



transforming information technology  
to intelligent technology



blue dog  
NETWORK  
smart . simple . secure

# POWERFUL TECHNOLOGY. POWERFUL SOLUTIONS.



## POWERFUL TECHNOLOGY. POWERFUL SOLUTIONS.

Your successful future with cloud computing starts when you partner with blue dog NETWORK. Leverage cloud computing benefits to stay ahead of the competition, secure your data, connect your workers or customers and your communication devices with scalability and simplicity. Leave the IT worries to blue dog and get back to what you do best: **growing your business.**

### KEY BENEFITS

- Agnostic operating system support
- 14 data centers
- Back-up and recovery
- Business continuance, crisis communication recovery plan
- Lower your IT costs
- Peace of mind security and business intelligence
- No worries over natural disaster, power outages or downtime, cyber security breaches or simple user-error
- Productivity demands instant gratification, which includes a connected mobile work environment. Smart. Simple. Secure. **NOW**



**DANA is THE MASTERMIND BEHIND blue dog NETWORK, ONE OF THE FASTEST GROWING, INNOVATIVE CLOUD COMPUTING TECHNOLOGY COMPANIES IN THE WORLD. SINCE 2006, blue dog NETWORK HAS PROVIDED CLIENTS AROUND THE GLOBE WITH PRIVATE CLOUD COMPUTING SERVICES, SUCH AS DEDICATED AND VIRTUAL HOSTING, EMAIL, COLLABORATION, BACKUP, DISASTER RECOVERY, BUSINESS CONTINUANCE, CLASS A DATA STORAGE WITH 14 GEOGRAPHICALLY SPECIFIC DATA CENTERS AND REMOTE ACCESS TO NON-WEB ENABLED SOFTWARE.**



## MEET THE CEO



**DANA VIZNEAU “ALPHA DOG”**  
Dana developed blue dog NETWORK as an evolution from managed services utilizing cloud computing with a SaaS, HaaS delivery model. She continues to evolve the new company towards the future of technologies. Named as the “Most Innovative Company” by TechNews for its deployment of Infrastructure as a Service (IaaS), the next generation of cloud computing, and Infrastructure as a Service (IaaS), Dana brings over two decades of engineering innovation to the helm of blue dog NETWORK.



- Most Innovative IT Company 2007,** TechNews Magazine
- Best Management Team,** March 2007 NJTC Venture Conference

### GENERAL ELECTRIC

Dana gained valuable experience from her corporate achievements as well. She was recruited by GE to outline and develop a national practice from a traditional outsourcing, procurement and break/fix model. She led the pilot and trained staff for the market entry of the first technology assessment for OCD (Ortho Clinical Diagnostics), a division of Johnson & Johnson.

### VANSTAR AND MICROSOFT

Vanstar was impressed. She was recruited from Lucent by Vanstar and Microsoft to manage its North East National Practice consisting of the company’s senior architects and engineers. She also managed the company’s client relations, project management and sales training, and defined methodologies of selling enterprise solutions to Fortune 500 companies.

### LUCENT

As a member of the NSExec Team at Lucent, she led the exclusive deployment team to success with high level confidential financial statistics application developed exclusively for Lucent E levels (CEO, CIO, CFO, etc).

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# DEVICE EVOLUTION AND CONNECTIVITY TAKE A LIGHT YEAR LEAP.



## THE EVOLUTION OF THE CLOUD

- 2010 parted the clouds, revealing a major paradigm shift in the way businesses look at IT
- Cloud computing became mainstream
- WIFI became the preferred access
- Wireline speed increases from dial-up to 56K to DSL to cable to FIOS
- Device evolution and connectivity take a light year leap
- Workers want instant gratification. Businesses demand it. smart. simple. secure. NOW

## THE CHANGING CLOUD LANDSCAPE

The emerging mobile workforce:

- More than 50% of organizations spend more than 40% of their day working mobile
- 40% of employees have high speed data cards
- 38% of enterprises say their smart phone or cell phone is their primary communication device
- 45% of corporations are interested in mobile applications
- 4% of workers use tablets for business purposes, and more are added every day
- 75% of companies say they are planning to incorporate cloud computing into their business process plans for the next year
- 60% of companies are looking for ways to integrate social media into their marketing and business strategies and need information technology to support the growth and mobility



WE CREATE **VALUE** FOR THE MOST IMPORTANT BUSINESS IN THE WORLD: **YOURS.** SAVE MONEY. SAVE TIME. GROW SMART. FUNNEL ALL YOUR IT NEEDS WITHIN blue dog NETWORK TO YOUR UNIQUE SMART, SIMPLE, SECURE CLOUD SOLUTION.

