

### How To Translate Work Emails

- **I have a question = I have 18 questions**
- **I'll look into it = I've already forgotten about it**
- **I tried my best = I did the bare minimum**
- **Happy to discuss further = Don't ask me about this again**
- **No worries = You really messed up this time**
- **Take care = This is the last you'll ever hear from me**
- **Cheers = I have no respect for you or myself!**

## networking



We design and support business networks by project or SPOT Managed.

## security



Let us enhance your security posture with policies, auditing or tools.

## voip



Empower your phones with lower costs and more functionality.

## storage



Explore the benefits of centralized storage and make life easier.

## dr/bc



We can keep critical systems, servers, and WAN links more available.

## services



Get advanced benefits from hosted services.



# Top Trends in IT



THE **FULCRUM** GROUP

*One Technology Solution: Yours*

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**Switchvox.**  
It's More than a Phone System.  
It's a Better Way to Communicate.

Empowering Communication | **digium**  
The Asterisk Company

The advertisement features a dark blue background. At the top, the text "Switchvox." is in large white font, followed by the tagline "It's More than a Phone System. It's a Better Way to Communicate." in a smaller white font. Below the text, there is a photograph of a black Cisco IP phone with a "digium" logo on its screen, a laptop displaying a software interface, and two smartphones. At the bottom, the text "Empowering Communication | digium" is displayed, with "digium" in a larger font and "The Asterisk Company" in a smaller font below it.

# MOJO MEDIA LABS

## Agenda

- Top Challenges for SMBs
- Macro IT Trends
- Cloud Trends
- Virtualization Cloud Trends
- Network Infrastructure & Wireless Trends
- IT Security Trends
- Backup & Disaster Recovery Trends
- Q&A



## Top Challenges for SMBs

- Hiring New Employees
- Growing Revenue and Increasing Profits
- Managing Cash Flow
- Providing Healthcare to Employees
- Staying Energized/Developing Culture
- Avoiding Client Dependence



## Macro IT Trends

- User Experience Drives Technology Initiatives
- More IT Decisions Being Made Outside IT
- Full & Hybrid IT Outsourcing Being Considered at All Levels of Business
- Enterprise Technologies Pushing Down to SMBs – Unified Communications, Business Intelligence



