

2014 Cruise to Success

How the Cloud is Reshaping the
Convergence of Office Equipment
and Managed IT Services

**MAXIMIZE YOUR
POTENTIAL**

Michael George, CEO
Continuum Managed Services



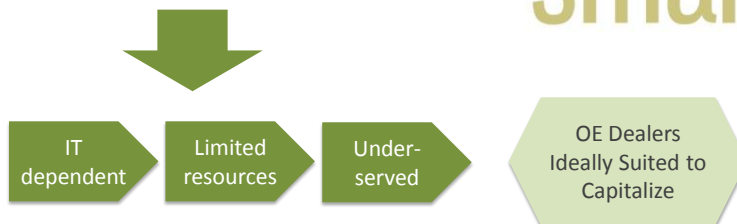
Future SMB



SMB IT Landscape

SMB by the Numbers

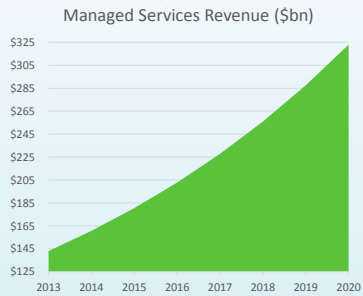
- ✓ 5.8 million in U.S.
- ✓ 50% US employees @ SMB
- ✓ 1,500 SMB for every 1 Big Biz



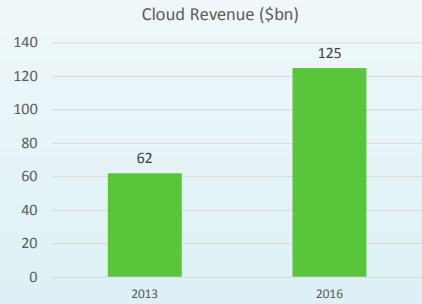
Sources: SBA, Kauffman Index

Converging Managed IT and Cloud Opportunity

Managed Services on Track to Surpass \$320B



SMB Cloud Services to reach \$125B



- Fast and easy deployment of applications
- Reduced capital expenses – OpEx
- SMBs can now benefit from what only big companies had access to
- Proliferation of end-user devices further benefiting from increased application access

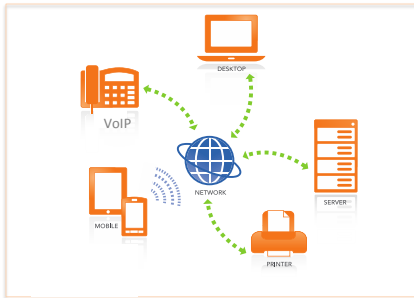
Entry Point for OE Dealers

CLOUD DYNAMICS

Cloud is the Disruptor – *Need to Capitalize*

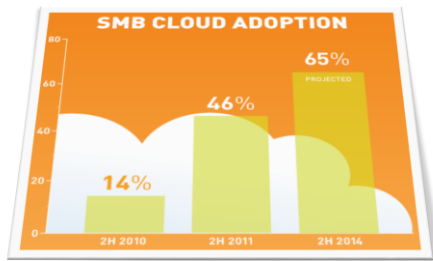
STARTUP COSTS DECREASED WITH THE CLOUD

INITIAL SETUP	2 APPLICATION SERVERS & 2 DATABASE SERVERS	
	ON PREMISES	CLOUD
HARDWARE & EQUIPMENT	\$ THOUSANDS	NO COST
SETUP COSTS	\$ THOUSANDS	NO COST
IT ADMIN	\$80,000+	\$100/MONTH
POWER	\$ THOUSANDS	PENNIES/HR
TIME	DAYS & MONTHS	MINUTES



Enables the Democratization of IT

- SMBs can now benefit from what only big companies access



Office 365

Small Business Premium

Increase your impact and expand your reach with Office powered by the cloud—must-have tools for business today.

\$12.50	user/month annual payment of \$150.00	Buy now
\$15.00	user/billed monthly	Buy now

Free trial

AWS Free Tier

Gain free, hands-on experience with Amazon Web Services for 12 months

[Get started with AWS for free >](#)

Google Cloud Platform

google.com/+googlecloudplatform

We're building tools for modern applications.

