

LeapForward
Managed Services by muratec

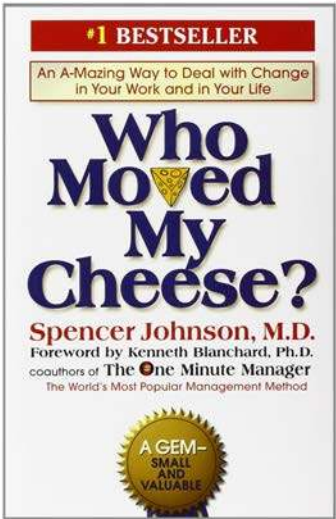
**Don't just move
forward...Accelerate
with Managed IT.**



BUSINESS-CLASS DOCUMENT SOLUTIONS

muratec

LeapForward
Managed Services by muratec



#1 BESTSELLER

An A-Mazing Way to Deal with Change
in Your Work and in Your Life

**Who
Moved
My
Cheese?**

Spencer Johnson, M.D.
Foreword by Kenneth Blanchard, Ph.D.
coauthors of **The One Minute Manager**
The World's Most Popular Management Method

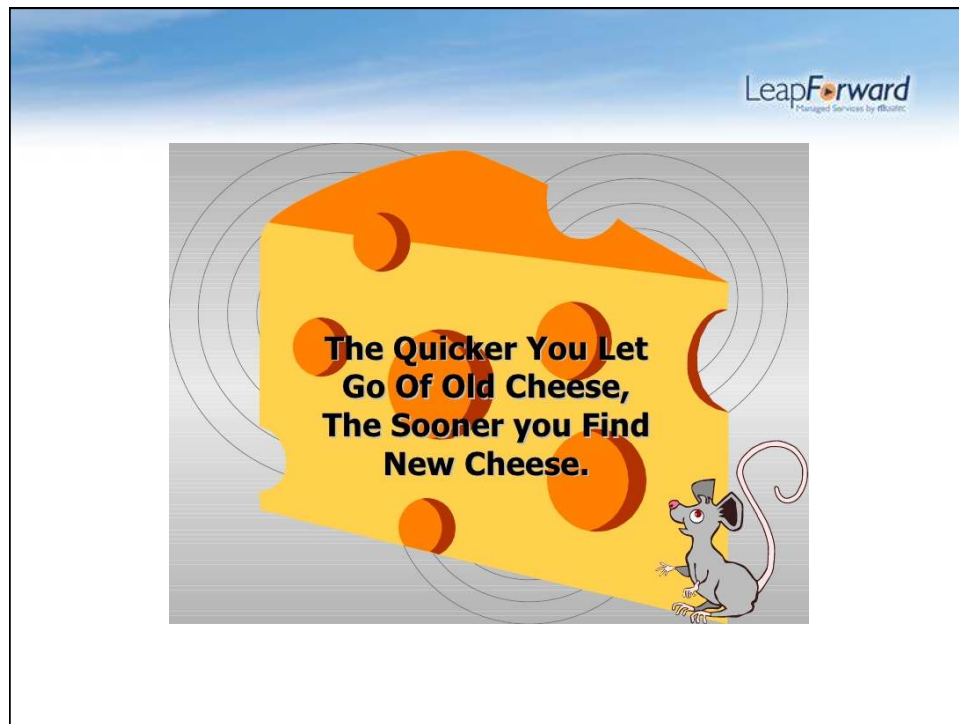
**A GEM -
SMALL
AND
VALUABLE**

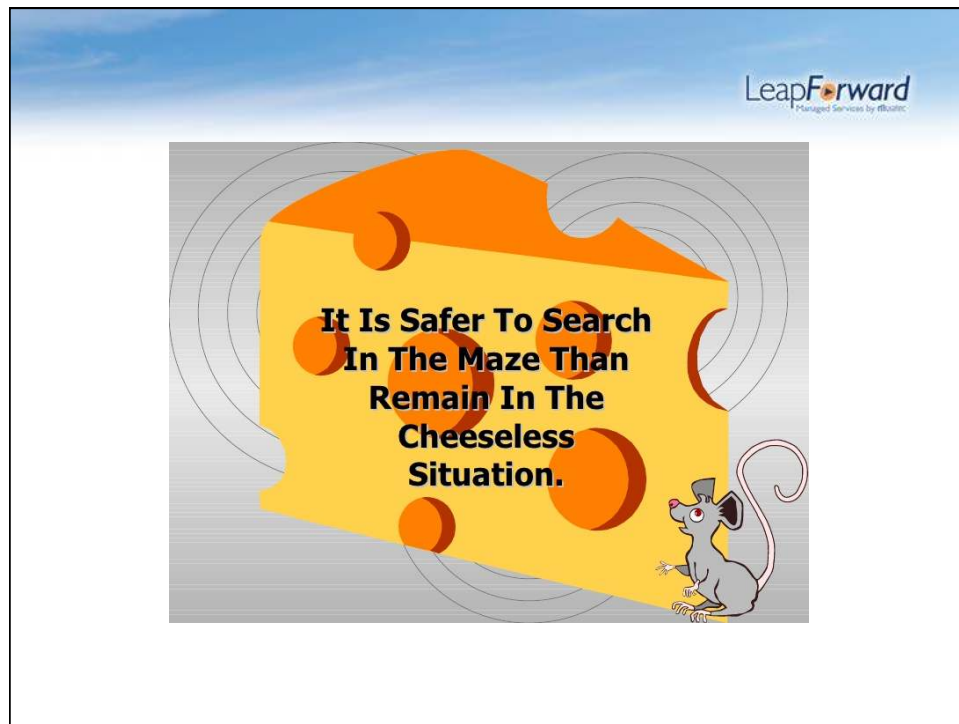


LeapForward
Managed Services by effusion

THE HANDWRITING ON THE WALL

- ✓ Change Happens
- ✓ Anticipate Change
- ✓ Monitor Change
- ✓ Adapt To Change Quickly
- ✓ Change
- ✓ Enjoy Change !
