

# *How to Put Cloud Technology to Work for Small Business*

## *Exactly What is the Cloud, Anyway?*

- **Cloud computing** is the delivery of computing as a service rather than a product, whereby shared resources, software, and information are provided to computers and other devices as a utility (like the electricity grid) over a network (typically the Internet). (*From Wikipedia,*  
[http://en.wikipedia.org/wiki/Cloud\\_computing](http://en.wikipedia.org/wiki/Cloud_computing))

# *And What Does That Actually Mean?*

- You can retrieve anything from anywhere from any device



## *More Cloud Advantages*

- You don't have to buy or maintain as much equipment or software



## *More Cloud Advantages*

- You can quickly scale up or down
  - Adding (or decreasing) resources or employees is pretty painless

## *What's the Downside?*

“...over a network (typically the Internet).”

- If you lose your network connection, you can't work at all or not as well

## *What's the Downside?*

- Up Front Effort



- There is a “breakeven” point where the Cloud service costs more

## *What's the Downside?*

- Security/Privacy concerns
- Less flexibility or capability to customize
- Someone else has your data

# *A Day in the Cloud Life...*



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# *10 Great Cloud Products for SMB's*

## *Email and Calendaring*

Intermedia

(Hosted Exchange)



Google Apps



# *10 Great Cloud Products for SMB's*

## *Storage and Backup*

Dropbox



CrashPlan



# *10 Great Cloud Products for SMB's*

## *Productivity*

Office 365



Google Apps



# *10 Great Cloud Products for SMB's*

## *Project Management*

5pm



Basecamp



# *10 Great Cloud Products for SMB's*

## CRM and Communication

Zoho CRM



Salesforce.com



## *Cloud Consulting Services*

- Assessment of business processes and technology needs
- Identification of suitable Cloud vendors
- Migration plan (including data migration)
- Project implementation
- Training and Support

# Questions