Which cloud are you on?



# REDUCE YOUR OPERATING COSTS BY 30-50% AND YIELD A MEASURABLE ROI.



**24 REASONS blue dog NETWORK**  
IS YOUR BEST TECHNOLOGY PARTNER, 24 HOURS A DAY:

**8 SMART ANSWERS** + 8 simple answers + 8 secure answers = 24 Reasons  
blue dog NETWORK is your best information technology partner.

## **SMART**

Make the smart move with blue dog NETWORK and achieve top line revenue results with bottom line savings immediately without compromising expertise, quality service or budget.

- Convert your capital expenses to operating expenses by no longer paying for hardware or server upgrades
- Little or no upfront hardware costs
- Agility is a competitive advantage
- Reliability and improved end-user productivity
- Eliminate your uncertainty and variability in IT budgeting
- Affordable starting price point and a **fixed low monthly fee**
- Start profiting and increasing your productivity today
- Fuel business growth with the solution you need but aren't able to implement yourself. You can now with **blue dog NETWORK**

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# AVOID INCREASING COSTS OF SOFTWARE AND APPLICATION LICENSING AND GET UPGRADES AUTOMATICALLY.



8 smart answers + 8 **SIMPLE ANSWERS** + 8 secure answers = 24 Reasons  
blue dog NETWORK is your best information technology partner.

## **SIMPLE**

Transparent simplicity of connectivity and harmony of all operating systems and devices. No complicated programs to learn and no worries. Your desktop will look just like your current one. You'll just have more options, connectivity and security.

- Rapid scalability: add or subtract users and devices simply any time, any where
- More IT for less with a one stop easy solution
- Avoid increasing costs of software and application licensing and get upgrades automatically
- Value-add predictable, fixed monthly investment for your IT services
- Select a la carte features you can revise every month as your business evolves
- Fast implementation
- On-call technical support teams for fast help, on-time and on-track deployment
- Knowledgeable customer service

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# SECURE CONNECTIONS EVERYWHERE, ACROSS ALL DEVICES



8 smart answers + 8 simple answers + 8 **SECURE ANSWERS** = 24 Reasons  
blue dog NETWORK is your best information technology partner.

## SECURE

Surprises are great for birthdays. Not businesses.

blue dog NETWORK eliminates technology-related headaches.

Any downtime is too much downtime.

- blue dog policy is “back-up and recovery in 15 minutes or less 24/7/365”
- Business continuance is guaranteed
- Automatic software refreshes
- Scheduled disaster recovery drills
- Remote access connectivity
- Data back-up for all devices
- Around the clock technical support engineers and customer service experts
- 14 Class A data centers on separate power grids, two UPS back-ups, and fully fueled alternative powered generators

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**I WANT A SOLUTION THAT MEETS ALL MY NEEDS NOW AND OFFERS THE SCALABILITY TO GROW WITH MY BUSINESS.**

## YOUR BEST CLOUD NOW **START UP BUSINESS**

**CHALLENGE:** Too many options, too little technology expertise, too few dollars

**YOU:** “I don’t have time to invest in becoming a tech expert. I need technology solutions that are affordable and easy, but I can’t see through the fog and find a complete answer. Planning, budgeting, process, suppliers... I want a solution that meets ALL my needs NOW and offers the scalability to grow with my business.”