- ✓ Be Ready To Change Quickly & Enjoy It Again





Managed “I.T.” Options

- ✓ Do nothing
 - A. Continue selling hardware and hope the market turns around.
- ✓ DIY
 - A. Expensive and time consuming. Expect higher turnover during the growing pains.
- ✓ Outsource to local IT firm
 - A. Hope it’s someone you trust. You no longer control your customers’ service and support levels. Oh, and this “partnership” reduces your margins.
- ✓ Strategic partner i.e.
 - A. Highest risk. Similar to partnering with local IT firm. In addition, whom do you think your customers will call for their future office technology needs?

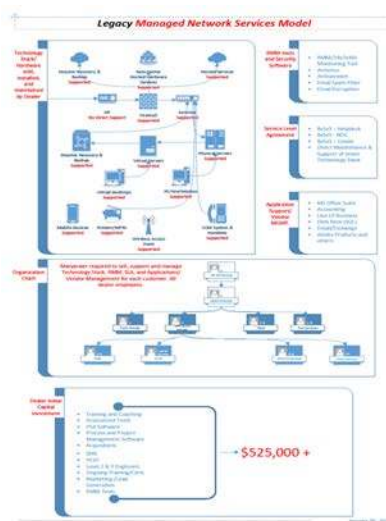
Success model



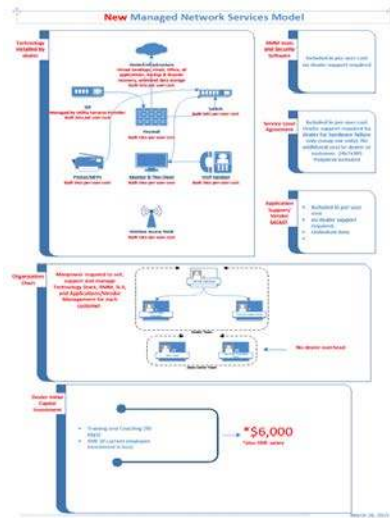
IT is the new factory -- it's responsible for delivering the organization's value proposition in the digital world.

