	
Windows SQL Server Std 2012 CALs	209.00	209,000.00		209,000.00	
MS Office Std 2013 OLP CALs	373.00	373,000.00		373,000.00	
MS SharePoint Server 2013 Std OLP	6,978.00	13,956.00		13,956.00	
MS SharePoint Server 2013 Std CALs	109.00	109,000.00		109,000.00	
Remote Access [RSA]	162,000.00	324,000.00		324,000.00	
VMware Software	23,400.00	47,388.00		93,400.00	
Citrix Software	87,000.00	110,988.00		126,980.00	
TOSS C3's IT as a Utility®	129.99		\$ 3,119,760.00	-	\$ 4,679,640.00
<b>Other Costs</b>					
Internet Connection - Monthly	2,500.00	120,000.00	\$ 120,000.00	180,000.00	\$ 180,000.00
Firewall and Maintenance	10,000.00	20,000.00		20,000.00	
Antivirus Renewal-PCs & Servers - Monthly	3,379.58	162,219.72		243,329.58	
Anti-Spam Service - Monthly	1,000.00	48,000.00		72,000.00	
Backup Service - Monthly	599.00	28,752.00		43,128.00	
Other Backup Media - Monthly	99.00	9,504.00		14,256.00	
Real Estate Savings - Monthly	208.33	10,000.00		15,000.00	
Electricity Savings - Monthly	125.00	6,000.00		9,000.00	
Data Storage Maintenance	15,000.00	30,000.00		30,000.00	
<b>Labor &amp; Service Costs</b>					
New System Setup & Migration	250,000.00	500,000.00		500,000.00	
Outsourced IT Support - Monthly	5,000.00	240,000.00		360,000.00	
Outsourced System Monitoring - Monthly	993.00	47,664.00		71,496.00	
Internal IT Staffing costs - Monthly	21,858.33	1,049,200.00		1,573,800.00	
Cloud Conversion for 500 users	499.00		249,500.00		
<b>Total Costs</b>		<b>\$ 5,675,349.72</b>	<b>\$ 3,489,260.00</b>	<b>\$ 6,598,023.58</b>	<b>\$ 4,859,640.00</b>
<b>Savings:</b>		<b>\$</b>	<b>2,186,089.72</b>	<b>\$</b>	<b>1,738,383.58</b>

As you can see, the cost savings are often compelling enough for business owners to overlook the risks of cloud computing; and if carefully planned, those risks of downtime and security are greatly minimized. In fact, our average larger mid-sized client saves between \$1,500,000 and \$2,000,000 dollars when they move to our cloud and experience LESS downtime, problems and system crashes than they did with their in-house network.

## **Cloud Email Only Verses An Onsite Email System: A Comparison Of Costs**

Industry and internal research shows that email is always ranked in the top 3 of critical production applications for most businesses. While reviewing the following examples, keep in mind that each client has a slightly unique set of circumstances and requirements that will factor into the cost savings and benefits. So, in order to give you an idea of what you can save when moving your email system to the cloud, we've put together a few commonly found business scenarios and the associated savings obtained with cloud email solutions from TOSS C3.

Please note, the following are using our CloudExchange service. Additionally, we've shown the ROI over a 4 year and a 6 year period since the normal span of time when all workstations and servers need to be replaced and software upgraded falls in either a 3 year or 5 year life-cycle. For example, if your company follows a 3 year system refresh cycle, then you will have a major capital expense at the project onset, (year 0), and in year 4. To follow, if a 5 year system refresh cycle is in place, then your major capital expense will be in years 0 and 6. This model emphasizes the fact that you don't have to purchase new hardware as often, which is a huge cost savings when moving to the cloud.