Solution: **SMART**

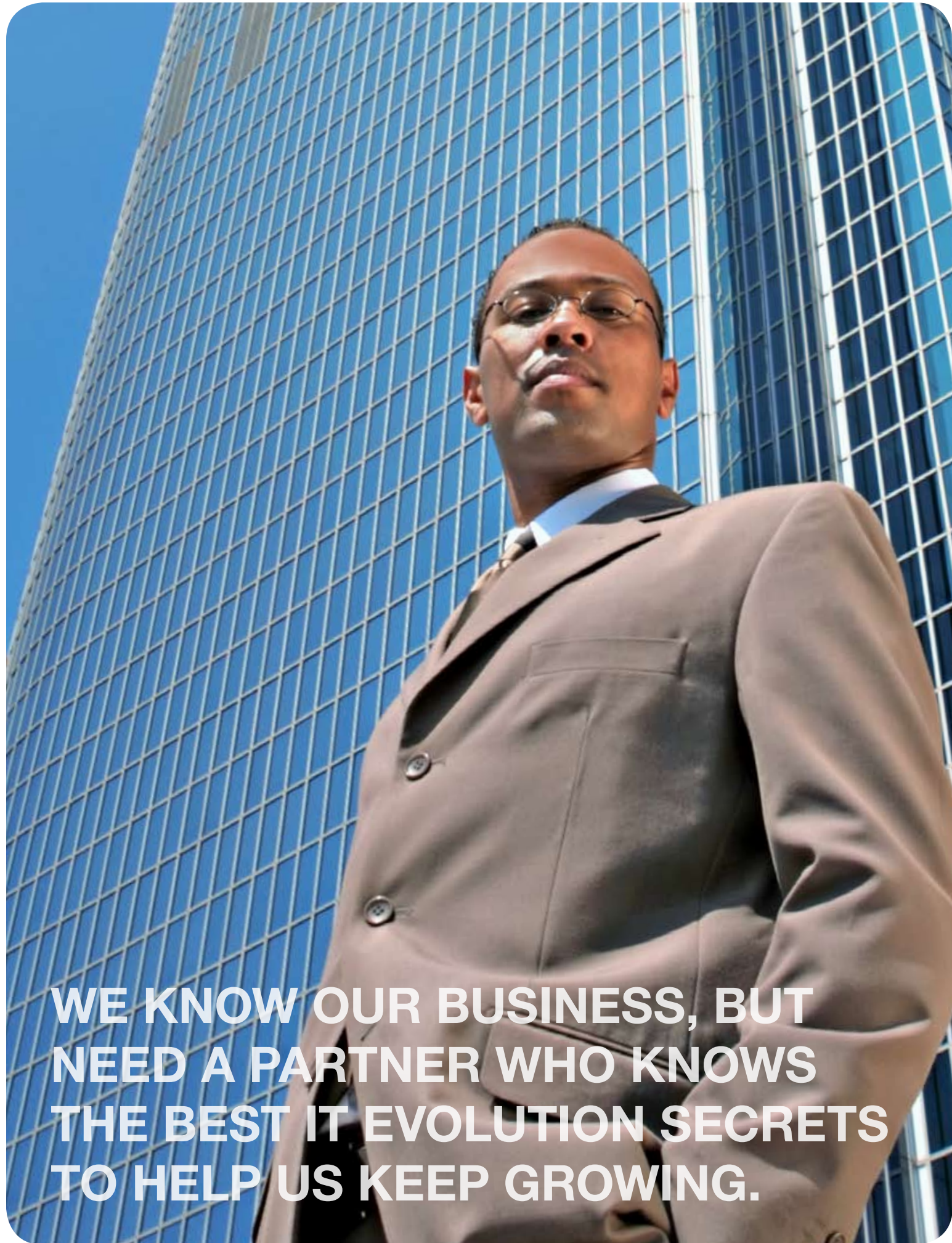
**blue dog NETWORK IS YOUR SMART CHOICE.**

You can budget for your IT costs as a predetermined monthly operating expense. We provide the ability to expand and collapse your technology on an “as needed, turn it off, turn it on” basis. We create value, particularly for small and mid-sized businesses by significantly reducing operating costs by 30-50%. We do this by delivering enterprise technology (all applications, any time, any where) at a fixed monthly investment. **No surprises.**

- Complete affordable turn-key solution
- Email
- Access from any device, remote or stationary
- 24/7/365 technical support, just a call or click away
- Predictable cost per user, pay as you go
- Automatic upgrades and refreshes, seamless and transparent
- No concern for evolving software/hardware requirements
- We’ve got you covered Instant Access, Any time, Any where

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**WE KNOW OUR BUSINESS, BUT  
NEED A PARTNER WHO KNOWS  
THE BEST IT EVOLUTION SECRETS  
TO HELP US KEEP GROWING.**

## YOUR BEST CLOUD NOW **GROWTH COMPANY**

### **CHALLENGE:**

**YOU:** “The needs are great but the cost is greater. We are on the fast track, with proven successes clearly in the mirror. We know our business, but need a partner who knows the best IT evolution secrets to help us keep growing.”