- ✓ Create Repeatable Processes
- ✓ Easy to Scale
- ✓ Minimize Risk
- ✓ Minimize Downtime
- ✓ Increase your bottom line

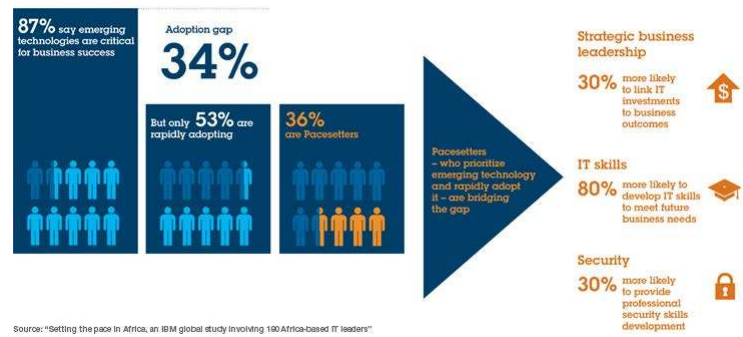
Success model: Legacy



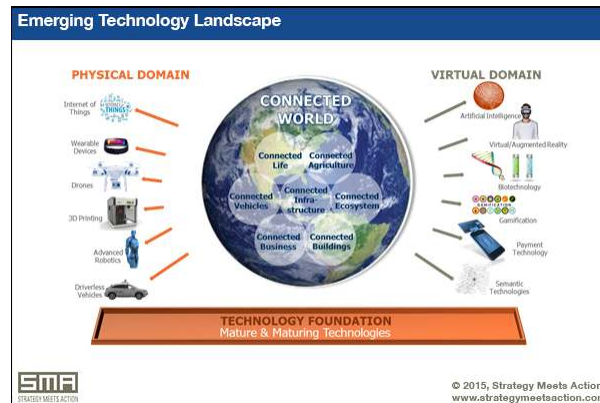
Success model: New



Market demands



Market demands

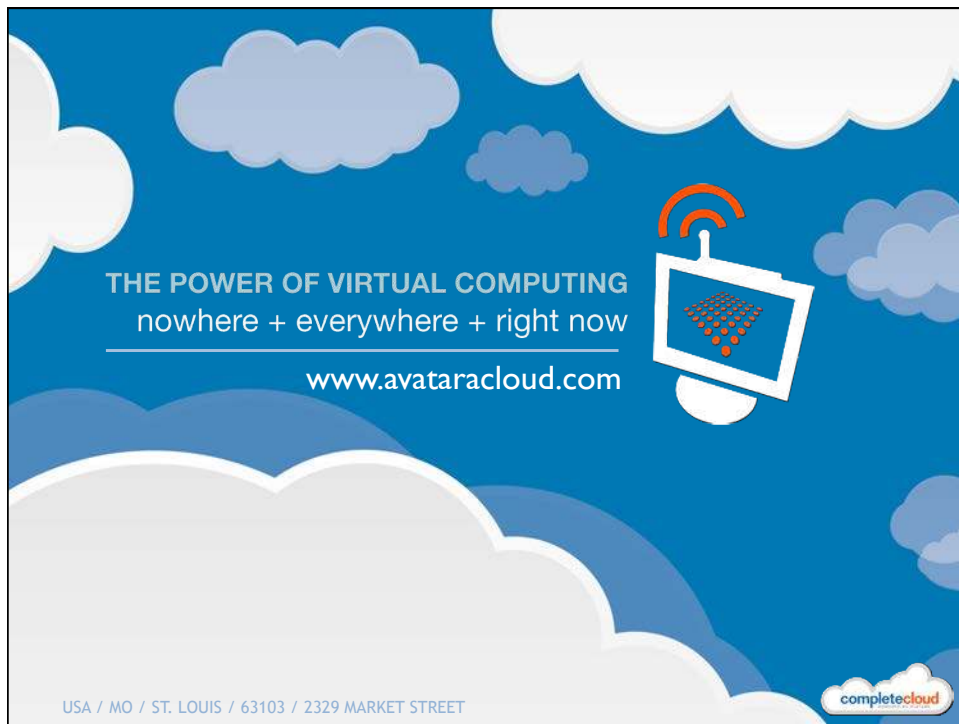


This is the bottom line:

Your customers are buying hosted solutions, with or without you.

