TRANSITION TO THE CLOUD

Learn about cloud computing and see how software-as-a-service is changing the way businesses manage their IT

Software-as-a-Service and the cloud have changed the landscape for businesses worldwide, from small businesses to the enterprise.

No longer do you need to purchase expensive hardware and software for many business functions. If you have an internet connection, you can move much of your business computing to the cloud.

What's the cloud? "Cloud" is a metaphor for the Internet. It's an abstraction of how networks of computers are connected, in the old days by local area and wide area networks, now by the Internet. Over the last 5 to 10 years more companies have been delivering software that's accessible from the Internet. They "own" the software and deliver it as a "service," instead of having customers own and maintain it. Software-as-a-service, or SaaS, is an application that businesses access and use via the Internet. The actual software applications reside on servers all over the web, in the cloud.

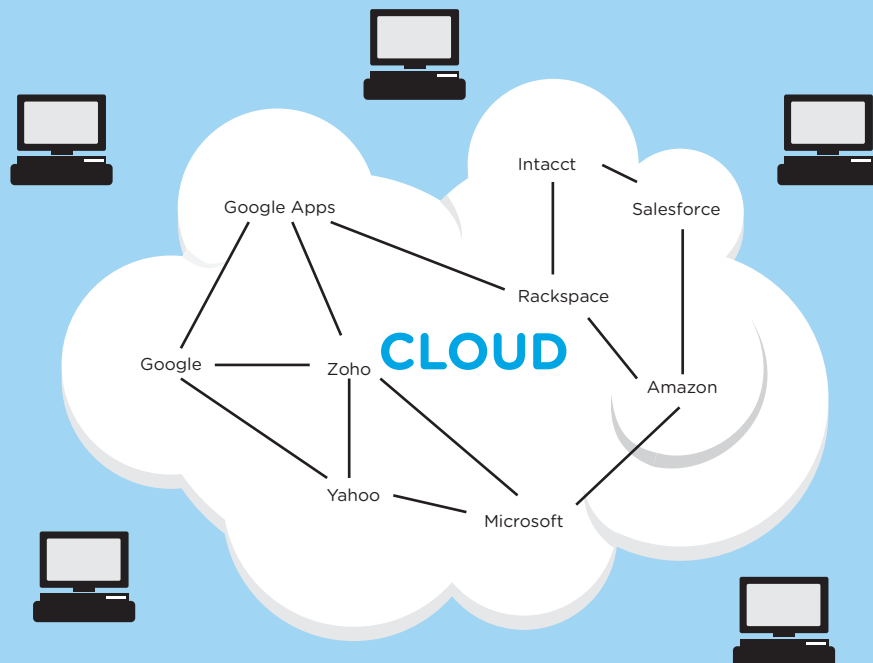# Why is there so much buzz about cloud computing?

Reduced Cost
You typically pay as you go instead of making an upfront investment

Security
SaaS is often more secure than your existing network

Reliability
Redundancy in the cloud ensures it's always on and accessible from anywhere

Intacct

Salesforce

Google Apps

Rackspace

CLOUD

Google

Zoho

Amazon

Yahoo

Microsoft

CLOUD DEVELOPMENT

We're all familiar with the development and growth of the Internet in the 1990s. When did cloud computing begin gaining traction? Many would point to salesforce.com as the original cloud pioneer. Founded in 1999, salesforce.com is currently the leading cloud CRM application, with over 51,800 customers and over 1.1 million subscribers.* It surpassed $1 billion in annual revenues in 2008, becoming the first enterprise cloud computing company to reach that milestone based solely on selling Web apps.

Other pioneers are Amazon.com which created Amazon Web Services in 2002, and Google, which began releasing cloud applications in 2006.