## Cloud Email – Cloud Exchange vs. Onsite Microsoft Exchange – 15 Users

**Example 4:** This is a professional services firm that has 15 employees using Microsoft Exchange.

Item	Unit Price	Onsite Network Cost Over 4 Years	Full Cloud Cost Over 4 Years	Onsite Network Cost Over 6 Years	Full Cloud Cost Over 6 Years
<b>Hardware</b>					
Exchange Server	5,500.00	11,000.00		11,000.00	
Storage Array(s)		-		-	
Other devices		-		-	
<b>Software</b>					
Windows Server 2008 R2/2012 OLP	719.00	1,438.00		1,438.00	
Windows Server 2008 R2/2012 CALs	33.00	990.00		990.00	
Windows Exchange Server Std 2013 OLP	667.99	1,335.98		1,335.98	
Windows Exchange Server Std 2013 CALs	77.99	2,339.70		2,339.70	
TOSS C3's Cloud Exchange	7.99		\$ 5,752.80	-	\$ 8,629.20
<b>Other Costs</b>					
Antivirus Renewal-PCs & Servers - Monthly	8.33	399.96		599.94	
Anti-Spam Service - Monthly	30.00	1,440.00		2,160.00	
Backup Service - Monthly	79.00	3,792.00		5,688.00	
Backup Tapes - Monthly	25.00	2,400.00		3,600.00	
<b>Labor &amp; Service Costs</b>					
New System Setup & Migration	6,000.00	12,000.00		12,000.00	
Outsourced IT Support - Monthly	300.00	14,400.00		21,600.00	
Outsourced System Monitoring - Monthly	499.00	23,952.00		35,928.00	
Internal IT support costs - Monthly	628.33	30,160.00		45,240.00	
Cloud Conversion for 15 users	199.99		2,999.85		
<b>Total Costs</b>		<b>\$ 105,647.64</b>	<b>\$ 8,752.65</b>	<b>\$ 143,919.62</b>	<b>\$ 8,629.20</b>
<b>Savings:</b>		<b>\$</b>	<b>96,894.99</b>	<b>\$</b>	<b>135,290.42</b>

As you can see, the cost savings are often compelling enough for business owners to overlook the perceived risks of cloud computing; and when carefully planned, those risks of downtime and security are greatly minimized. In fact, our average small business client saves between \$50,000 and \$120,000 dollars when they move to our cloud and experience LESS downtime, problems and system crashes than they did with their in-house network.

**Cloud Email – Cloud Exchange vs. Onsite Microsoft Exchange – 50 Users**

**Example 5:** This is a professional services firm that has 50 employees using Microsoft Exchange.

Item	Unit Price	Onsite Network Cost Over 4 Years	Full Cloud Cost Over 4 Years	Onsite Network Cost Over 6 Years	Full Cloud Cost Over 6 Years
<b>Hardware</b>					
Exchange Server	5,500.00	11,000.00		11,000.00	
Storage Array(s)		-		-	
Other devices		-		-	
<b>Software</b>					
Windows Server 2008 R2/2012 OLP	2,157.00	4,314.00		4,314.00	
Windows Server 2008 R2/2012 CALs	33.00	3,300.00		3,300.00	
Windows Exchange Server Std 2013 OLP	708.00	1,416.00		1,416.00	
Windows Exchange Server Std 2013 CALs	78.00	7,800.00		7,800.00	
<b>Other Costs</b>					
Antivirus Renewal-PCs & Servers - Monthly	353.29	16,957.88		25,436.82	
Anti-Spam Service - Monthly	100.00	4,800.00		7,200.00	
Backup Service - Monthly	79.00	3,792.00		5,688.00	
Backup Tapes - Monthly	25.00	2,400.00		3,600.00	
<b>Labor &amp; Service Costs</b>					
New System Setup & Migration	33,333.33	66,666.67		66,666.67	
Outsourced IT Support - Monthly	700.00	33,600.00		50,400.00	
Outsourced System Monitoring - Monthly	897.00	43,056.00		64,584.00	
Internal IT support costs - Monthly	628.33	30,160.00		45,240.00	
Cloud Conversion (50 users)	599.00		29,950.00		
Add on any other costs you'd like to make your point.		-		-	
<b>Total Costs</b>		<b>\$ 229,262.55</b>	<b>\$ 29,950.00</b>	<b>\$ 296,645.49</b>	<b>\$ -</b>
<b>Savings:</b>		<b>\$</b>	<b>199,312.55</b>	<b>\$</b>	<b>296,645.49</b>

As you can see, the cost savings are often compelling enough for business owners to overlook the perceived risks of cloud computing; and when carefully planned, those risks of downtime and security are greatly minimized. In fact, our average mid-sized client saves between \$190,000 and \$290,000 dollars when they move to our cloud and experience LESS downtime, problems and system crashes than they did with their in-house network.