Which side are you on?





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WHO IS AVATARA?



GE NYSE Fidelity INVESTMENTS

SONY Bank of America

In 2005 our executive team set out to bring
Enterprise Level Technology to the SMB Market.

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WHO IS AVATARA?

They took Enterprise experience to build a well thought out and highly engineered virtualized desktop for the SMB space that is accessible from anywhere under a **Utility Model**.

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WHO IS AVATARA?

They took Enterprise experience to build a well thought out and highly engineered virtualized desktop for the SMB space that is accessible from anywhere under a **Utility Model**.


Thousands of Virtualized users now enjoy the Avatara solution called...

completecloud

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WHY ARE WE HERE?

AGENDA




Topics to Explore:

1. The evolution of the IT business model
2. Cloud computing changes everything
3. What do customers actually want?
4. How do you get into the IT business?

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EVOLUTION OF THE IT BUSINESS MODEL

This Guy?



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EVOLUTION OF THE IT BUSINESS MODEL

Break Fix

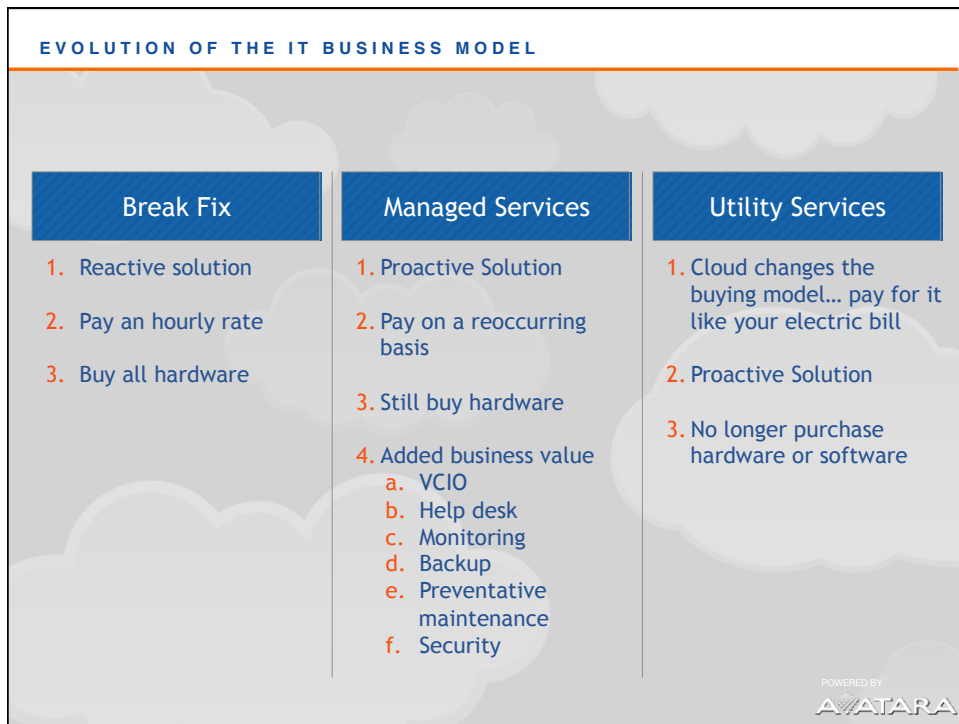
1. Reactive solution
2. Pay an hourly rate
3. Buy all hardware

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EVOLUTION OF THE IT BUSINESS MODEL

Break Fix	Managed Services
<ol style="list-style-type: none">1. Reactive solution2. Pay an hourly rate3. Buy all hardware	<ol style="list-style-type: none">1. Proactive Solution2. Pay on a reoccurring basis3. Still buy hardware4. Added business value<ol style="list-style-type: none">a. VCIOb. Help deskc. Monitoringd. Backupe. Preventative maintenancef. Security

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CLOUD COMPUTING CHANGES EVERYTHING