Gartner predicts that cloud computing is the #1 area IT professionals cannot ignore in 2010.**

*Source: salesforce.com, as of 2008.
**David Cearley, Gartner analyst, October 20, 2009

Gartner's Top 10 "Areas IT Pros Can't Ignore":

1. Cloud computing
2. Advanced analytics
3. Client computing
4. IT for green
5. Reshaping the data center
6. Social computing
7. Security--activity monitoring
8. Flash memory
9. Virtualization for availability
10. Mobile applications

Top 5 motives for companies using the cloud in 2010***

43% Cost Savings

29% Capacity Management

23% DR/BCP Solution

19% Enabling Agility

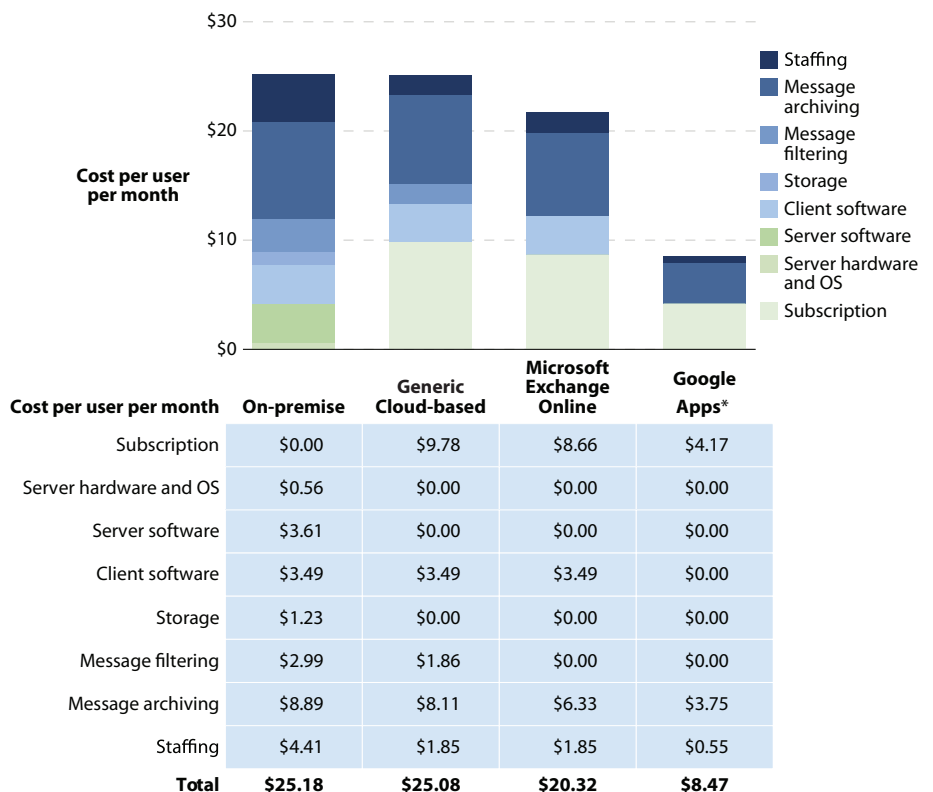***Yankee Group Research Inc, 2009

CLOUD ECONOMICS

One of the main drivers of the move to the cloud is cost; for many businesses, Software-as-a-Service in the cloud delivers substantial cost savings compared to purchasing and maintaining software in-house.

Cost savings should be evaluated on a case-by-case basis, but analysts are starting to make the research available to the public.

For example, Forrester's analysis shows that companies can achieve significant cost savings by migrating from on-premise email to Google Apps. Google Apps is an entire suite of business applications residing in the cloud: email, calendaring, documents, spreadsheets, presentations and collaboration.