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Move Infrastructure to the Cloud

Continuum Cloud Console (C3)

An Infrastructure as a Service (IaaS) Management Solution:

- ✓ Fully integrated with Continuum RMM
- ✓ Single pane of glass management
- ✓ Easily create, manage and monitor virtual servers in the AWS cloud



Add-on to Continuum RMM

Move Files to the Cloud – Sync247

Sync247

A business-grade file Sync and share solution

1. BACKUP

Secure cloud file storage and simple disaster recovery.

2. PRODUCTIVITY

File synchronization across multiple devices.

3. COLLABORATION

File sharing with internal and external team members.



Continuum Resources for Office Equipment Dealers

- ✓ Continuum U
- ✓ Advanced Technical Training
- ✓ Newsletters and Blogs
- ✓ Partner Support Portal
- ✓ Your Account Team!
- ✓ We welcome your input
 - ✓ Partner Advisory Council
 - ✓ Service Desk Advisory Council
 - ✓ PMFeedback@continuum.net

- Shortage of IT talent
- Increased complexity in IT
- Growing skills gap

LABOR DYNAMICS

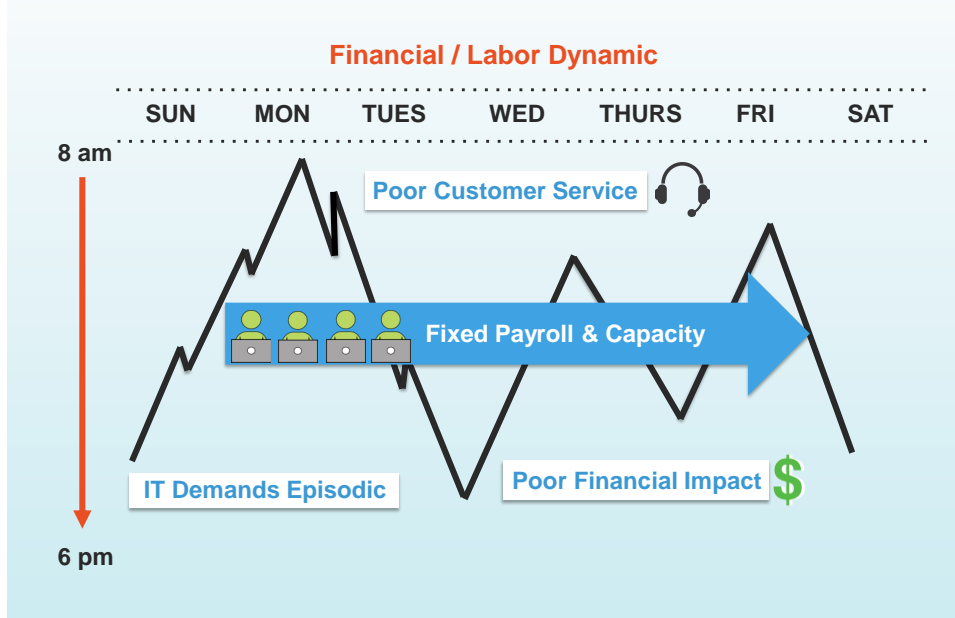


CAREER OPPORTUNITY!

- ✓ Broad set of technical skills
- ✓ Deep in healthcare, legal, financial vertical markets
- ✓ Good interpersonal skills