Public Cloud... Has it's Own Issues

1. Piecemeal Solution
 - eMail
 - Backup
 - Storage
 - Application
 - Security
 - Spam
2. Ignores the Desktop
3. Loss of Control to Vendor
4. Abstract Access to Data
5. Reliability
 - All end up in different locations with which puts stress on the network and makes difficult to support

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CLOUD COMPUTING CHANGES EVERYTHING

Public Cloud... Has it's Own Issues

1. Piecemeal Solution
 - Desktop is left on premise and still has issues that need to be supported.
2. Ignores the Desktop
 - Desktop is now accessing applications and servers across the internet which inhibits performance.
3. Loss of Control to Vendor
4. Abstract Access to Data
5. Reliability

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CLOUD COMPUTING CHANGES EVERYTHING

Public Cloud... Has it's Own Issues

- | | |
|------------------------------|--|
| 1. Piecemeal Solution | • Access to support is limited |
| 2. Ignores the Desktop | • Updates/Patches on vendor's schedule or vendor's operating schedules |
| 3. Loss of Control to Vendor | |
| 4. Abstract Access to Data | • Vendor has no view into your business needs and drivers |
| 5. Reliability | • One of many, no prioritization |

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CLOUD COMPUTING CHANGES EVERYTHING

Public Cloud... Has it's Own Issues

- | | |
|------------------------------|---|
| 1. Piecemeal Solution | • Who has access to your data? |
| 2. Ignores the Desktop | • Lack of contractual protection? |
| 3. Loss of Control to Vendor | • As Security Requirements go up (ITAR), data comes back in house |
| 4. Abstract Access to Data | |
| 5. Reliability | |

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CLOUD COMPUTING CHANGES EVERYTHING

Public Cloud... Has it's Own Issues

1. Piecemeal Solution
 2. Ignores the Desktop
 3. Loss of Control to Vendor
 4. Abstract Access to Data
 5. Reliability
- Google, Microsoft, AWS have all had recent outages.
 - Public messaging vs live conversations when outages occur
 - No view into how the infrastructure is set up to handle your business needs.

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Private Cloud Delivers Utility
Services Model Without the
Issues of Public Cloud



Private Cloud




WHAT IS THE COMPLETECLOUD?



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WHAT IS THE COMPLETECLOUD?