The good news is that companies don't need 15,000 users as shown in the table (right) to achieve cost savings. Forrester states that generic cloud-based email is always less expensive than on-premise email for companies with fewer than 15,000 users. Google Apps can reduce costs for companies with as few as 15 users.
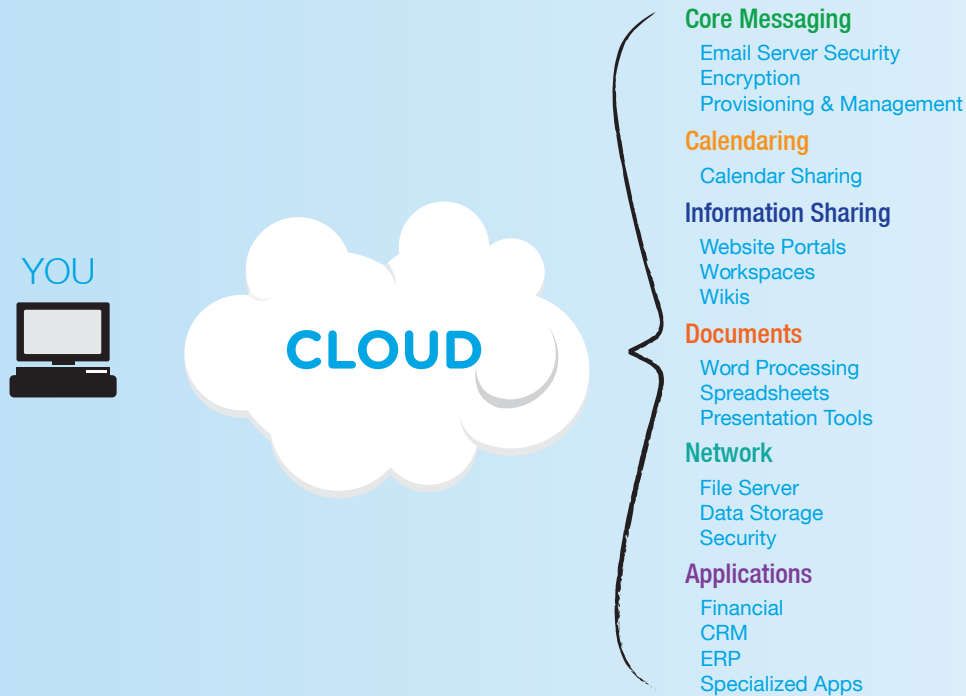
Comparing On-Premise Email Costs

Cost per user per month	On-premise	Generic Cloud-based	Microsoft Exchange Online	Google Apps*
Subscription	$0.00	$9.78	$8.66	$4.17
Server hardware and OS	$0.56	$0.00	$0.00	$0.00
Server software	$3.61	$0.00	$0.00	$0.00
Client software	$3.49	$3.49	$3.49	$0.00
Storage	$1.23	$0.00	$0.00	$0.00
Message filtering	$2.99	$1.86	$0.00	$0.00
Message archiving	$8.89	$8.11	$6.33	$3.75
Staffing	$4.41	$1.85	$1.85	$0.55
Total	**$25.18**	**$25.08**	**$20.32**	**$8.47**

Note: The pricing and features available in each architecture vary by provider. This is a scenario for 15,000 employees with email.

Source: Forrester Research, Inc.

CLOUD MIGRATION PROCESS

YOU

CLOUD

Core Messaging
Email Server Security
Encryption
Provisioning & Management

Calendaring
Calendar Sharing

Information Sharing
Website Portals
Workspaces
Wikis

Documents
Word Processing
Spreadsheets
Presentation Tools

Network
File Server
Data Storage
Security

Applications
Financial
CRM
ERP
Specialized Apps

As cloud offerings continue to develop and mature, it becomes more challenging to determine which computing infrastructure will deliver the greatest benefits by moving to the cloud.

The best starting point depends upon your current computing situation and immediate business needs.

For example, to achieve the highest short-term ROI, select the business area with upcoming hardware or software capital requirements. If you have expensive Microsoft Exchange licenses to renew, check into Google Apps. If you're evaluating an entirely new financial management system, take a look at Intacct. If your CRM maintenance contract is renewing, look into salesforce.com.

Business Pain	Starting Point	
Messaging	Core Messaging	Email Server Security Encryption Provisioning & Management
Financial Management	Applications	Intacct NetSuite
Marketing or Sales	Applications	Salesforce.com Sugar CRM
Network or File Servers	Network	Amazon Web Services Rackspace
Software Development	Network	Amazon Web Services

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POPULAR CLOUD APPLICATIONS

More and more companies are delivering safe, secure cloud offerings.