Solution: **SIMPLE**

### **blue dog NETWORK IS YOUR SIMPLE, CLEAR CHOICE**

We clarify your choices and understand your needs.

We make it easy.

- bdN is your one stop for all the technology needs to support your growing business
- We offer solutions for your connectivity all the time, anywhere your business goes
- Agnostic operation system support with remote access on multiple communication devices including tablets, android devices, laptops and MAC books
- Data security, back-up, disaster recovery
- Peace of mind knowing you have a business continuance plan in place, seamlessly, should the unexpected happen
- 24/7/365 technical support to answer your questions
- It's all here simply at your fingertips

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OUR VISION IS ON THE FAST TRACK, AND OUR EMPLOYEES ARE TOO.



## YOUR BEST CLOUD NOW **ESTABLISHED BUSINESS**

### CHALLENGE:

**YOU:** “We are a big company with big concerns. We’ve been around awhile, and have proven success, and we continue to grow. We have multiple brick and mortar locations, with plans to continue international expansion. Our vision is on the fast track, and our employees are too. We have to ensure employees can work from any where in the world, any time, with any device. We have seasonal workers to support real time spikes in needs. So we need to add or subtract users to support our business needs quickly and securely.”

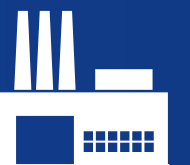
Solution: **SECURE**

### **blue dog NETWORK IS YOUR PEACE OF MIND SOLUTION FOR BACK-UP, RECOVERY, AND PLANNING AHEAD**

Fail to plan, plan to fail. Put that on your calendar. Bad things happen to good companies. Providing the ultimate in security technologies to guard against the devastation from natural disasters, power outage downtime, cyber security threats, or simple user error, blue dog NETWORK is the answer to your security and scalability concerns. Just like in any large corporate environment, your data and applications reside deep inside any of our 14 Class A data centers, geographically positioned, and powered by multiple power grids. Redundancy of back-up and recovery security to the cloud is clear. So is your peace of mind.

- Intelligent back-up and disaster recovery
- Business continuance planning and reinforcement
- Significant reduction in compliance cost
- Implementation securely, simply, with no upfront costs
- Technology framework for best practices assures you are partnered with the **best up-to-the-nanosecond support**

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## WELCOME TO CLOUD CONTROL

### Overview of 3<sup>rd</sup> Generation Features

#### Exchange 2010 (Hosted)

Exchange enable user – ability to give email addresses, aliases, and pick the plan that is assigned to a user. • You can also increase the size of a user's mailbox over the plan size.

Exchange Disable User – by disabling exchange, the users mailbox will be removed, as well as all email addresses removed from the user.

Delete Exchange User – removes the user and the mailbox.

User Modify – the following is a list of things that can be modified on a user.

All active directory fields (first name, last name, etc.)

Hide from address list – allows company admins to hide a user from the exchange address list

Group membership – users (if the company admin lets them) can add or remove themselves from groups

Full Public folder support

Challenge Message system – users can pick from a challenge and response, in case they forget their password.

Permissions – users can add permissions to other users in their company

Send As – gives ability to send as if you were that user

Send on Behalf–gives ability to send emails on behalf of another

Full permissions – gives the other user full access to the users mailbox

ActiveSync – All ActiveSync devices will show up on the user page (and BlackBerrys)

Remote wipe

Remove partnership

See details on the device

Resend activation code (blackberry)

Lock device (blackberry)

Unified Messaging – ability to UM enable a user, and assign the Pin and Extension that the user has, in addition to a variety of other features.

The system allows creation/modification/deletion of the following Exchange enabled items:

Users/Rooms/Equipment/Groups (security and distribution)/Contacts

#### SharePoint 2010

Our system will show all the sites that a company has activated on the system.