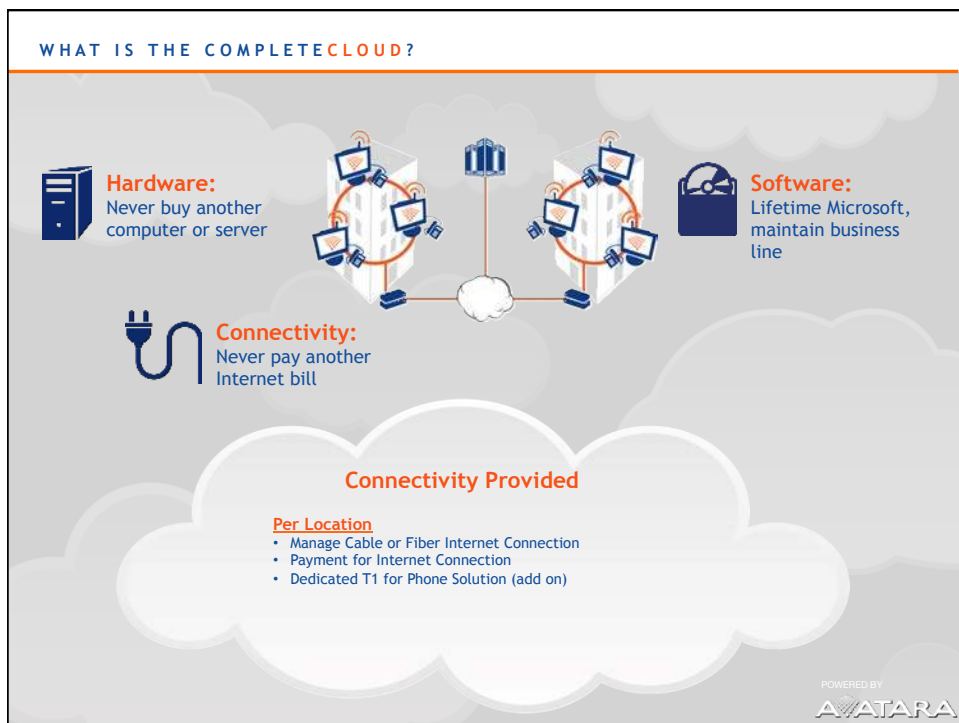
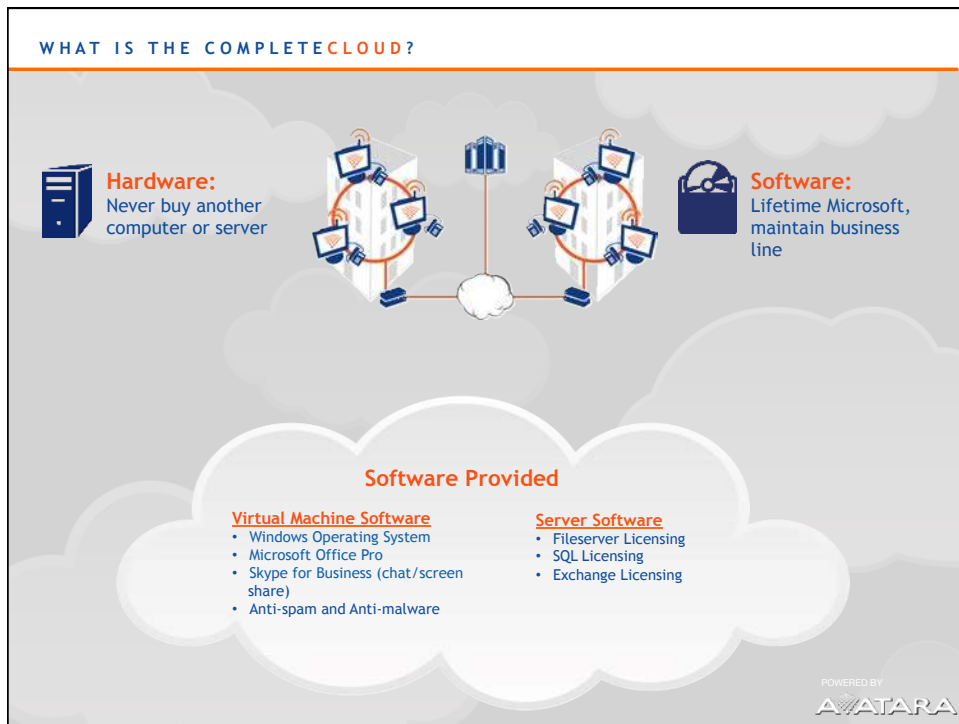