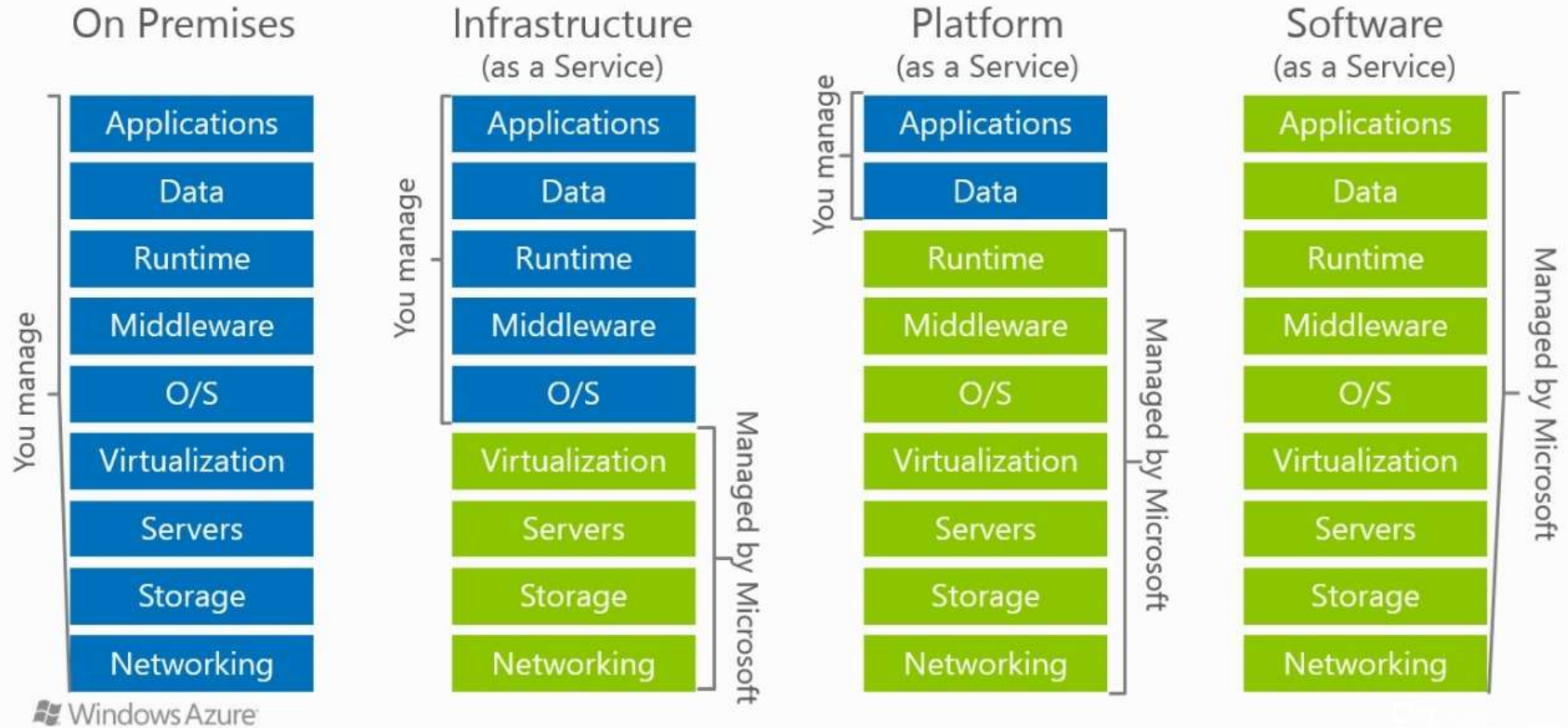
## Macro IT Trends

- Explosive Growth of Internet of Things (IoT) has Lead to New Security Vulnerabilities
- Mobile Workforces – Users can work whenever and wherever (email, cloud drive, data/apps, soft phone)
- Laptops and Tablets are the Predominant Computing Device



# Cloud Trends

## Cloud Models





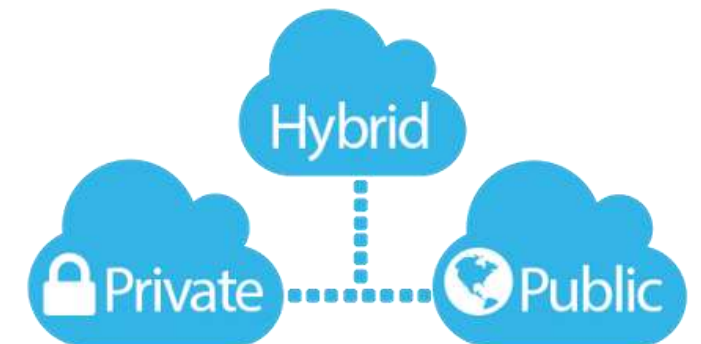
## Cloud Trends

- Office 365 Phase 1 – Hosted Email & Office Desktop Software
- Office 365 Phase 2 – Advanced Apps like Skype and SharePoint
- Cloud Drive – Accessing Files anywhere, anytime, any device – Security and Data Leakage concerns
- Cloud VOIP – Digium Switchvox Cloud



## Cloud Trends

- > IaaS and PaaS – Microsoft Azure & Amazon Web Services
- > Hybrid Public/Private Clouds
- > High Cloud Adoption Drives Need for more Internet bandwidth and redundant connections