## Cloud Email – Cloud Exchange vs. Onsite Microsoft Exchange – 500 Users

**Example 6:** This is a professional services firm that has 500 employees using Microsoft Exchange.

Item	Unit Price	Onsite Network Cost Over 4 Years	Full Cloud Cost Over 4 Years	Onsite Network Cost Over 6 Years	Full Cloud Cost Over 6 Years
<b>Hardware</b>					
Exchange Servers	11,000.00	22,000.00		22,000.00	
Storage Array(s)		-		-	
Other devices		-		-	
<b>Software</b>					
Windows Server 2008 R2/2012 OLP	1,438.00	2,876.00		2,876.00	
Windows Server 2008 R2/2012 CALs	33.00	33,000.00		33,000.00	
Windows Exchange Server Std 2013 OLP	667.99	1,335.98		1,335.98	
Windows Exchange Server Std 2013 CALs	77.99	77,990.00		77,990.00	
<i>TOSS C3's Cloud Exchange</i>	6.99		\$ 167,760.00	-	\$ 251,640.00
<b>Other Costs</b>					
Antivirus Renewal-PCs & Servers - Monthly	16.67	799.92		1,199.88	
Anti-Spam Service - Monthly	750.00	36,000.00		54,000.00	
Backup Service - Monthly	150.00	7,200.00		10,800.00	
Backup Tapes - Monthly	50.00	4,800.00		7,200.00	
<b>Labor &amp; Service Costs</b>					
New System Setup & Migration	67,500.00	135,000.00		135,000.00	
Outsourced IT Support - Monthly	1,000.00	48,000.00		72,000.00	
Outsourced System Monitoring - Monthly	698.00	33,504.00		50,256.00	
Internal IT support costs - Monthly	5,416.67	260,000.00		390,000.00	
<i>Cloud Conversion for 500 users</i>	129.99		64,995.00		
<b>Total Costs</b>		\$ 662,505.90	\$ 232,755.00	\$ 857,657.86	\$ 251,640.00
<b>Savings:</b>		\$	429,750.90	\$	606,017.86

As you can see, the cost savings are often compelling enough for business owners to overlook the perceived risks of cloud computing; and when carefully planned, those risks of downtime and security are greatly minimized. In fact, our average large mid-sized client saves between \$400,000 and \$600,000 dollars when they move to our cloud and experience LESS downtime, problems and system crashes than they did with their in-house network.

## Different Types Of Cloud Solutions Explained:

**Pure Cloud:** This is where all your applications and data are put on the other side of the firewall (in the cloud) and accessed through various devices (laptops, desktops, iPads, and mobile devices) via the Internet.

**Hybrid Cloud:** Although “pure” cloud computing has valid applications, for some, it can be a scary first step. A hybrid cloud enables you to put certain pieces of your existing IT infrastructure (say, Business Continuity and Disaster Recovery) in the cloud, while the remainder of the IT infrastructure stays on premise. This gives you the ability to enjoy the costs savings and benefits of cloud computing where it makes the most sense without the risk of being out of compliance, if you are in a highly regulated industry.

**Point Solutions:** Another option would be simply to put certain applications, like Microsoft Exchange, Email Encryption, CRM, or Accounting in the cloud while keeping everything else onsite. Since e-mail is usually a critical application that everyone needs and wants access to on the road and on various devices (iPad, smart phone, etc.) then often this is a great way to get advanced features of Microsoft Exchange without the cost of installing and supporting your own in-house Exchange Server, Operating System, and Licensing.

**Public Cloud vs. Private Cloud:** Public Clouds are services that anyone can tap into with a network connection and a credit card. They are shared infrastructures that allow you to pay-as-you-go and managed through a self-service web portal. Private clouds are essentially custom built infrastructures that mimic public cloud services, but are on premise. Private clouds are often the choice of companies who want the benefits of cloud computing, but don't want their data held in a public or offsite environment. Another term used today for Private Clouds is Converged Infrastructure. If you are in a highly regulated industry, then a private or a hybrid cloud makes sense.

## FAQs About Security, Where Your Data Is Held And Internet Connectivity

**Question:** What if my Internet connection goes down for an extended period of time?

**Our Answer:** While this is a valid concern, TOSS C<sup>3</sup> offers a service called WAN-UP™ which takes two or more wired and or wireless internet services from different providers and connects them to the supplied 24/7 managed appliance. Once connected, the appliance will aggregate the bandwidth giving you full usage of all bandwidth purchased. In the event of an internet line failure, the appliance automatically routes your access to another available line. The result is super-fast access when all lines are up and not losing access if one internet line goes down. You can connect from 2 to 26 separate internet lines with WAN-UP™.

**Question:** What happens if we lose power or can't get to the office, how can we continue to work productively?

**Our Answer:** One of the many problems our IT as a Utility® cloud offering solves, is continuous access from any device and from any location. Since your IT infrastructure is liberated from your office, power outages, building shutdowns, storms, and other mishaps have zero impact on your IT system. This allows you and your staff to use any device that can get an internet connection and securely login into your IT as a Utility® system enabling you to conduct business as usual with no diminishment of service.