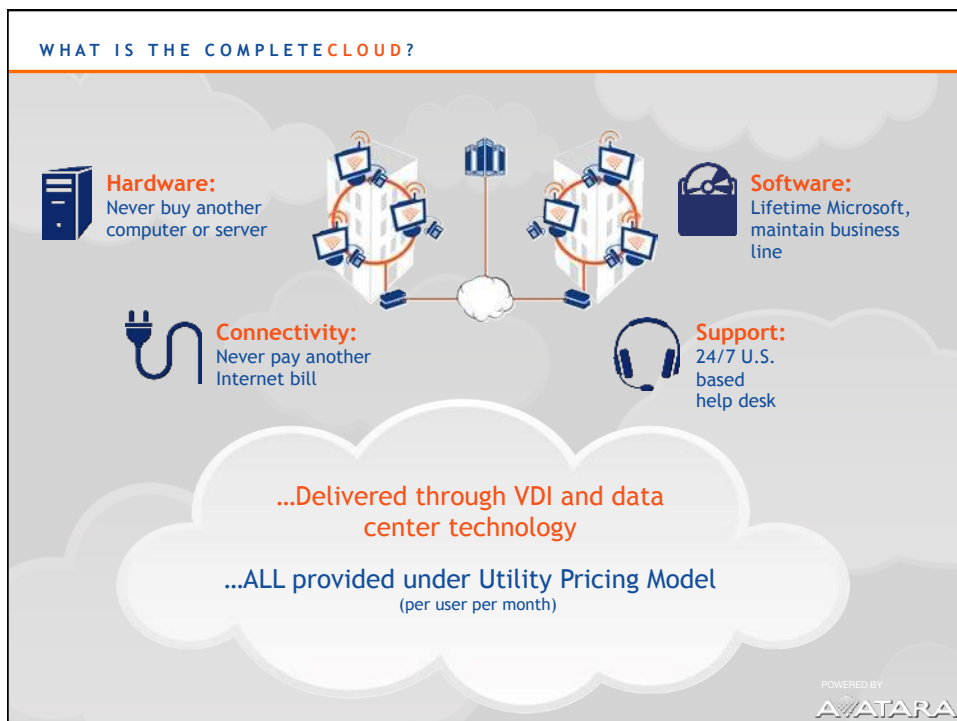
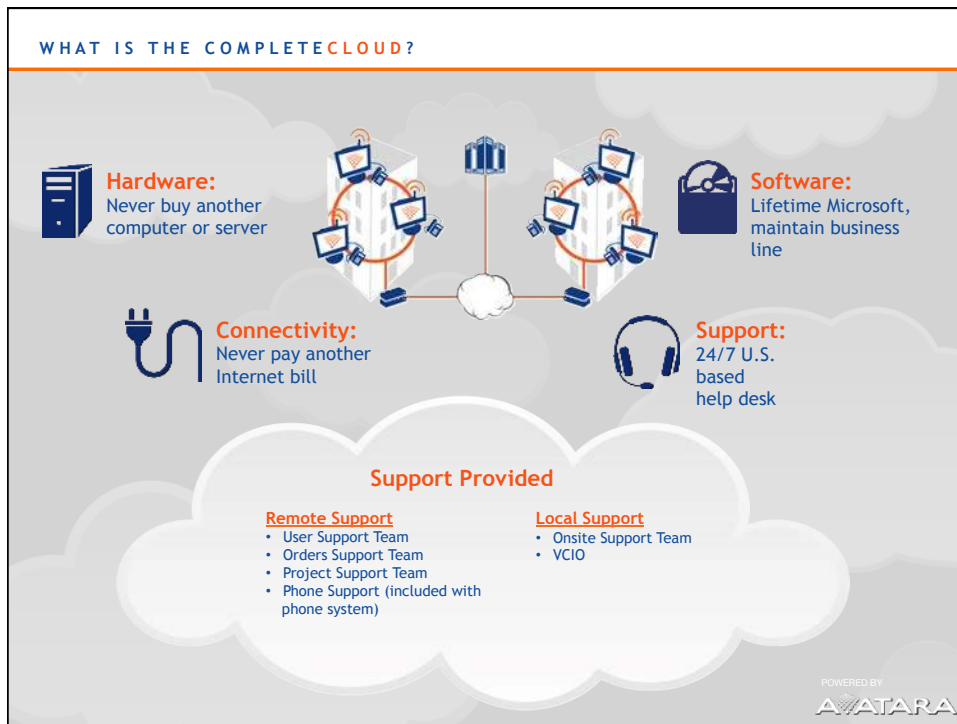
Hardware:
Never buy another computer or server

Hardware Provided

Office Location	Data Center
<ul style="list-style-type: none"> • VPN/Firewall • Enterprise Switches • Wi-Fi Access Points • Thin Clients (Desktop, Laptop, Tablet) • Reuse Existing PC • Phone Handset (Add on) 	<ul style="list-style-type: none"> • Fileserver • Domain Controller • SQL/Application Server • Dedicated Exchange Email • 1 to 1 Virtual Computer • Backups (server and desktop) • Hosted PBX (Add on)

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What do customers actually want?

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HOW DO YOU GET INTO THE IT BUSINESS?

Buy

1. You can buy a Managed Services company
2. Advantages:
 - a. Acquire book of business
 - b. Leverage current employee expertise
3. Disadvantages:
 - a. Expensive
 - b. Inherit potential rats nest
 - c. Unknown customer retention

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HOW DO YOU GET INTO THE IT BUSINESS?

