

Top Cloud Solutions For SMBs

Is it time you came to the cloud?



This White Paper is brought to you by your friends at The Fulcrum Group, Inc.



Good timing plus a little cloud know-how can take some of the heat off your business engine.



Timing is sometimes everything. Especially when it comes to your company's success. So, let's talk about cloud solutions and find out if and when your organization can benefit from them.

In this white paper, we'll discuss when the right **time** is to consider using cloud services, how other businesses have best utilized **our top selling solutions**, and **how to find out more**.

How do I know when the time is right for my business to consider cloud solutions?

With constant demands being placed on small businesses from almost every angle (evolving technology needs notwithstanding), challenges that were once considered "typical growing pains" can be devastating, even disastrous, in today's economic climate.

Does your small or medium sized business struggle with any of these typical business issues?

1. Limited budget and/or resources

Are you trying to achieve your business goals on a **shoestring technology budget**? Do you (or someone else at your company) function not only as business owner or manager, but also sport **the IT department hat** as well?

2. Agility – ability to change on the fly

With fluctuations in focus that small businesses constantly experience – both positive (such as new sales opportunities) and negative (such as security threats), comes the need for agility. **IT agility** is the ability to "pivot" and change direction in response to market pressure, or to create market opportunity. How does your organization currently handle these changes in focus?

3. Scalability

Is your IT infrastructure as nimble as it needs to be to deliver your services efficiently? Small and medium sized businesses can find themselves in a position to **accumulate** many new users and resources (for instance, if another business or branch is acquired). Or the opposite can be true, the need to **downsize** users and resources significantly. When this occurs, are you able to give proper focus to your day-to-day?

4. Mobile workforce

Does your company utilize a **mobile workforce**? Do you have a scattered sales force or contractors that need **secure access to your resources**? Dropbox (or other services) may not offer you the security you need.

If you're relating to any of the above scenarios, it may be time to investigate how to take some of the heat off your business engine with the help of cloud solutions.



"The consultant said I was wearing too many hats."



Our top cloud services and how others are achieving success:



1. SPOT Cloud Drive

Need anywhere, anytime, any device access to your files, but concerned that Dropbox won't provide enough security? SPOT Cloud Drive is for you. SPOT Cloud Drive is centrally managed, so you know which employees have access to which files, which allows you to control and limit data leakage. SPOT Cloud Drive is priced per user, regardless of how many computers, smart phones, or tablets they use. And you can use the generous 100GB per user data storage to provide online backups to your user's laptops and desktops.

Example: One of our clients recently moved their primary file shares to SPOT Cloud Drive, which resulted in faster performance, while simplifying things for users. With SPOT Cloud Drive, remote users no longer have to remote into the network using VPN.

2. SPOT Protect Backup & Disaster Recovery

If one of your critical servers (or workstations) crashed today, how long would it take you to recover it? With traditional backups, you have to reinstall the OS, reinstall applications, and restore data, resulting in recovery times of 24-72 hours. If you can't afford to be down for 24-72 hours, or if you need to be able to recover from a true disaster, then SPOT Protect Backup & Disaster Recovery is for you. Designed for clients with between 3 and 10 servers, SPOT Protect Backup & Disaster Recovery protects you in all backup, restore, and disaster recovery scenarios, ranging from individual file restore to recovering an individual server, to true disaster recovery in the cloud if your primary business location is destroyed by fire, tornado, or other cause.

Example: One of our clients had a database corruption occur on their primary application server. We were able to mount the most recent backup image (only 15 min old) as a virtual server on the SPOT Protect Backup Server, allowing users to get back to work in minutes instead of hours or even days.



3. SPOT Hosted Exchange

Need business critical email but don't want to be responsible for buying, installing, and supporting email servers? SPOT Hosted Exchange is for you. SPOT Hosted Exchange is a cloud-based email service that provides you with all of the advanced workgroup functionality of Microsoft Exchange, without the capital expenditures and on-going costs for maintenance and backups. And if you need advanced features like compliant email archiving or email encryption, don't worry, SPOT has you covered.

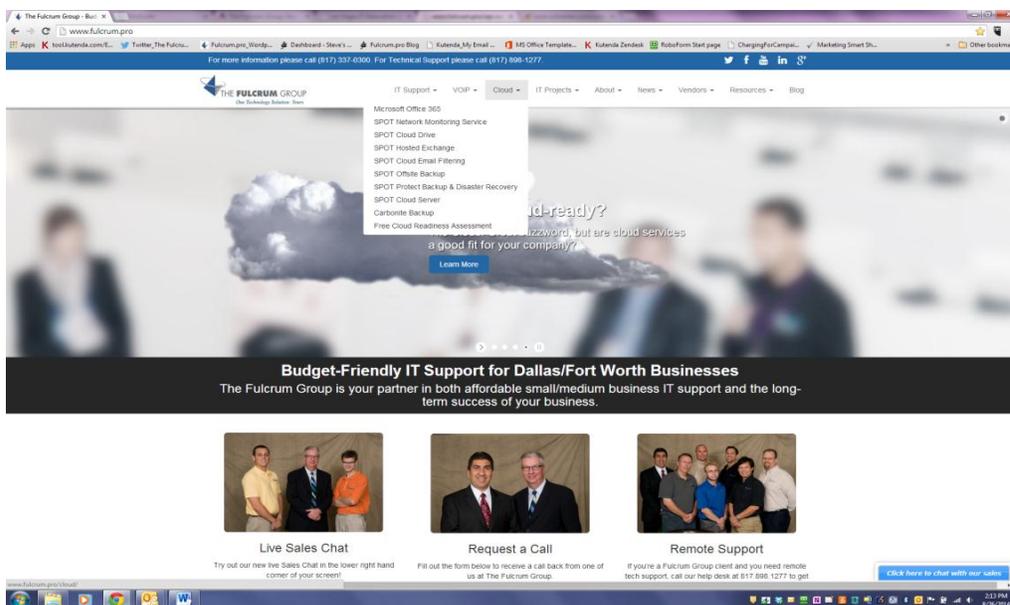
Example: We recently migrated a client from Exchange 2003 to SPOT Hosted Exchange. The upfront cost was a fraction of the \$20,000 it would have taken to purchase and install a new Exchange server.

How to find out more about how our cloud solutions can benefit your business:

We've offered up a significant amount of information on how small businesses might utilize cloud services. Here's a list of cloud resources you can access right from our website:

1. Fulcrum.pro Cloud Services

First, you can investigate all of our cloud solutions on our website. Go to <http://www.fulcrum.pro> and click on "Cloud" for more information and downloadable brochures on each cloud service.



2. Our White Paper Archive

<http://www.fulcrum.pro/resources/white-papers/> includes all of our recent downloadable white papers. For some detailed cloud information, be sure to investigate May 2013's Cloud Computing Fact Sheet and June 2013's The Ever Evolving World of Cloud Computing, respectively.

3. "How To Assess Your Organization's Cloud Readiness" Presentation

Get some tips from this presentation here:

<http://www.fulcrum.pro/wp-content/uploads/2014/06/TFG-Tips-for-Assessing-Your-Organizations-Cloud-Readiness-Presentation-FW-IT-Professionals-Jan-2014.pdf>

4. Our Blog

Type "cloud" in the search bar of our blog for some great entries on Cloud technologies.

We hope we've provided you with a good start to considering cloud technologies. If you are interested in how any of these cloud solutions might impact your business, contact your Fulcrum Group Account Manager today!

