



Is the Cloud right for you? Yes, yes it is.

Abstract

BBTech Solutions **Smart Office** product solves the problems that many businesses face today – namely the problems of reduced productivity, unnecessary downtime, the potential for data loss, and excessive IT infrastructure expenditures.

Smart Office improves productivity by providing a zero maintenance, always available, access-from-anywhere, secure computing environment for all your business needs. We provide full hardware redundancy, as well as on-site and off-site backups to prevent data loss. We enable you to run your entire infrastructure in the cloud, virtually eliminating capital expenditures and hardware maintenance costs.

Introduction

Businesses often view technology expenses as a necessary evil – something they know they need, but they don't like spending money on it. They also want to get as much useful life out of their hardware and software purchases as possible.

Additionally, companies often don't fully understand the need for a comprehensive backup and disaster recovery plan either. Most pay lip service to this topic, stating that "yes, we have backups" but often find out the hard way that their backup strategy is flawed, or perhaps their backups weren't working at all.

Problem

Companies want to minimize their technology expenditures, so they keep their hardware as long as they can. This therefore leads to the inevitable – the company ends up with outdated hardware and software, and in turn this means that they can't take advantage of the latest advancements in technology like productivity software and line-of-business applications.

Continuing to rely on outdated equipment also leads directly to unplanned downtime and lost productivity. Old hardware will fail at the most inopportune time, bringing your business to a grinding halt.

And there is no worse fate for a business than to lose their company data due to a failed backup strategy – customer records, transaction history, order information, emails, or anything else of inestimable business value. Even if your backups are intact, often times it takes days or even weeks to fully restore business operations.

These are big problems.

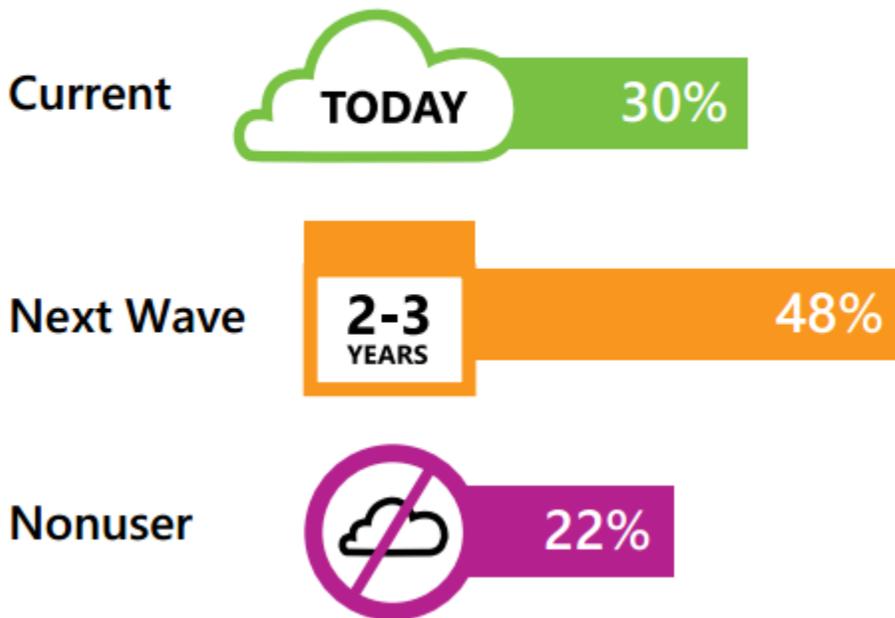
High-Level Solution

Fortunately, there's a solution to all of these problems.

To say that "the cloud" is a popular buzzword these days is an understatement. Unfortunately, this term can mean many things depending on the context of the conversation. For our product, **Smart Office**, "the cloud" means a complete, comprehensive, secure computing environment, hosted in our "cloud," and *customized* to your business needs.

Lots of companies are out there today selling “cloud solutions”, including RackSpace, Amazon, Google and many others. It’s a major trend for small businesses to implement cloud strategies. A study commissioned by Microsoft in 2012 says that at that time, 30% of surveyed small businesses were already using cloud services, and 48% indicated that they would probably start using cloud services in the next 2-3 years.

Using Paid Cloud Services



Respondents of the Microsoft survey also believed that technology would enable their business to thrive and be more agile in the marketplace.

SMBs & the Future

Most SMBs think technology is critical to their success.

55% of respondents believe technology will determine if they will thrive.

- **67%** of larger SMBs (with 51–250 employees) have this belief.
- **63%** of growing companies believe technology is critical to their future.

32% say they are concerned that competitors may be making better use of technology than they are.