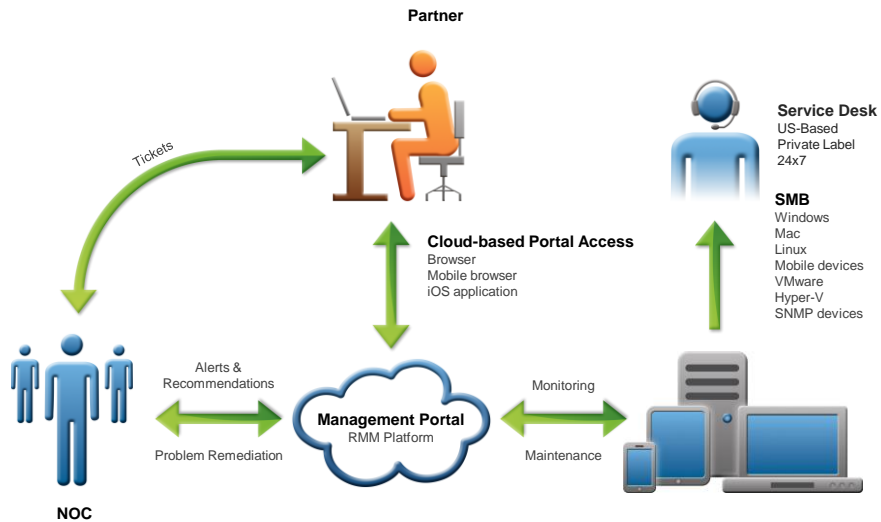
Low Barrier of Entry to be MSP

Fixed High Labor Costs Destroys Margins



Continuum RMM Platform

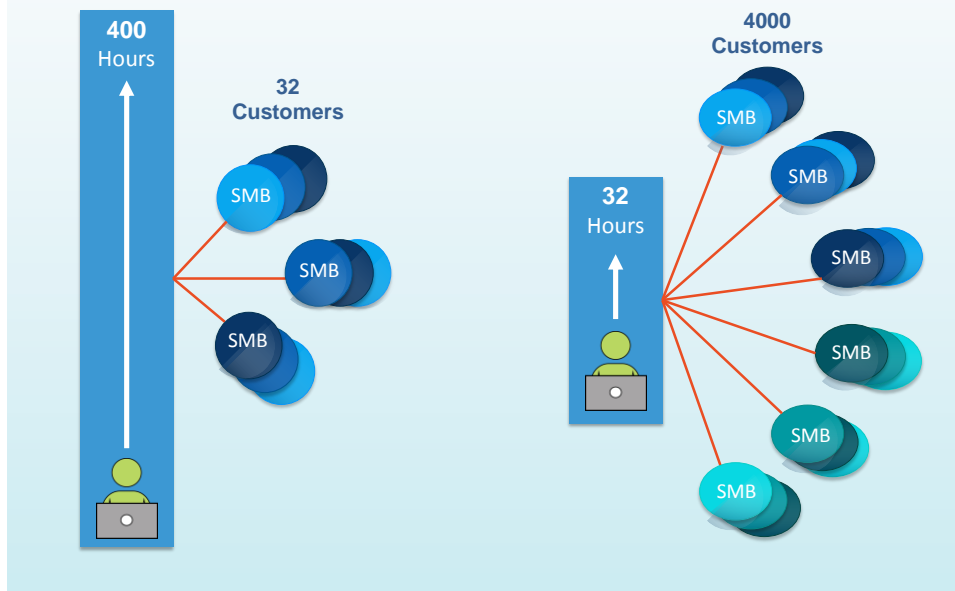
SaaS-based Remote Monitoring and Management platform that is tightly integrated with an industry-leading NOC



BUSINESS SHIFT

TRADITIONAL MSP MODEL VS.

CONVERGED MODEL



Manufacturers a Proxy for the Opportunity



All Covered 
IT SERVICES FROM KONICA MINOLTA

“Konical Minolta Acquires MSP All Covered”
Information Week

RICOH
imagine. change.



mindSHIFT
a Ricoh company

“Ricoh Acquires Managed Services Provider mindShift Technologies”
eWeek

xerox 



Home Grown Offering
Leveraging their Technicians

Xerox, building out their own capability

Why Now?