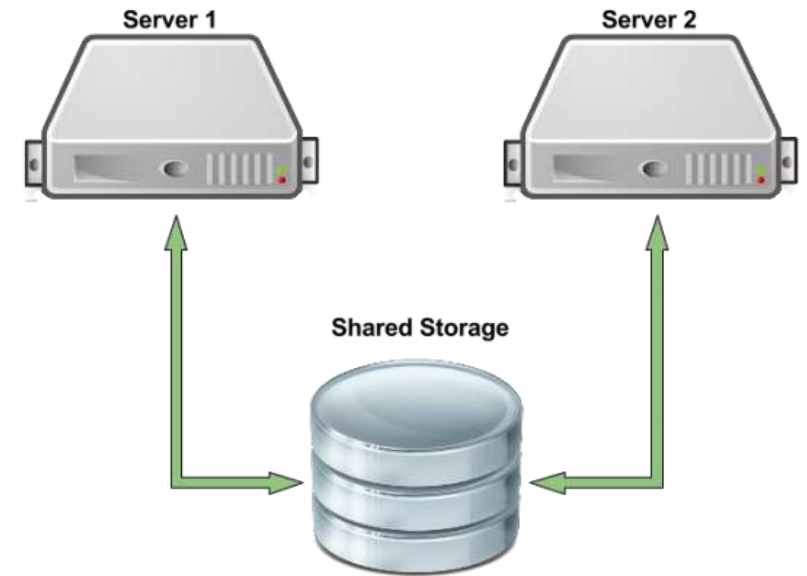
## Cloud No-Brainer

- Cloud Email – Office 365 & Other Hosted Email Plans offer lower cost and more reliability than you can offer in-house
- Cloud VOIP – For organizations smaller than 20 employees, or highly distributed organizations
- Cloud Backup – Having a true Disaster Recovery Plan includes off-site backups



## Virtualization Trends

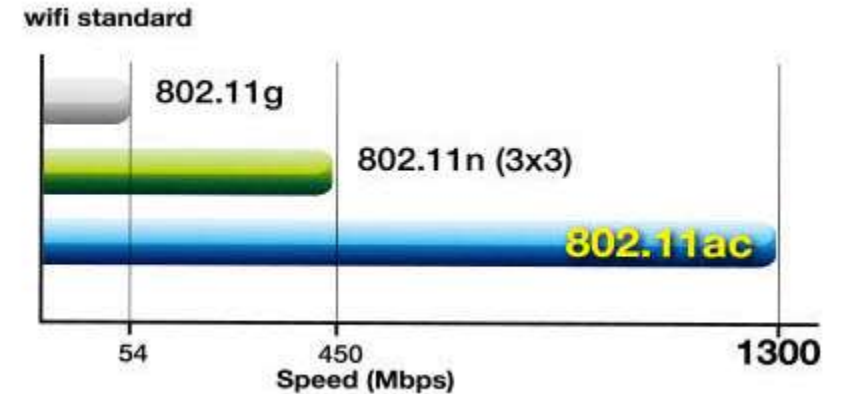
- More & More SMBs are Adopting Virtualization
- Virtualization Phase 1 – Lower Your Costs, but Raise Your Risks
- Virtualization Phase 2 – Use Shared Storage & Redundant Host Servers to build out redundant, scalable, highly available systems
- Microsoft Hyper-V – lower cost yet feature rich alternative to VMware



Microsoft  
Hyper-V

## Network Infrastructure & Wireless Trends

- > 10GB Ethernet has Emerged as Standard for Backbone Connections
- > Power over Ethernet (PoE) is Popular for Powering IP Phones, Surveillance Cameras, and WAPs
- > 802.11ac has Surpassed 802.11n as the WiFi Standard, Offering Improved Speeds and Reliability
- > Enterprise WiFi Features Available Now to SMBs from Ruckus, Xclaim, & Cisco Meraki



