

# TO CLOUD OR NOT TO CLOUD

What's Your Strategy for Cloud Migration

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# Demystifying “The Cloud”

- Businesses are being told they need to move to the cloud – without really knowing what that means
- The cloud, simply put, is software and services that run on the internet instead of your computer
  - *Step back in time and you may remember that in order to use a new software package, you had to:*
    - Go to the store to purchase the software (make sure its compatible with your computer)
    - Load the software onto your computer (could only be used on that computer)
    - Work through a sizeable learning curve to become proficient
    - Set up a way to backup the data so you didn't lose anything important
    - Update the software, and computer hardware as specifications changed
    - Pay an annual fee to maintain the current edition of the software

*Cloud based software changed all of this and more*

# So What Is "The Cloud"

- The cloud is a network of servers – which are large, super powerful computers
- Connected to the Internet to allow others to use
- Anything that lives “online” instead of in your possession like on a CD or on your hard drive
- An easy way to tell if something is a cloud based service is to ask yourself “Can I easily access this software from a device other than my computer such as my smart phone or a tablet”

# You're probably using the cloud today – and have been for years

- AOL
- Email platforms such as Gmail, Yahoo, AOL, probably even your own email domain such as [royce@myamazingmaid.com](mailto:royce@myamazingmaid.com)
- Online banking
- Social Media such as Facebook, Twitter or LinkedIn
- Netflix, Youtube (Your Smart TV is using The Cloud)
- Web hosting service such as Go Daddy, Host Gator, Blue Host
- Blogging service
- Shopping online

# Cloud Terminology – 4 S's of Cloud Computing

- **SaaS (Software as a Service)** – Business model where applications are delivered over the internet by the provider so the applications don't have to be purchased, installed, and run on the customer's computers.
- **Service Provider** – The company that provides the cloud service.
- **SLA (Service Level Agreement)** - A contractual agreement by which a service provider defines the level of service, responsibilities, priorities, and guarantees regarding availability, performance, and other aspects of the service.
- **Subscription-based pricing model** - A pricing model that lets customers pay a fee to use the service for a particular time period,

# Advantage of Cloud Based Applications

- **Saves you money on computer hardware** – Don't need a server or even the most powerful computers to operate
- **Saves you money on computer consulting**
- **Saves you money on software** – Lower barrier to entry and "Pay as you go"
- **Ensures automatic updates** - software and security
- **Enables disaster recovery**
- **Provides better security** – Sensitive data is off premise rather than on a laptop that could walk away
- **Remote Access**
- **Distributes the workload** - Allows your company to operate more efficiently

# How to Prepare Your Business to Use the Cloud

- Take a look into the future
  - *What do you want to be able to do and what do you need to do that*
- Develop a Roadmap
  - *Which services do you need immediately and which ones can you migrate to in the future.*
- Use Pros if Needed
  - *Most accountants are Quickbooks experts*
  - *Many services include low cost or free customer support to help with implementation*
- Clean up your customer data
  - *Use a spreadsheet program like Excel to remove bad data, duplicate entries, etc*
- Only go as fast as you are able
  - *Its not a race (usually) and some services can disrupt your business before it gets better*

# But How Can Cloud Computing Help My Cleaning Business

## 10 Helpful Cloud Based Applications

1. *Cloud Based Business Phone / Business Class Texting*
2. *Productivity Tools*
3. *Offsite File Hosting*
4. *Accounting and Bookkeeping*
5. *Credit Card Processing System*
6. *Field Service Management*
7. *Human Resources Management*
8. *Customer Relationship Management*
9. *Email Marketing and Automation*
10. *Website Content Management*



# VoiP Business Telephone and Texting

- Cloud based business telephone systems give you advanced business class features without having to have a business phone system in your office. You can access voicemails from anywhere, make and answer calls from your mobile or office phone on the office number, transfer calls, have on hold messaging and music. Make your small business feel like BIG!
- Business class texting allows you to receive texts on your existing business phone number. You can receive and respond to texts from a computer, tablet or smart phone through the app. Multiple people can receive and respond to the text. Set away messages so that you don't have to be available 24/7 – but the customer knows you received the text message.

# Productivity Tools

- Word processing, Spreadsheets, Presentation Software
- Google Applications – G-Suite
  - *Gmail, Google Docs, Sheets, and Slides, **Google** Calendar.*
- Microsoft 360
  - *No longer have to purchase popular Microsoft software such as Word, Excel, and Powerpoint*
  - *Pay As You Go - \$9.99/month for up to 5 devices - any operating system*
  - *Online Access*

# Offsite File Hosting

- Brings your files together, in one central place so that they are easy to find and can be synced across all your devices. Provides security and backup so you never lose anything. Can access your files anytime, anywhere (as long as you have internet access)
  - *Dropbox*
  - *Google Drive*
  - *Microsoft OneDrive*
  - *Apple iCloud*

# Accounting and Bookkeeping

- Moves your old accounting software off of your computer and up to the cloud. Allows other cloud applications to synch with your accounting application (Make sure your Field Service Management Software supports)
  - *Quickbooks*
  - *Zoho Books*
  - *Xero*
  - *Freshbooks*

# Credit Card Processing System

- Allows you to process credit cards from you computer, phone or tablet instead of having to use a credit card machine
  - *Stripe*
  - *Square*
  - *Authorize.net*
  - *Paypal*

# Field Service Management

- Field service management software helps you manage most, if not all, of what your service business does. FSM software makes a lot of your daily tasks easier to manage, and puts them in one place.
  - *Housecall Pro*
  - *Jobber*
  - *Service Autopilot*
  - *Service CEO*
  - *ZenMaid*

# Human Resource Management

- Human Resource Information Systems streamlines your HR system by providing for online job listings, applicant tracking, electronic new hire paperwork, document storage, employee counseling documentation, PTO tracking, employee turnover reporting.
  - *BambooHR*
  - *Namely*
  - *Zoho People and Zoho Recruit*
  - *Effortless HR*

# Customer Relationship Management System

- Small business CRMs allow you to track and manage contacts with your prospects and customers. Some allow you to use webforms on your website (or Facebook) to capture and assign leads, have pre-written email templates and track sales.
  - *Hubspot free CRM*
  - *Insightly*
  - *Zoho*
  - *Prosperworks*



# Email Marketing and Automation

- Software that allows you to send bulk emails and automate digital marketing. For example, you can mail to a list of prospects or customers, track the open rates and automatically track and tag prospective customers.
  - *Hatchbuck – combines CRM, email and marketing automation*
  - *Infusionsoft*
  - *MailChimp*
  - *Constant Contact*

# Website Content Management

- Website content management systems allow people with no coding experience to update their website. Allows you to collaborate with and assist your web designer instead of having to wait on them to make minor updates to your site.
  - *Wordpress*
  - *Hootsuite*
  - *Hubspot*
  - *Remixer*