

Welcome

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Embracing Change in a Changing World: Cloud Services

Friday May 16th, 2014

Presenter: Harry Kaminsky

Agenda

- What We're Hearing From Businesses Like Yours
- To Know Your Customer is to Know Your Future
- Early Adoption of Cloud Products is Key to Financial Success
- How Office Technology Dealers Make Money Leveraging Cloud Services
- Office Technology Dealer's Challenge will be to Make Sure Their Customers Don't Sign Up with Their Competition
- Q&A

Cloud
Managed
Services



Introducing...

Harry W. Kaminsky

Executive Director, DirectCloud

- Eastern Michigan University – Quarterback Coach
- Continental Technologies – Director of Technology
A Division of Continental Electrical Construction Company, Chicago, Illinois
- IBM, Chicago – Global Services Executive
- Electronic Printing Systems – Founder & Owner
- Vision Controls, Corp. – Owner & President
- JWP/CurrenTech Information Systems –
Vice President & General Manager
- University of Wisconsin – B.S
- Eastern Michigan University – MS.



Here's What We're Hearing

I know I have to change.

What services should I be offering? Managed services? Cloud services?

How fast can I do it and how do I get my hands around it (i.e. the people, processes, and technology)?

How do I get this entire IT puzzle under one umbrella?

How can I make money and increase my profit margins?

What is the reality of managed services?

Many MSPs are charging “all you can eat” flat rates for IT support.

In order to get customers, they are practically giving it away.

Many MSPs are adding cloud services because that is where the money and future of managed services is.

To Know Your Customer

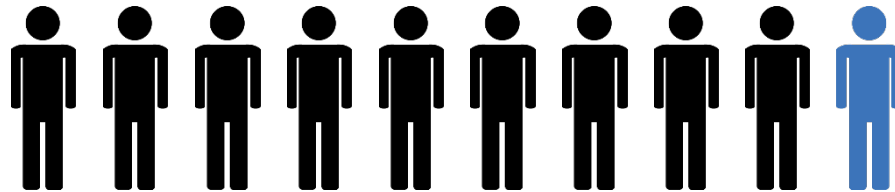
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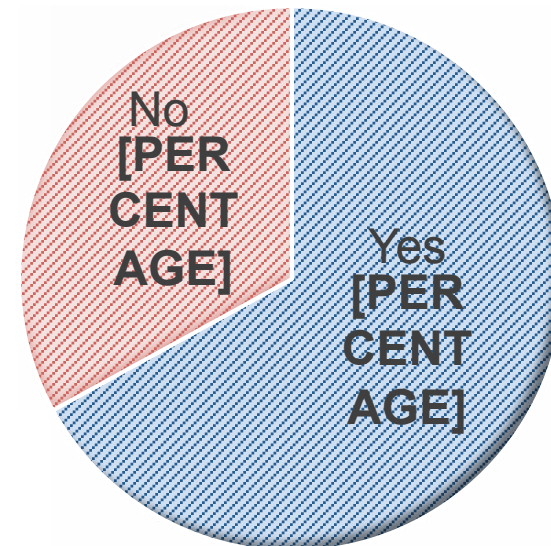
1/10 office technology dealers have a cloud implementation strategy for the next 3-5 years.

**Some people still believe the cloud can wait.
We say, "Amazing!"**

There are a lot of disconnected cloud services on the market. Companies want cloud solution that will integrate everything into one place and provide:

- Mobility (BYOD)
- Security
- Cost Savings
- Ease of Use

2014-2015 CUSTOMER MOVE TO CLOUD



Early Adoption = Success

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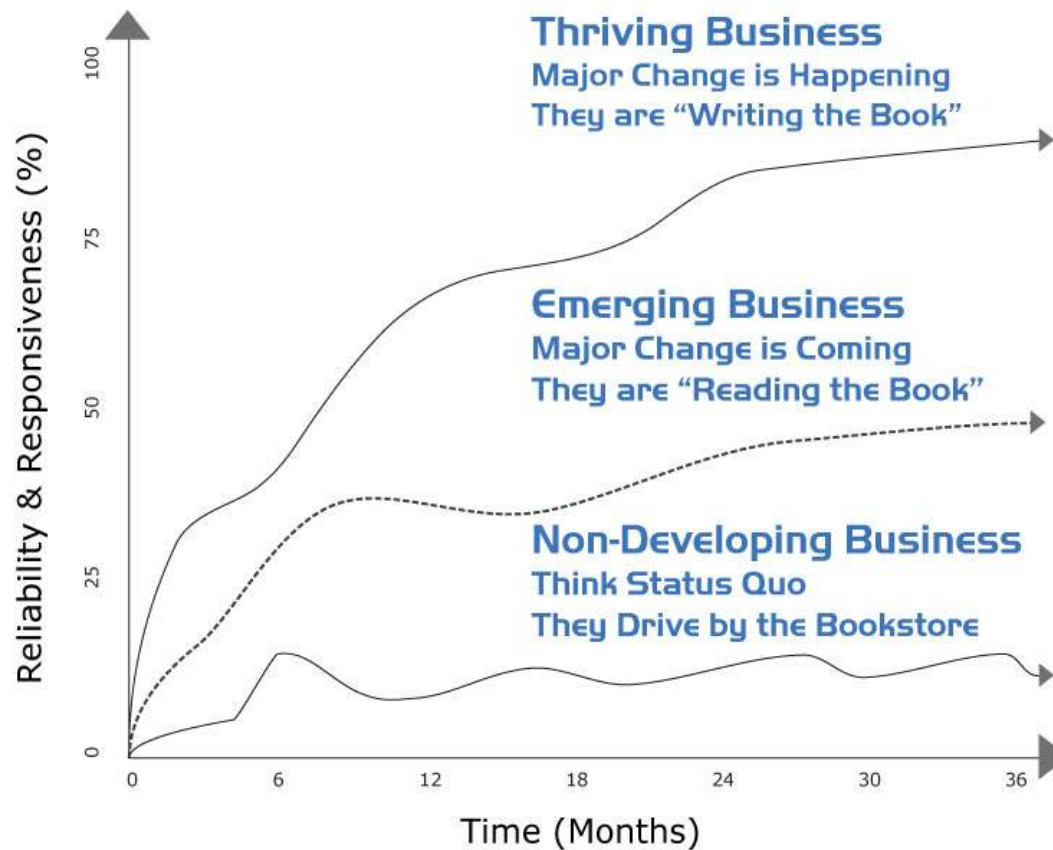
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The Competitive Gap



Some businesses still believe that selling boxes, print and document management are the key.

Do you really want to fight the price wars?

Make Money Leveraging the Cloud

75% of mid-market and enterprise IT executives will launch a private cloud solution in 2014.

60% of your customers will evaluate a private cloud solution in the next 18 months.

Cloud spending to increase to \$100 billion by 2016!

Your business can add \$100,000+ annually with cloud managed services.

Lower CAPEX and OPEX costs

No capital investment



What are your long-term business prospects right now? How about in ten years?

Beat Your Competition to the Customers

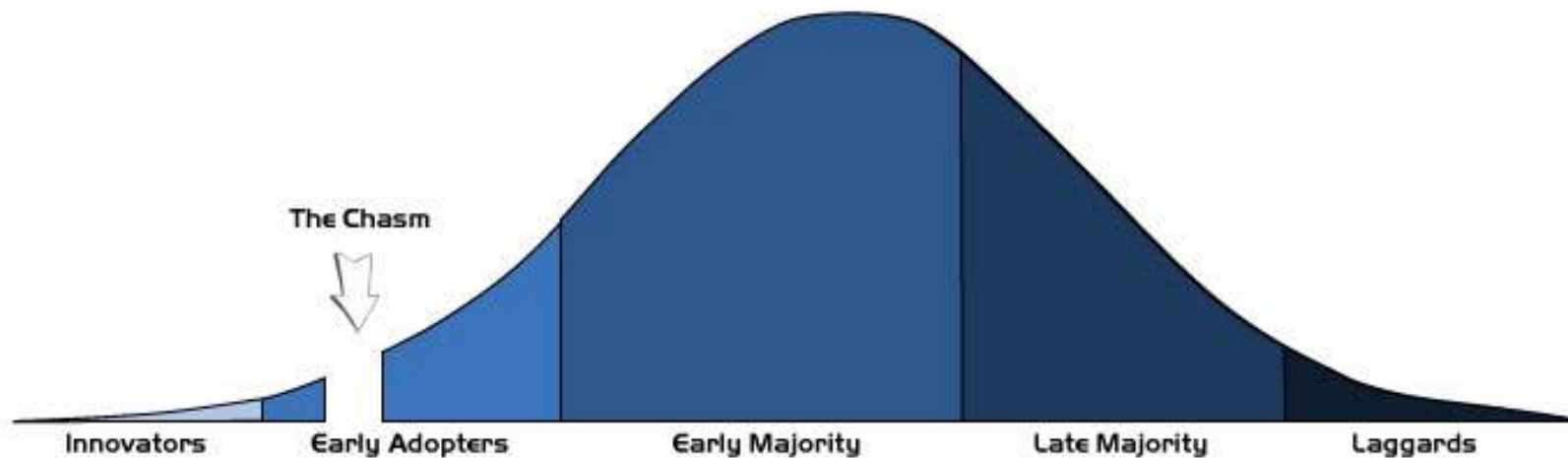
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Technology Adoption Lifecycle



If we follow the technology adoption lifecycle...