**Question:** What about security? Isn't there a big risk of someone accessing my data if it's in the cloud?

**Our Answer:** In many cases, cloud computing is a MORE secure way of accessing and storing data. Just because your server is onsite doesn't make it more secure. In fact, most businesses can't justify the cost of securing their network the way a cloud provider can. Most security breaches occur due to human error; one of your employees downloads a file that contains a virus, they don't use secure passwords, or they simply e-mail confidential information out to people who shouldn't see it. Other security breaches occur in on-site networks because the company didn't properly maintain their own in-house network with security updates, software patches, and up-to-date anti-virus, and firewalls. That's a FAR more common way networks get compromised verses a cloud provider getting hacked. At TOSS C<sup>3</sup>, we use clusters of highly available firewalls, intrusion detection systems, and 2-factor authentication is available as an option. Additionally, all data at the production and Disaster Recovery facilities is encrypted both at rest and in-flight.

**Question:** Can someone tap into my cloud connection and read my email or get my data?

**Our Answer:** Most providers have some form of encryption for your cloud connection that prevents this from happening. Your connection to TOSS C<sup>3</sup>'s IT as a Utility® completely mitigates this by keeping all of the data, applications, and processing securely in the cloud data centers so your connection has no information within it other than video signaling, sound, keyboard strokes, and mouse movements. When you do download or print a file, the data is encrypted prior to sending it to you and the entire time it takes to get to your device, so security is not an issue.

**Question:** What if WE don't like the cloud? How do I get my data back?

**Our Answer:** We give every client detailed information that clearly outlines where their data is and how they could get it back in the event of an emergency. This includes emergency contact numbers, information on how to access your data and infrastructure without needing our assistance (although we are always available to support you,) and information regarding your backups and licensing.

In fact, you should never hire ANY IT professional that won't give you that information. We also have the ability, with our vBCDR® system, to replicate your data every day to your office so you have a physical copy and back up of your entire network to guarantee that your applications, servers, and data are always accessible by you. vBCDR®, which stands for Virtual Business Continuity and Disaster Recovery, is a patent pending system TOSS C<sup>3</sup> developed in conjunction

with DELL and utilizes TOSS' Cloud on Write™ technology. vBCDR® is an invaluable and robust optional service protecting files, folders, applications, servers, sites, and the enterprise.

**Question:** Do I have to purchase new hardware (servers, workstations) to move to the cloud?

**Our Answer:** No! That's one of the best benefits of cloud computing. It allows you to use older workstations, laptops and servers because the computing power is in the cloud. Not only does that allow you to keep and use hardware longer, but it allows you to buy cheaper workstations and laptops because you don't need the expensive computing power required in the past. Ninety-nine percent of our clients use their existing equipment or low-cost laptops, and those who add additional systems, usually purchase cloud terminals, which are very low-cost purpose built appliances that boot directly into the cloud.

**Question:** What if the PC or Laptop I use to access the cloud dies, then what?

**Our Answer:** The beauty of the cloud is that you can use any device as an endpoint. We recommend that our clients keep one or 2 low-cost systems on hand to swap out dead or crashed systems. Of course, you can always pop down to Staples or Best-Buy and purchase a low cost PC or laptop in a pinch.

## What To Look For When Hiring A Cloud Integrator

A "cloud integrator" is a fancy name for an IT consultant who helps you set up and integrate the various software and solutions into a cloud service specific for your business. But buyer beware! The cloud is still considered to be brand new technology and you don't want just anyone setting you up on this.

Unfortunately, the computer repair and consulting industry (along with many others) has its own share of incompetent or unethical people who will try to take advantage of trusting business executives who simply do not have the ability to determine whether or not they know what they are doing. Sometimes this is out of desire for your money; more often it's simply because they don't have the skills and competency to do the job correctly but won't tell you that up front because they want to make the sale.

From misleading information, unqualified technicians, and slack management, to terrible customer service and poorly performing systems, we've seen it all...and we know they exist in abundance because we have had a number of customers come to us to clean up the disasters they have caused.

Automotive repair shops, electricians, plumbers, lawyers, realtors, dentists, doctors, accountants, etc. are heavily regulated to protect the consumer from receiving substandard work or getting ripped off. However, the computer industry is still highly unregulated and there are few laws in existence to protect the consumer – which is why it's so important for you to really research

**the company or person you are considering to make sure they have the experience to set up, migrate, and support your network in the cloud.**

Anyone who can hang out a shingle can promote themselves as a cloud expert. Even if they are honestly *trying* to do a good job for you, their inexperience can cost you dearly in your network's speed and performance or in lost or corrupt data files. To that end, here are 16 questions you should ask your IT person before letting them migrate your network to the cloud.