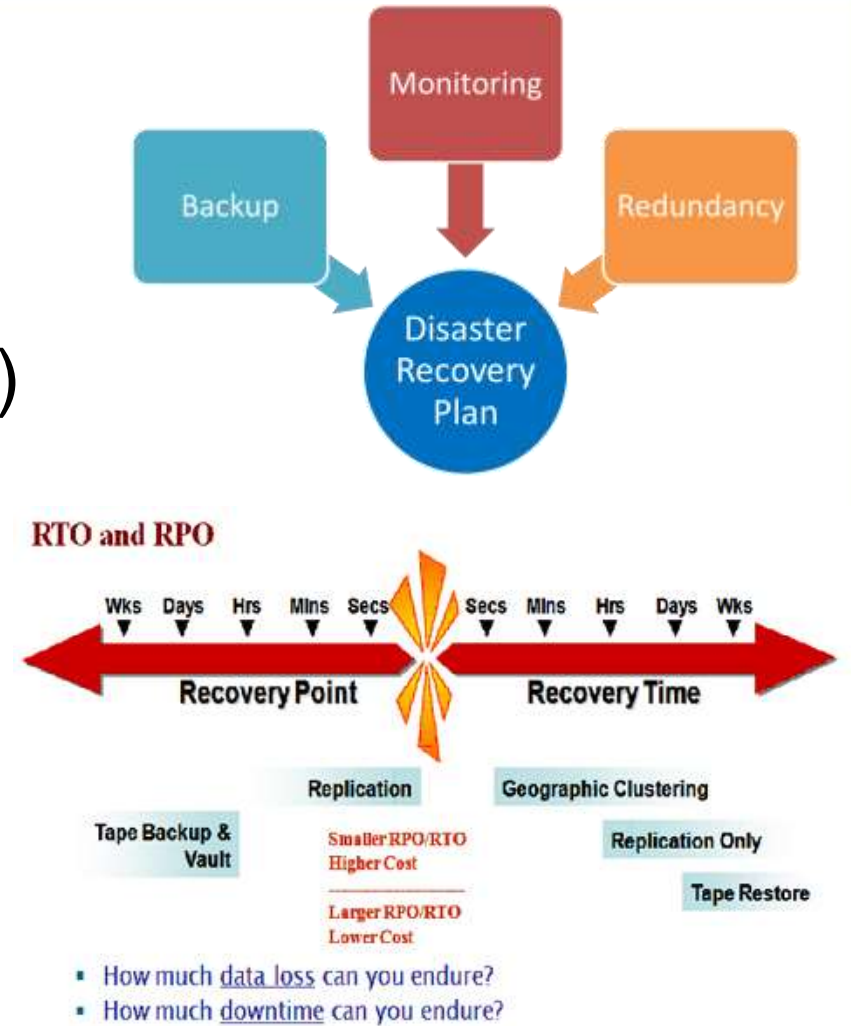
## IT Security Trends

- Cybercrime from Criminals, Activists, and Terrorists Continues to Grow
- People are still the Biggest Risk – Social Engineering can Bypass IT Security
- Ransomware isn't Going Away – Frequent, Reliable, Automated Backups are Key
- Skills Gap – Not Enough IT Security Professionals to Meet Growing Demand
- IoT – More Attack Surface for Hackers



## Backup & Disaster Recovery Trends

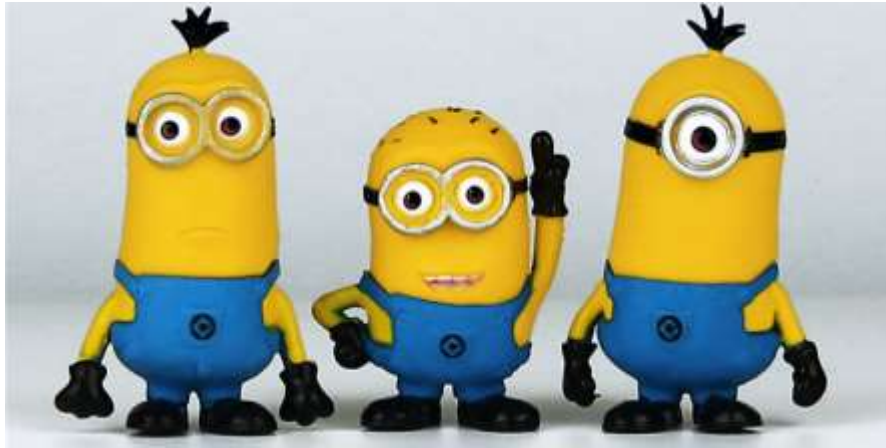
- Disaster Recovery & Business Continuity Planning Key to Deploying Right Solution
- Understand the Recovery Time Objective (RTO) and Recovery Point Objective (RPO) for Each Data Set
- Backup Locally and to the Cloud, Fully Automated, Regular Testing
- Don't Forget to Backup Your Cloud Data



## Thank You and Q&A



thank you!



Any  
questions?