Here are some of the most popular SaaS offerings:

Core messaging:
- Google Message Encryption
- Postini
- ScanSafe Web Filtering
- Unify for Google Apps
- GroupID Self Service
- Zimbra

Calendaring:
- Google Apps

Document creation and sharing:
- Google Apps
- OffiSync
- Zoho

Information sharing:
- Google Sites
- Central Desktop
- Near Time
- PB Works
- Daptiv
- Backpack
- Zoho
- KnowledgeTree

Network sharing:
- WebDrive
- Livedrive
- Dropbox
- Jungle Disk

Applications:
- Salesforce.com
- Intacct
- SugarCRM
- InfusionSOFT
- Adaptive Planning
- Quickbooks Online
- Highrise
- Acumatica
- Landslide
- SalesFUSION
- Savo
- SuccessFactors
- Taleo
- Clarizen
- NetSuite
- Basecamp
- Zoho
- RightNow
- WebEx
- GoToMeeting

BI101'S ROLE IN CLOUD COMPUTING

Bi101 is an independent software consulting firm that specializes in migrating companies to the SaaS model. Bi101's consultants take companies through a guided process to transition their computing to the cloud, starting with the highest ROI computing areas.

We Practice What We Preach
Bi101 Moves to SaaS in the Cloud

Bi101 has 17 years experience as an independent software consulting firm. We started in 1993 reselling AS/400 based MAPICS enterprise resource planning solutions along with hardware, peripherals and consulting services to deliver a total solution for mid-sized manufacturers.

We started to clearly understand the true client benefits of moving to the cloud in 2004 when we began reselling Postini's email encryption and security product.

When Google announced it was purchasing Postini in 2007, we realized we could take this approach to the next level. Instead of upgrading our own email server to Exchange 2007, we transitioned to Google Apps, initially just for email, calendaring, and chat. Soon we began using the broader productivity suite including message discovery for archiving, document collaboration with Google Docs and external collaboration, and Google Sites for our implementation project management. It's similar to Microsoft's Sharepoint.

We quickly took the next step and moved our financial system to the cloud, abandoning

"The payoff was huge..."

- Users no longer needed to access the company network to do business
- There was no longer a single point of failure
- Our IT costs dropped dramatically

Quickbooks to deploy Intacct and Paychecks Payroll. The process continued when we moved our files from our local file server to Amazon.com's S3 service (which only costs us $2.50 per month). The last step is to migrate to salesforce.com for CRM and help desk ticketing.

Today our employees can access all Bi101 company resources from anywhere without any Bi101-provided infrastructure. All employees access the applications using their own hardware. We're always on the latest release, we have no upgrades on the horizon, no backups to worry about and our power bill is lower. We now have an infrastructure that is more reliable, more secure and costs us a fraction of what we were paying for our on-premise infrastructure.

Our entire business runs in the cloud 24/7. It's powerful, and we'll be happy to show you how you can achieve the same.

SEE THE BENEFITS OF THE CLOUD FIRST-HAND

Connect with us for a free analysis of your IT infrastructure. We'll analyze your current situation and recommend your greatest opportunity for immediate cost savings by moving to SaaS in the cloud. There's no cost and no obligation.

As your partner, we can give you advice and recommendations and our consultants can handle your data migration and implementation.

We're a Google Apps partner, but also evaluate and implement best-of-breed SaaS offerings from any vendor.

Whether you need email, email encryption, word processing, spreadsheets, web security and encryption, virtual computing, network management and even financial management, Bi101 has a solution.

SaaS application areas we review

Core messaging
Email server, email security & encryption, provisioning, management

Calendaring
Calendar sharing

Document creation and sharing
Word processing, spreadsheets, slide presentations

Information sharing
Website workspaces, website portals, wikis

Network sharing
File server, data storage, security

Applications
Financial, specialized apps, CRM, ERP