## **Critical Questions To Ask Your IT Company Or Computer Consultant And Cloud Provider BEFORE Letting Them Move Your Network To The Cloud (Or Even Touch Your Network!)**

**Q1: How many clients have you provided cloud services for to date and can you provide references?**

**Our Answer:** You don't want someone practicing on your network. At a minimum, make sure they have 1,000 companies using some or all of their cloud services on a daily basis.

**Q2: How quickly do they guarantee to have a technician working on an outage or other problem?**

**Our Answer:** Anyone you pay to support your network should give you an SLA (service level agreement) that outlines exactly how IT issues get resolved and in what time frame. I would also request that they reveal what their average resolution time has been with current customers over the last 3-6 months.

They should also answer their phones, be available for you 24/7, and provide you with an emergency number you may call if a problem arises at any time, especially on weekends.

If you cannot access your network because the Internet is down or due to some other problem, you can't be waiting around for hours for someone to call you back OR (more importantly) start working on resolving the issue. Make sure you get this in writing; often cheaper or less experienced consultants won't have this or will try and convince you it's not important or that they can't do this. Don't buy that excuse. They are in the business of providing IT support so they should have some guarantees or standards around this they can share with you.

**Q3: What's your plan for transitioning our network to the cloud to minimize problems and downtime?**

**Our Answer:** We run your cloud environment for up to 30 days prior to the transition and don't "turn off" the old network until everyone is 100% confident that everything has been converted and is working effortlessly. You just don't want a company to switch you overnight without setting up a test environment first. This process ensures that all systems are functioning and tuned for maximum effectiveness. Once you approve of the cloud conversion, we perform a final non-disruptive off-hours data migration. On 'Go-Live' day, TOSS C<sup>3</sup> schedules your engineering team to be available to make any needed adjustments and to answer questions that will come up within your organization.

**Q4: Do they take the time to explain what they are doing and answer your questions in terms that you can understand (not geek speak), or do they come across arrogant and make you feel uneasy for asking simple questions?**

**Our Answer:** Our engineers are trained to have the 'heart of a teacher' and will take the time to answer your questions and explain everything in simple terms. Our clients consistently rate TOSS C<sup>3</sup>'s service and engineers at a 9.8, on a scale of 1 to 10 with '10' being the highest possible score.

**Q5: Where will your data be stored?**

**Our Answer:** You should receive full documentation about where your data is, how it's being secured and backed up, and how you could get access to it if necessary WITHOUT going through your provider. Essentially, you don't want your cloud provider to be able to hold your data (and your company) hostage.

**Q6: How will your data be secured and backed up?**

**Our Answer:** If they tell you that your data will be stored in their own co-location facility, located in the back of their office, what happens if THEY get destroyed by a fire, flood or other disaster? What are they doing to secure the office and access? Are they backing it up somewhere else? Make sure they are certified and have a failover plan in place to ensure continuous service in the event that their location goes down. If they are building on another service provider's platform, you still want to find out where your data is and how it's being backed up. We take regular full backups, as snapshots, of your data, applications, and servers, no less than every 4 hours. These snapshots are then encrypted and replicated offsite to one of our other data center locations. Data security is critical to TOSS C<sup>3</sup> and you can rest assured that you won't be reading about TOSS or your company's data breach in the newspaper.

**Q7. What is THEIR disaster recovery plan? What happens if they go out of business?**

**Our Answer:** TOSS C<sup>3</sup> is a profitable debt-free company which started operating in 1985. We have multiple data centers which we own and each is fully redundant at all levels. TOSS C<sup>3</sup>'s disaster recovery plan is based around continuous operations for our clients and TOSS itself as we are an IT as a Utility® client in the TOSS Cloud. Should you ever want your data back, a simple call to the

Cloud Support Center initiates the process. We'll then work with your team to put your data on the most suitable media and have it delivered right to your door. After all, it is YOUR data.

**Q8: Do they have adequate errors and omissions insurance as well as workers' compensation insurance to protect YOU?**

**Our Answer:** Here's something to consider, if THEY create a problem with your network that causes you to be down for hours or days or to lose data, who's responsible? Here's another question to consider, if one of their technicians gets hurt at your office, who's paying? In this litigious society we live in, you better make sure that whomever you hire is adequately insured with both errors and omissions insurance AND workers' compensation – and don't be shy about asking them.

