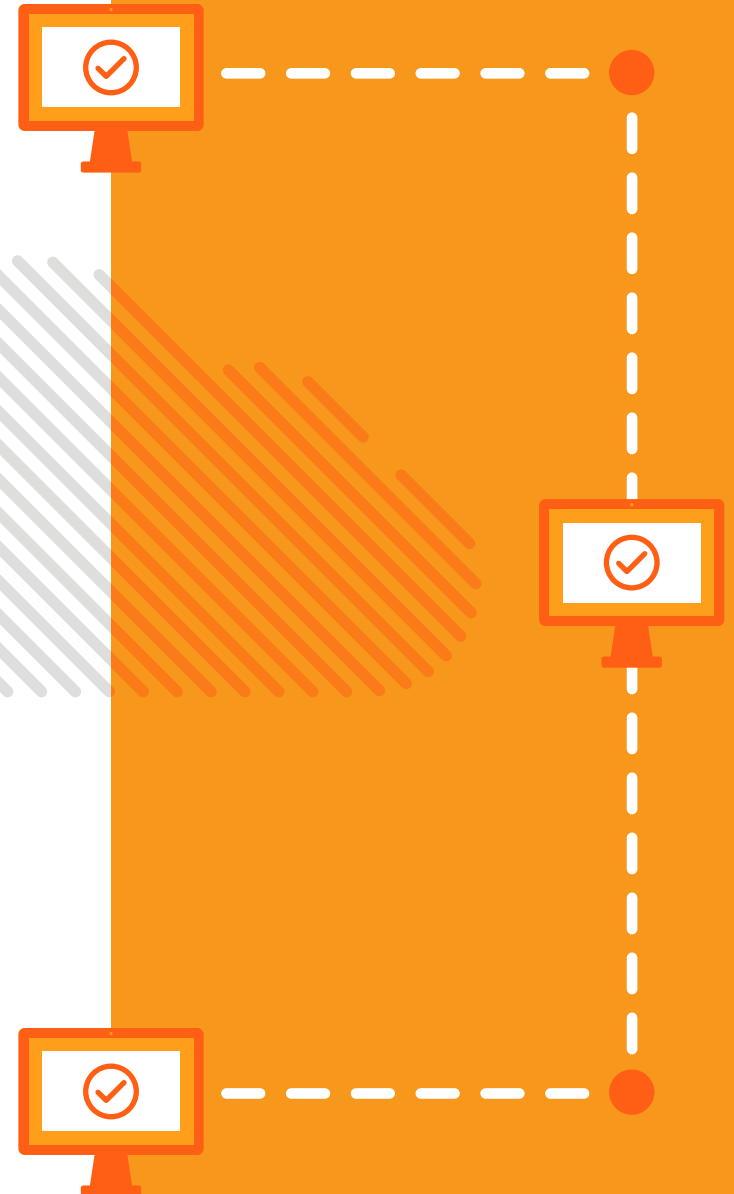




THE RIA CLOUD JOURNEY SERIES

Using the cloud to simplify your IT

How to remove complexity
so your team can focus
on the important things



INTRODUCTION

Who works for who?

Technology has delivered massive benefits to every business.

In fact, it's hard to remember what work life was like before PCs, software, the internet and mobile devices. (Hint: it wasn't pretty).

But somewhere along the line, while you were focused on your clients and growing the business, technology took over. The applications, systems and servers you depended on to get things done now demand more and more of your time, money and resources.

More business technology means more things to buy, manage, maintain, patch, update and upgrade. And a more mobile workforce means more devices and users to connect, support and secure.

It also means you're more responsible for making the right files available to people, wherever and whenever they need them.

The biggest companies have whole departments to handle all of that. But for small and medium-sized RIAs, the IT burden is becoming unsustainable – pulling valuable resources away from the things that matter most.

That's changing.



INTRODUCTION

Who works for who?

The cloud is here to simplify your RIA.

A new generation of cloud-based applications and services are changing the way growing businesses run their IT systems.

» **They're low cost** – delivered through predictable, subscription services.

They're more secure – so you spend less time playing defence.

They're easy – with centralized management.

They're agile – deploying in seconds and scaling up easily.

They're mobile-friendly – supporting your people, wherever they are.

The bottom line: when you replace your on-site IT systems with cloud applications and services, you dramatically reduce complexity, overhead and demands on management – while actually increasing security.

That means you can focus on what you do best.

On your clients.

On your team.

On doing new and better things.

On growing the business.

That's why so many growing companies are moving their files, applications and whole IT set-ups to the cloud – now.

Let's look at how

Here to help

We're your friendly neighborhood IT service provider, uniquely dedicated to RIAs

We specialize in helping RIAs just like yours simplify their IT systems by moving them to the cloud – in easy, sensible steps.

We can help you transition to a simpler world while minimizing risk and disruption – and supporting you and your users every step of the way.



SECTION 01

Why the cloud simplifies your life

There's a lot of hype about the cloud out there. But don't let that obscure the proven benefits.

This is no passing fad: it's the new way to run IT for your RIA.

And it's SO much simpler.