Via the Company Info page, the Company admin can do the following:

- Create new SharePoint sites

- Modify existing sites

- Delete sites

- View all info for existing sites

- Set quota size on the site

- Pick SharePoint plan assigned to the company

- Add users to SharePoint sites, without going to the site (via the user info page)

- Jump to the SharePoint site via its link

#### Lync Coming 4th Quarter 2011

Lync is a new active part of the system, which allows a variety of features to be exposed to the company and user.

Users can be Lync enabled, by picking which Lync plan is assigned to them.

Companies can have Lync plans assigned to them.

Lync Pools can be added, shared, and all of the information about that Pool can be viewed.

Lync plans can be created, which define all the features that are exposed to the user.

The following are a list of features that make up a Lync plan:

- Enhanced IM Presence

- Federation

- Internet Access

- Meeting Policies

- Unified Communication policy

- PC to PC VOIP

#### Microsoft Dynamics 5.0 (CRM)

We will be fully support provisioning of CRM for companies and users.

Companies can be allocated into CRM pools based on which pool is assigned to the reseller.

Users can be added, and the roles assigned to the user can be changed through our interface.

Our older system supports CRM 4.0, but our new system will be supporting CRM 5 in July.

#### Terminal Services

We have full support for automatically provisioning of Terminal services for companies and users. This will create a folder for each user on the File Server, with a set amount of space. We stamp the folders with FSRM to be able to maintain strict quotas, but the user or company can increase this quota via our interface. Each company gets its own GPO, that can be modified to create a customization per company. Each company also gets a top level public folder that has a specific amount of space to be used. You can also tie this in with both Citrix and Application sharing.

#### Back-up Solutions

We offer integration with the third party back-up solution. This allows the ability to back-up and restore desktop systems or servers to your blue dog NETWORK. The user can then initiate restores anytime.

#### Applications

SaaS support is now a built in feature of our system. You can stream applications via Citrix. This allows you to offer generic applications (such as Microsoft Office), or company specific applications (such as a custom app, or GreatPlains).

The system will auto provision, and bill and handle all the setup for users, companies and applications.

#### BlackBerry Support

The system fully supports blackberry's, with the ability to provision them just by checking a box on the user page.

The system will auto generate the password and email it to the user. This can be turned off. Blackberry's will show in the device panel, and allow users to remote wipe the device. The system can support unlimited number of Blackberry servers, allowing you to grow your system as much as you need.

#### Domain Registration

Domain Registration and DNS support is an integral part to the system (though it can be turned off). We currently support ENOM, the world's second largest registrar. During the self signup process, a company or reseller can opt to register a new domain. This will then trigger the automatic generation of all relevant DNS entries (MX records, Auto discover CName records, A records for SharePoint). At any point, the owner of that domain, can view all of the information about that domain, and modify that info. Companies and resellers can view or edit all information about the Domain, from the date it expires, auto renew information, all of the Contact info for domain, and all of the DNS entries. The system allows the user to change or add any ARecord, MXRecord, or CName record that the user wants via a very easy to use interface. It will automatically update any changes (additional domains, new SharePoint sites) that are need and auto create the DNS entries. You can also now modify and hold DNS on your own Windows based DNS server. This allows your customers to point their Name Servers to you, and then you can control the DNS for them automatically.

#### Audit System

Every single event and change made by the any user, whether it's a single user, or even the domain admin is tracked by the audit system. Both the Hoster and resellers have access to this audit system, though companies do not. You can search the audit system based on the object that the event occurred to, or by who enacted the event. You can search further by date, and sort by a variety of other variables. The audit system is the only part of the system that cannot be turned off. If a user calls up and asks why a person was deleted from the system, you can go into the audit system and tell the exact time, page and person who deleted that user.

#### Multi-Lingual

Our system is Multi-lingual, and currently supports English, Spanish, German, Croatian, Russian, Polish, Hungarian, Turkish, Chinese, Finnish, Czech, and French. The entire system is XML based, so adding new languages, or customizing for specific cultures is fast and easy. The hoster can choose what languages they support and can turn on or off languages at any time. The system will auto sense the users culture, and automatically switch the system to show the correct language and currency for that user.

#### Multi-Currency

Adding any new currency is as simple as adding them to a table on a web page. The hoster decides what currencies the system will support, and can turn them on or off at will. You can also add new ones any time. Once a currency is activated, it will instantly show throughout the system.

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