True Story: A few years ago Geek Squad was slapped with multi-million dollar lawsuits from customers for the bad behavior of their technicians. In some cases, their techs were accessing, copying and distributing personal information they gained access to on customers' PCs and laptops brought in for repair. In other cases, they lost clients' laptops (and subsequently all the data on them) and tried to cover it up. Bottom line, make sure the company you are hiring has proper insurance to protect YOU.

**Q9: Is it standard procedure for them to provide you with written system documentation detailing what software licenses you own, your critical passwords, user information, hardware inventory, etc., or are they the only ones with the "keys to the kingdom?"**

**Our Answer:** All clients receive this in electronic form, upon request, and at no additional cost. We also perform regular updates to this material. We also make certain that key people from your organization have this information and know how to use it, giving you complete control over your network.

Side Note: You should NEVER allow an IT person to have that much control over you and your company. If you get the sneaking suspicion that your current IT person is keeping this under their control as a means of job security, get rid of them (and we can help to make sure you don't suffer ANY ill effects). This is unethical and dangerous to your organization, so don't tolerate it!

**Q10: Do they have other technicians on staff who are familiar with your network in case your regular technician goes on vacation or gets sick?**

**Our Answer:** Yes, and we always make a best effort to match you with your installation team; and since we keep detailed network documentation (basically a blueprint of your computer network) and updates on every client's account, if your team is not available, any of our engineers can pick up where another left off.

**Q11: Do they INSIST on doing periodic test restores of your backups to make sure the data is not corrupt and could be restored in the event of a disaster?**

**Our Answer:** Backup and recovery is critical, so beyond our daily checking and testing, we perform a monthly test restore from backup for our clients to make sure their data CAN be recovered in the event of an emergency. Upon completion, we then send our clients a notification stating that this

test restore was conducted and that all systems are a “go.” If there’s a problem, we notify our clients immediately and start working to resolve it the same day. After all, the WORST time to “test” a backup is when you desperately need to recover from it.

**Q12: Is their help-desk US-based or outsourced to an overseas company or third party?**

**Our Answer:** We provide our own in-house, US-based help desk from our Cloud Support Center, and make sure the engineers are friendly and helpful. We consider this one of the most important aspects of customer service, and our existing clients send us a lot of praise and recognition for our responsiveness, friendliness, and knowledge. Additionally, keeping support for your IT systems in the US is an important first step in data security.

**Q13: Do their technicians maintain current vendor certifications and participate in on-going training – or are they learning on your dime?**

**Our Answer:** Our engineers are required to keep the most up-to-date vendor certifications in all the software we support, especially Microsoft, VMware, and Citrix. Our hiring process is so stringent that 99% of the engineers who apply don’t make it through. (Guess who’s hiring them?)

**Q14: Are they familiar with (and can they support) your unique line of business applications?**

**Our Answer:** We own the problems with all line of business applications for our clients. That doesn’t mean we can fix faulty software – but we WILL be the liaison between you and your vendor to resolve problems you are having and make sure these applications work smoothly for you instead of pointing fingers and putting you in the middle. In fact, since 2001, TOSS C<sup>3</sup> has successfully cloud converted every application we have been given that runs on either a Microsoft or Linux platform.

**Q15: When something goes wrong with your Internet service, IP phone systems, printers or other IT services, do they own the problem or do they say “that’s not our problem to fix?”**

**Our Answer:** TOSS C<sup>3</sup> believes that WE should own the problem for our clients so they don’t have to try and resolve any of these issues on their own – that’s just plain old good service and something many computer companies won’t do.

**Q16: What guarantees are in place that your data is fully eradicated should you decide the cloud isn’t for you?**

**Our Answer:** You’ve seen the news and countless stories about companies’ data being discovered by the public in an unencrypted or non-eradicated state. Just because they delete your data doesn’t mean it can’t be retrieved. At TOSS C<sup>3</sup>, we perform a multi-pass data eradication process that exceeds the requirements of the DOD 5220.22-M data eradication standards. Once the process is complete, we send you a certificate of destruction guaranteeing the proper steps have been taken and your data is no longer retrievable by any means.

**Q17: How much bandwidth do we need to run everything in the cloud?**

**Our Answer:** Our average client with light to moderate printing and scanning uses 256Kbps/user. So if you have 20 users, you will want to have an internet connection capable of 5Mbps/5Mbps. If you print and/or scan in moderate to high volume, you will want twice that amount.