Here's why:

- » **No hardware or software to buy and own**
Nothing to buy, install, manage and maintain. Just the functionality you need, on tap.
 - » **Instant updates to the latest versions**
The update and upgrade hassle is gone. It just happens in the background.
 - » **Security that's built in**
With bank-grade encryption. It's *way* more secure than your on-site IT.
 - » **Everything backed up**
Lost laptop? No problem. Ransomware attack? You're defended and backed up in the cloud.
 - » **Access from any device anywhere**
Cloud apps run from any browser on any device. If the user is authorized, they're supported.
 - » **Predictable costs**
No up-front capital spending. Just a simple, subscription model.
 - » **No over-provisioning**
Never pay for more than you need today. Pay per user and scale as needed.
 - » **Easier tech support**
There's no chasing where in the stack the problem is. So you can focus on innovation.
- Any three of these benefits would be enough to convince most RIAs that it's time to get out of the IT business.**
- But take them all together, and the business case writes itself.
- Simpler IT is better IT.

Don't go it alone

Cloud services are much easier than on-site IT. But that doesn't mean they're zero-touch.

The best route is to work with an experienced IT service provider who understands your industry and your business, and can suggest the best cloud journey for you.

(And one who will stay around to manage it for you, day by day.)

Don't know any? You do now.

Get in touch!



SECTION 02

Three steps to the cloud

Few businesses go all-in to the cloud overnight.

Most take sensible steps, replacing old on-site systems with cloud services one at a time. And most follow a simple, three-step journey:

01

Move your files to the cloud

Cloud file sharing and storage saves you from an email nightmare – no more lost attachments, file-size limits and unsecure collaboration.

It's an incredibly easy step to take and it improves your company's efficiency, productivity and security pretty much instantly.

We use and recommend a cloud file sharing and storage service called ShareFile from Citrix Systems, one of the world's biggest and most innovative cloud companies.

02

Move your applications to the cloud

You may already use cloud apps like Salesforce, Gmail or Office365. But you can also move your most important on-site apps (the ones on your servers or locally installed on each computer) to the cloud.

Application virtualization turns an old-school app into a cloud app – quickly and easily – so your staff access it from any browser, anywhere. Simpler. Easier to maintain. And way more secure.

Talk to us about how to improve the deployment of your most important applications – we do it all the time.

03

Move your desktops to the cloud

Managing every PC one at a time is a huge burden – and results in unpatched, unsecure devices.

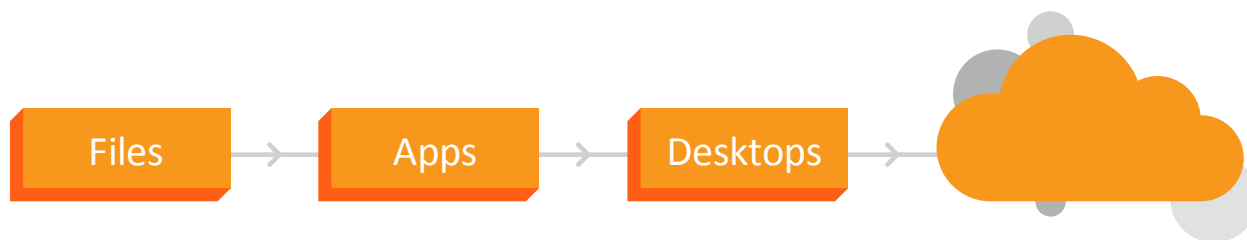
Cloud-based desktops mean everything is managed centrally. Your staff can work on any computer – just as if the whole system was locally installed. And if they leave their laptop in a taxi, no harm done since nothing is locally installed.

We manage 'hosted desktops' for RIAs of all sizes. Let us show you how it works.

That's the cloud journey that hundreds of thousands of businesses are on today.

You're probably somewhere along the way too.

The key is to progress in sensible steps, with help and support all along the way.





SECTION 03

Sound bites



How the cloud
makes life simpler

SECTION 03

“Utilizing standardized services can significantly reduce issues. This increases business continuity and reduces time spent on operational issues, focusing more on the things that matter.”

*Edwin Schouten
Wired*

“Not only does cloud computing make it easier for employees to work outside of the office, it makes it easier for small-business owners to manage their business at any time of day, from anywhere.”

*Entrepreneur magazine
May 2015*

“As a non-IT person, I find cloud-based applications easier to set up and use than many [computer] applications, and I don’t need to rely on internal IT support as much for assistance.”

*Cristina Martin Greysman
Vuzit, a six-employee software company [Source: PC World]*

SECTION 03

“Going all in on cloud is an economic advantage for many small businesses, but it can also prove to be a competitive one – helping attract a new demographic of employee or customer, while driving business results.”

*Russ Fujioka
Inc. magazine*

“On-demand cloud resources provide the way to try out new ideas without extreme investments in supporting systems. And a shift in business focus can be made fairly quickly.”

*Joe McKendrick
Forbes*

SECTION 04

Let's do this

Your RIA is carrying too much IT and too much complexity.

The cloud makes it easy to give your users the files, apps and desktops they need, with none of the management overhead.

It's *easier* to run and pay for than your on-site IT set-up.

And it's far more secure.

Let's talk about your cloud journey.

The journey to the cloud should be painless and sensible:

- » **Move your files to the cloud.**
- » **Move your applications to the cloud.**
- » **Move your desktops to the cloud.**

With each step, your business gets simpler, more secure and more manageable.

And your costs don't just get more predictable, they actually come down.

Win-win-win-win



Next steps

To really understand how the cloud can help your RIA and integrate with your people and processes, it pays to talk to an expert.

We're experts.

And we'd love to talk about your business, assess your cloud readiness and make recommendations for a smart, controlled journey to the cloud.

It's time to get rid of the heavy burden of on-site IT systems.

The cloud awaits.



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