Traditional OE Model

OE/Managed IT Model

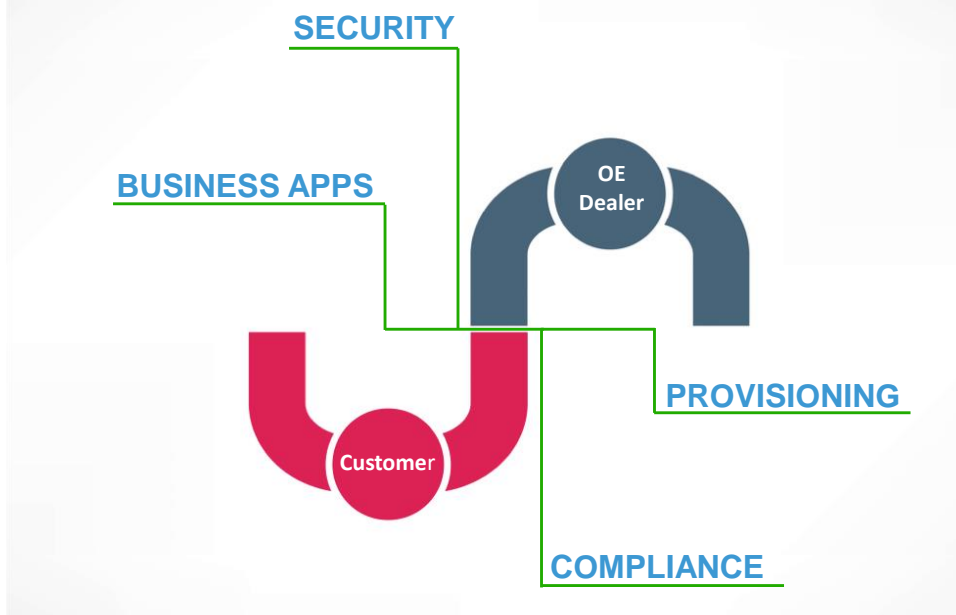
- ✓ Defense
- ✓ Differentiation
- ✓ Revenue & Product Growth
- ✓ Buying Behavior Shift

SMB Buying Behavior has Shifted



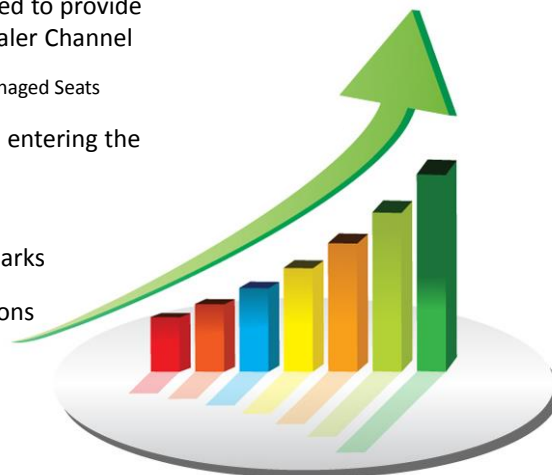
- ✓ One throat
- ✓ Lack of source distinction
- ✓ More Planning
- ✓ IT more Strategic to the Business

All IT is Local



Business Model for Managed IT Services

- Continuum and Growth Achievement Partners (GAP) have partnered to provide a Business Model for the Dealer Channel
 - Composite model at 2,000 Managed Seats
- Difference maker for dealers entering the Managed IT Services market
- Includes a Chart of Accounts and key operational benchmarks
- Valuations for MSP Acquisitions
- Your blueprint to success



www.continuum.net/businessmodel

Paths to Success



- ✓ Build
- ✓ Partner
- ✓ Buy
- ✓ Hybrid

Acquisitions – ProSource

2013 Goal: Enter IT Managed Services

Selected Continuum's Platform

Acquired Infitech – March 2013

Single Source Solution

GAP Support / Integration/ Business Model

"Because of their commitment to and success with the Continuum platform, we came to the conclusion that Infitech gives us instant operational capabilities to build on our office technology strengths and become the clear leader in IT managed services serving the tri-state area."
Ben Russert, CEO, ProSource

Acquisitions – ProSource Perspective

The Sustainable Future for Office Equipment Dealers: MSPTv Episode 18

Posted by Scott Glidden

May 14, 2014 8:30:00 AM www.continuum.net/prosource



Maximize Your Potential

- ✓ Local, breadth of offering, strategic partner
- ✓ Leverage a partner that delivers comprehensive capacity / business model
- ✓ Entry Point for Office Equipment Dealers

**Channel
Importance**

**Labor
Dynamics**

**Cloud
Dynamics**



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SEPT. 21-23, 2014

SEAPORT HOTEL - BOSTON, MA

CONTINUUM.NET/NAVIGATE



Thank you!



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