**Q18: Where excited about the cloud, yet nervous that we'll be stuck if we don't like it?**

**Our Answer:** On average, 10% of the companies we consult with, have this question. We know the cloud will be amazing for you, but you don't, yet. To mitigate the risk, TOSS offers a 90-Day Risk-Free-Guarantee. Here's how it works. Once you've approved the Cloud Conversion Solution, deposits are paid, and your cloud platform is up and running. You will have 90-days to use your cloud system without the risk of being stuck in a long-term agreement, should you decide the cloud is not for you. Simply let us know within the 90-day period that you want to cancel our cloud agreement, and we'll work with your team to put your system back the way it was.

**Q19: What IT services are covered under the base cloud agreement?**

**Our Answer:**

1. All Microsoft Licensing that's under a Cloud agreement.
2. All support on the Cloud-side for the Microsoft Licensing under Cloud agreement.
3. Hosting of the agreed upon Microsoft and non- Microsoft line of business applications.
4. Patches and same version updates for the Microsoft and non-Microsoft applications.
5. Assistance logging in from an endpoint to your cloud.
6. All access from the internet to your cloud. For example if your cloud access application and system are functional, and the internet is up and running, but you can't reach your cloud.

*\* TOSS C<sup>3</sup> has over 35 additional cloud products to enhance your cloud experience. The purchase of these additional products will/may increase the level of IT services which are covered by your cloud agreement.*

**Q20: Will your system be managed by a certified & compliant cloud provider?**

**Our Answer:** In 2011 SAS70 certification was replaced by SSAE16 SOC certification, the new standards for evaluating and reporting on internal controls at service organizations. If you're in the Healthcare industry, then in addition to SSAE16, it is required that your service providers are HIPAA certified as well. TOSS C3 maintains the latest certifications and undergoes annual audits required to provide services to the Financial, Banking, Healthcare, Insurance, Legal, Accounting, and all cross-industry businesses.

## Case Studies: What Our Clients Have To Say About Moving To The Cloud

### “I’m Just Happy I Can Get You Guys 24/7 And Have You Deal With



#### Whatever’s Going On”

“When TOSS C<sup>3</sup> recommended we move to cloud computing instead of spending a lot of money to upgrade our network, I was a bit concerned– but when I saw how much money we were going to save, I decided to go for it. I’m very happy we did. Not only did we not have to purchase new workstations, laptops and servers, but our licensing costs are down and employees are able to work remotely much easier. I wish I had done this sooner. Plus, TOSS C<sup>3</sup>’s tech support has been amazing. I either reach them live or with an email and they’re working on my issue within 10 minutes and most of the time, within 5 minutes. We really haven’t had any major issues, but if we did, I know they would be right on it getting it resolved. I’d highly recommend them to anyone looking to save money and have a great IT system...and who doesn’t want to do that?” – *Terry Strom, Legal Administrator, Bass Doherty & Finks*

### “Cloud Computing Levels The IT Playing Field”



“With aging equipment and outdated software we knew we were facing a BIG cash expenditure to get updated. TOSS C<sup>3</sup> presented us with the perfect solution in IT as a Utility®. After one demo, we knew we had to have it and that we were ready for a change that would bring us current and increase our competitiveness. In December 2012, our law firm changed from in-house servers to TOSS’ cloud based platform. We also upgraded our email and word processing software. Oh, and it all had to happen over the last few days of the year so we could be live January 1<sup>st</sup>. TOSS C<sup>3</sup> handled everything seamlessly. Our cloud system enables remote access much greater in speed and reliability than anything we have ever used before. The TOSS Cloud has saved us well over \$67,000 in IT expenses and lost productivity so far. For small law firms, cloud computing levels the IT playing field, and TOSS C<sup>3</sup> clearly has the skill necessary for proper planning and implementation.” – *Susan Sawyer, Tucker, Saltzman & Dyer*

### “Data Backup And Disaster Recovery Is Automatic”



“Prior to implementing TOSS C<sup>3</sup>’s IT as a Utility®, we never backed up crucial spreadsheets and documents. Now this happens automatically without us needing to do anything which is a great relief. All our Microsoft and Linux applications are offsite in the cloud, so we are able to access them from the office or from any remote location. The part I like most about the remote access is that whether I use a desktop, laptop, or iPad, the experience is the same and it’s fast. The support from TOSS is friendly and fast, 10 minutes or less. Overall, going into the cloud with TOSS C<sup>3</sup> is the best IT business decision I’ve made.” – *Chris Riley, President & CEO, Community Service Stations*

## Case Studies: What Our Clients Have To Say About Moving To The Cloud

(continued)

### “Responsive, Accurate, And Professional”



“The vBCDR<sup>®</sup> project is a huge success. Implemented flawlessly and with no impact to our users, it was a very impressive accomplishment. TOSS’ team is professional, responsive, and gets things done correctly. Ongoing support is excellent and I always get a quick and immediate response from TOSS. The hospital is now fully redundant on all IT levels and it is a great relief to

management, our patients, and the entire IT staff.”