The first office technology dealers to adopt cloud services are the ones who will make money.

Ask yourself, how hard will it be to entice customers away once they have chosen a cloud solutions provider?

If you're not that provider, you're most likely out of luck.

The goal, then, is to stop your potential customers from going to a different solutions provider.

Where are you?

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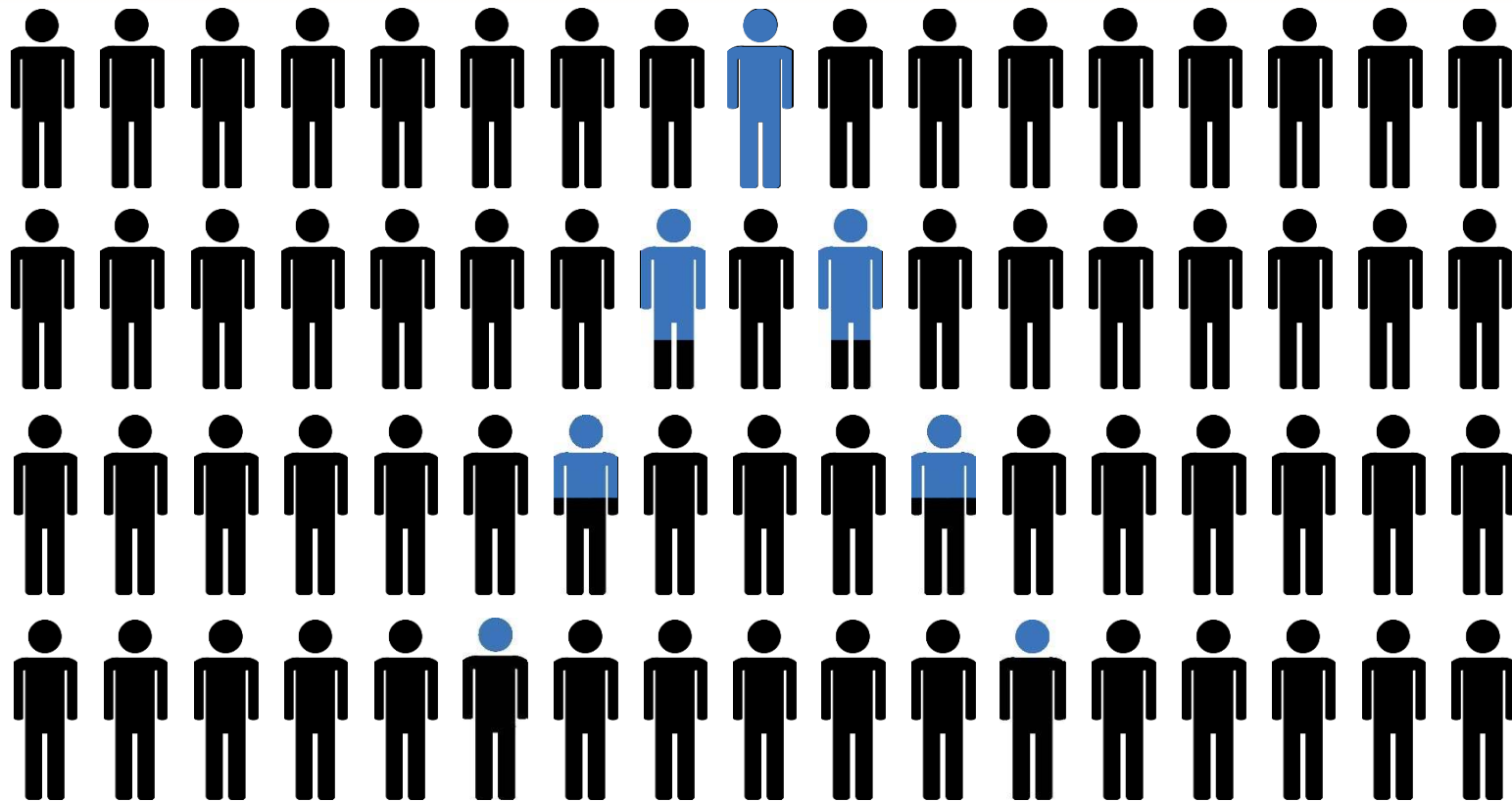
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Capability, Capacity, Cost

Q & A

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- 1 Sales breakdown
- 2 Sales performance
- 3 Sales growth

