

In 2012, 20 Percent of All Enterprises Will Own Zero IT Assets*

That's because they consume IT as a Service through the cloud.

ITaaS.

Welcome to the IT Purchasing Revolution.

ITaaS. It's how smart enterprises jettison their IT and thrive through cloud-based IT consumption.

IT as a Service (ITaaS) is a smart way for enterprises to take advantage of start-of-the-art technology platforms at a fraction of the cost of owning, managing, and servicing a full-suite infrastructure. It's a transformational way for businesses to approach IT, redefining how IT resources are *precisely matched* to dynamic business needs.

The metrics of success for ITaaS include operational efficiency, response time, availability, and scalability -- all of which dynamically change as business drivers evolve.

The economic value of ITaaS for enterprises is the shift from

burdensome and costly infrastructure ownership and maintenance to intelligent consumption of IT – as needed, when needed.

ITaaS is what transforms technology into a strategic business asset that drives competitive advantage and innovation, all packaged in a low monthly fee.

"Professionally managed IT services empowers our customers to focus on what matters most to them – and to move away from time-consuming and expensive in-house IT platforms."

— Thomas Denton
Director of Managed Services
Universal Understanding

5 Key Advantages of UU's ITaaS



Services and solutions scale to match your dynamic IT needs, all on a "pay-as-you-go" model

Robust detection tools proactively monitor the performance, availability, and capacity of your IT requirements

Flexible pricing is a highly efficient means to secure sophisticated IT platforms without overhead expenses

Customer-centric dashboards are configured to match your Key Performance Indicators (KPIs)

Intelligent automation leads to rapid configuration and provisioning

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Smart collaboration has arrived.

Our IT solutions empower enterprises and their teams to stay connected, whether working on a laptop at home, traveling with an iPad®, or commuting with a Droid® smart phone. We call it the **A2 Network: Any Content | Any Device**™. Call today to learn how our **A2 Network** adapts quickly and seamlessly to your changing business needs.

Ask about our design and support expertise for VDI Federal customers.

ITaaS. Savvy Enterprises Become Market Leaders Through Cloud Computing.

Managed Services of Universal Understanding

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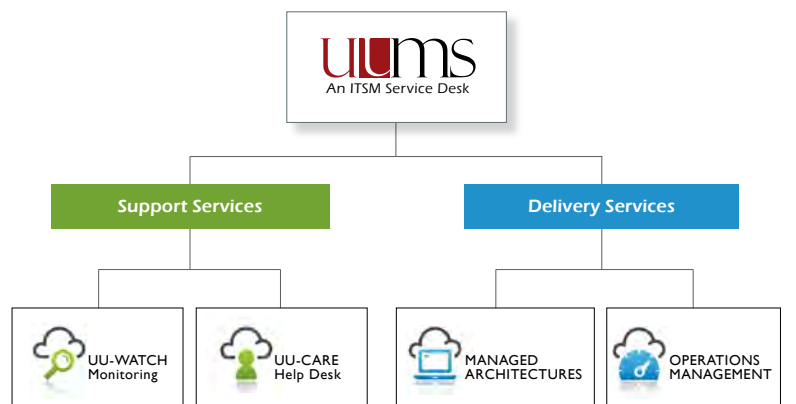
Universal Understanding Managed Services is singularly focused on providing exceptional IT services — relying on standards-based approaches, customized service levels, and actionable reporting and accountability.

What Our Customers Gain From UUMS

- Data Center Consolidation
- Private Cloud Creation
- Public Cloud Migration
- Workforce Mobilization
- Telework Solutions
- Collaboration Solutions

How We Manage Our Customers' IT Solutions

Our UUMS infrastructure provides robust monitoring, proactive problem resolution, end-user support, data center oversight, self-service customer portals, in-depth reporting and analysis, and hundreds more features.



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About Universal Understanding

Universal Understanding an award-winning enterprise comprised of cloud computing experts who deliver solutions that empower workforces to be more efficient, effective, and collaborative.

We expertly design and deploy advanced communication networks that equip your teams with a spectrum of collaborative tools: conferencing, video and audio on demand, telepresence, customer care, IP communications, messaging, mobile applications, secure enterprise social software, and much more.

More than one decade of IT innovation and customer service ethos has earned us such awards as the **CRN** 2011 Fast Growth 100 Award Winner, **Ingram** 2010 Overall Top Growth Award, **Cisco** 2010 Small Federal Business of the Year, and **Cisco** Customer Service Award of Excellence.

Universal Understanding is a HUBZone certified, registered Service Disabled Veteran Owned Small Business (SDVOSB) enterprise.



Universal Understanding Partners