– Tom Gallant, IT Operations Manager, Mount Auburn Hospital

### “I Save Many Tens Of Thousands Of Dollars Per Year With TOSS”



“TOSS fully covers all of my network and IT systems issues and saves me the expense of having to maintain it all myself. TOSS also handles all of my network back-up and disaster recovery, both at my office and at their remote cloud data centers. Their staff is professional, knowledgeable, efficient, and nice to work with. There have been a number of weekend issues that have come up and TOSS C<sup>3</sup> has always been there to resolve these issues. Even when I call 7am on a Sunday morning or a Friday night,

they are always quick to respond and get the issue resolved. I remember one time, when the building electrical shutdown on a Sunday. TOSS noticed we had lost service. Their engineer contacted me, and he drove down to Boston and made sure everything was working and back up and running properly. Bottom line, I save many tens of thousands of dollars per year with TOSS.”

– Paul Masuret, Executive Director, Casner and Edwards

## Conclusion

I hope you have found this guide helpful in shedding some light on cloud computing. As I stated in the opening of this report, my purpose in providing this information was to help you make an informed decision and avoid getting burned by the many incompetent firms offering these services.

**Below you will find information on how to request a FREE Cloud Readiness Assessment. This is, of course, provided at zero cost and without obligation or expectation on our part.** I want to be clear that this is NOT a bait and switch offer or a trick to get you to buy something. My reputation for running a client focused and trustworthy business is something I hold very dear and would never jeopardize that in any way. So why are we offering something like this for free?

Two reasons:

1. TOSS C<sup>3</sup> is simply offering this service as a risk-free “get to know us” offer to people we haven’t had the pleasure of doing business with. Again, our goal is to allow you to make an informed and confident decision. Offering this service is one way we can help you better evaluate our company.
2. The Assessment will allow us to determine if we even CAN help you. Obviously we can’t help everyone and cloud computing might not be a good fit for your particular circumstance. Conducting this Assessment enables us to provide a small service to you and give you a risk-free way of determining whether or not TOSS C<sup>3</sup> is the right company for you.

Looking forward to your call!



Greg Hanna  
President & CEO, TOSS C<sup>3</sup>  
(888) 884-8677



## FREE Cloud Readiness Assessment

As a prospective client, we would like to offer you a FREE Cloud Readiness Assessment and cost analysis. This Assessment has three parts:

1. **Cost Analysis and Inventory:** Our first step is to look at what your current network consists of in hardware, licenses, data, and applications. Next, we compile an IT cost assessment to reveal your total spend on IT, including Internet connectivity, support and other fees. Most business owners have never really looked at their entire IT costs this way and often this report alone is an eye-opener. Why do we do this? Because our goal is to find ways we can significantly lower those costs while simplifying and improving your workflow.
2. **Health Check:** We will perform a multi-point audit of your entire network to look for potential problems, security loopholes, spyware, data recoverability, and other hidden problems that you might not know about. Often we find faulty backups, out-of-date anti-virus software, faulty firewalls, and missing security patches that, if left unaddressed, could end up costing you MORE in new hardware, support, business downtime, and data loss.
3. **Cloud Readiness:** After we've looked at the above areas, we then look at how you and your employees work and share information and to see which applications or processes we can safely move to the cloud to improve ease of use, reliability, security, performance, and, of course, lower costs.

When complete, we'll give you a Cloud Action Plan that shows you how we can save you money and resolve a number of work-arounds and problems you may have been experiencing to date. Even if you decide not to hire us, having a third party conduct this type of assessment will give you some great information on saving money and the security and health of your computer network.

## How To Request Your FREE Cloud Readiness Assessment:

Call, Email, Fax, or Request your Cloud Readiness Assessment online today.

Phone: +1 888-884-8677

Email: [CloudReadiness@TOSSc3.com](mailto:CloudReadiness@TOSSc3.com)

Fax: +1 508-820-2991

Online: <http://FreeCloudReadiness.com>