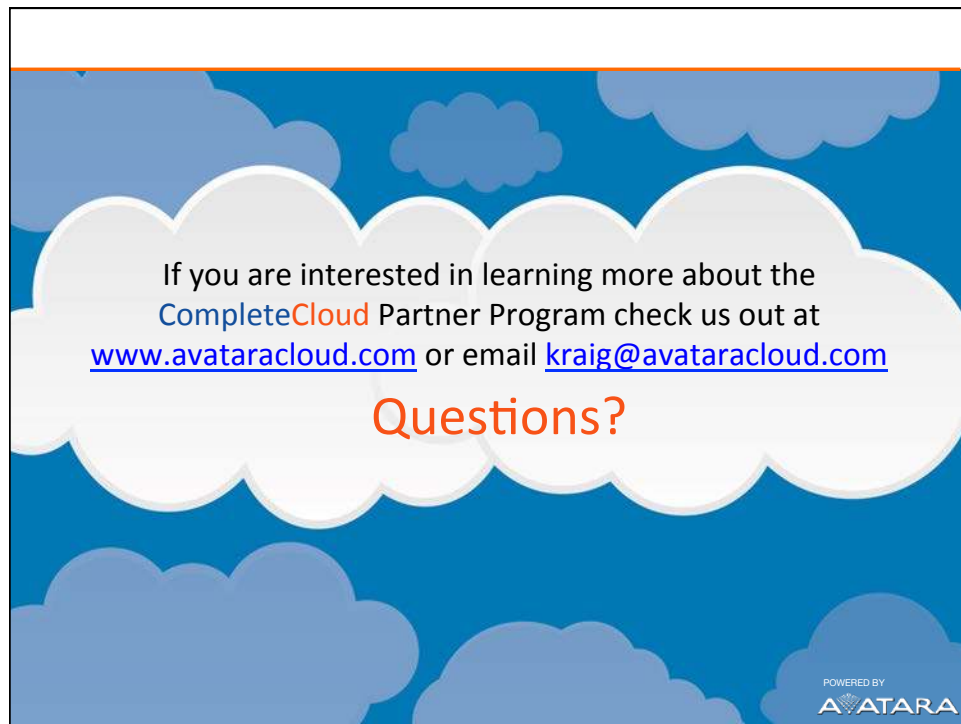
Buy	Build
<ol style="list-style-type: none"> 1. You can buy a Managed Services company 2. Advantages: <ol style="list-style-type: none"> a. Acquire book of business b. Leverage current employee expertise 3. Disadvantages: <ol style="list-style-type: none"> a. Expensive b. Inherit potential rats nest c. Unknown customer retention 	<ol style="list-style-type: none"> 1. You can build a Managed Services company 2. Advantages: <ol style="list-style-type: none"> a. Complete control b. Potentially higher margins at capacity 3. Disadvantages: <ol style="list-style-type: none"> a. Expensive b. Requires expertise c. Time consuming d. Slow speed to market

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HOW DO YOU GET INTO THE IT BUSINESS?

Buy	Build	Partner
<ol style="list-style-type: none"> 1. You can buy a Managed Services company 2. Advantages: <ol style="list-style-type: none"> a. Acquire book of business b. Leverage current employee expertise 3. Disadvantages: <ol style="list-style-type: none"> a. Expensive b. Inherit potential rats nest c. Unknown customer retention 	<ol style="list-style-type: none"> 1. You can build a Managed Services company 2. Advantages: <ol style="list-style-type: none"> a. Complete control b. Potentially higher margins at capacity 3. Disadvantages: <ol style="list-style-type: none"> a. Expensive b. Requires expertise c. Time consuming d. Slow speed to market 	<ol style="list-style-type: none"> 1. You can deliver Utility Services 2. Advantages: <ol style="list-style-type: none"> a. Market driven solution b. No upfront cost c. Immediate reoccurring revenue and margin d. Quick speed to market e. Only risk is time f. Potential for higher multiple exit 3. Disadvantages: <ol style="list-style-type: none"> a. Less control b. Perceived shared margins might be lower

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If you are interested in learning more about the
CompleteCloud Partner Program check us out at
www.avataracloud.com or email kraig@avataracloud.com

Questions?

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