Here are some other interesting statistics from the Microsoft survey:

- 50% of respondents agreed that cloud computing was going to become more important for businesses such as theirs.
- There is a significant percentage of growing companies (44%) that believe that cloud computing can make companies more competitive.
- Companies who currently use the cloud are much more likely than nonusers to realize productivity benefits (59%) from technology.

So, as you can see, small business is adopting cloud services at a fast pace, and the cloud can help businesses realize significant productivity gains.

Are you ready to take your business to the next level with **Smart Office**? Read on.

Solution Details

Using technologies and services described above, BBTech has created **Smart Office** for the purpose of offering a private cloud solution to professionals in almost any industry. This product was created to provide an always available, cloud hosted, robust desktop environment that the end user is already familiar with, and we offer it at an incredibly cost effective price.

Smart Office addresses all of the problems outlined above. Here's how:

- **Reduced productivity** – Don't worry about your outdated hardware that can't run the latest and greatest productivity software. In the Smart Office environment, you're always using the latest Microsoft technologies, and hardware capacity is flexible – need more power? You've got it.
- **Unnecessary downtime** – Forget about your PC crashing on you, or the server going down. Our environment is always available and fully redundant, ensuring that you'll be able to get your work done anywhere, anytime.
- **Data loss** – Our systems are backed up multiple times per day, with both on-site and offsite copies kept for historical purposes. Your data is safe with **Smart Office**.
- **High hardware/infrastructure costs** – All you need to access the **Smart Office** environment is a simple Windows or Mac computer. No more spending money on purchasing and maintaining desktop PCs, productivity software, servers, or any other hardware.

A very important aspect of the **Smart Office** product is that we customize the environment to fit your business needs. **None of the other players in the cloud services space (Google, Amazon, RackSpace, etc.) will give you this level of service.**

Here's what we do to customize your **Smart Office** environment that the "other guys" won't do:

- We provide the Microsoft Office productivity suite as part of the service (optional)
- We load any line-of-business applications on the platform for you (Quickbooks, EMR/PM, Timesheets, etc.)
- We move your data from your current systems into the cloud
- We fully test the environment with you to ensure it meets your needs
- We train your users on how to use the new environment

The service also includes complete maintenance of the environment, as well as unlimited support for your end users.

Case Study

Here's a case study that illustrates the benefits of our **Smart Office** product.

MacKoy, Hernandez & Qualls

MacKoy, Hernandez & Qualls is a law firm specializing in family law. They've been a customer of ours for many years. Like many businesses, they had an aging IT infrastructure. Many of their desktops and their server (Small Business Server 2003) were more than 5 years old.

The firm uses a client management software package to document and bill for client activities. In order to continue using this software and take advantage of new features, the software vendor recommended that the firm upgrade their desktop operating system from Windows XP to Windows 7.

Their server was in need of replacement soon, and we knew that none of the existing desktops had enough hardware capacity to be upgraded to Windows 7, so the firm was looking at a full refresh of their equipment. The firm had a decent backup solution, but nothing that would provide disaster recovery capabilities.

Here's a breakdown of the costs we estimated for a full hardware refresh:

Item	Cost
Server (domain controller, email)	\$10,000
8 Desktop PCs	\$9,000
Installation/setup	\$5,000
TOTAL	\$24,000

Recurring maintenance costs for the above hardware would cost another \$1,000/month, for a total first-year expense of \$36,000.

Rather than continue with the old client/server paradigm, we suggested that the firm go with our **Smart Office** solution. This solution solved their problems by offering them a modern computing platform that fully met the requirements of their client management software. They would avoid the \$24,000 in infrastructure costs. They also could retire their existing server and save money on maintenance costs.

They got all this for about the same price as a maintenance contract for the proposed new hardware.

Well, you can guess what they decided – they went with **Smart Office**, and haven't looked back. Here's what Christine Qualls (one of the firm partners) had to say about our **Smart Office** product:

“The cloud environment has made working from anywhere easy. I can work from home, the courthouse, the car, etc. and have access to everything that I need. Additionally, all of our data is backed up and maintained in a secure environment, providing us peace of mind regarding data recovery. Instead of staying at the office to work late, we can work from home, remain productive, and meet our client's needs.

We LOVE it – the Cloud, that is.”

Contact us today!

End the cycle of purchasing expensive desktops, laptops, servers and backup solutions to run your business and begin using the cloud to be a more effective and profitable business.

Learn more about our Smart Office product by contacting us at 214.210.4415 or by emailing sales@bbtechsolutions.com. **Better yet, let us show you how the **Smart Office** environment looks and feels with an on premise demo.**