Value-Mining the Cloud: 
*Managing expectations for SMBs in the Cloud*

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Agenda

- Why focus on SMB Opportunities?
- What is in it for you?
- What options are available?
- Questions

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The Small Business Opportunity

- 6 million+ "small" businesses in U.S.
  - 98% of these have fewer than 100 employees
  - Most have 1 to 4 employees

- The email market is $6 billion alone
What's in it for You?

- No capital expense
- Cheaper, better email
- Brands that say, “We are innovative and trustworthy”
- Value-added to your businesses
- Good margin, long-term recurring revenue
- Reduced churn
- A perfect complement to other value services

Why Focus on Business?

- Because that is where the money is!
- Businesses expect to pay for software
- Businesses expect to pay for support
- Businesses pay because their business is not OUR business …
- Telcos have historically not had an email offering that was “business class”

Target Customers (End-Users)

- My IT staff is over-worked, understaffed or non-existent
- My email server is tired or my webmail feels ancient
- I want advanced features like shared calendars and more mail storage
- I want to understand collaboration and do more of it from anywhere
- My employees work from home and on the road
- I want everything hosted: docs, video, etc.
Today's Business Challenges

Information Overload
- Volume of information is increasing radically
- Sort, file and find is a broken paradigm
  - The "inbox" may be dead

Collaborative Work
- Work with anyone, anywhere
- Connect with external partners
- Maintain data integrity

Access Anywhere
- Proliferation of connected devices
- Struggles with VPN/remote access

Choices, Change, Impact

No One Likes Change, so best to make a choice that will last

Your Customer's Users
- They will live with this for years

Your Customer's CFO
- Wants to improve margins

Your Customer's Team
- Wants better collaboration & strategic projects

Anywhere, Anytime, Any Device

More and more business and employees are on the move, looking for added productivity
What is the Cloud?

- Simply, computing and storage as a service
  - No hardware needed
- Why is it the buzz?
  - Ubiquitous bandwidth makes it possible
  - Quickly add or reduce capacity
  - Security and Hardware handled by experts
  - A business manages its business, not IT

What Businesses are in the Cloud?

- Robertshaw
- People's
- NGK
- Habitat for Humanity of Wake County
- Tate Realtors
Starting a Business (4 People)

**Before the cloud:**
- Buy PCs: $4,000
- Buy servers: $10,000
- Buy software (accounting, productivity, email, others): $12,000+

**After the cloud:**
- Buy PCs: $4,000
- Buy your company software: $5,000
- Put the rest in the cloud: $400 per month; +$40 per month per new employee

Why Move Applications to the Cloud?

- Pay by the drink
- Lower total cost of ownership
- Improve time to market
- Reduce project risk
- Improved productivity
- Access anywhere
- Improved reliability
Why Start with Email?

- Email is the gateway to the enterprise
  - It’s the basis for every corporate communication
- Documents, collaboration, messaging and more all follow email
- Other managed services for the enterprise follow
  - Desktop support, archiving, backup, firewall, security

Security: Can You Beat This?

- One of the most robust networks of data centers
- Protection is top priority
- 500+ people dedicated to maintaining data security
- SSAE 16 Certified
- 99.9% Service Level Agreement
- First cloud-based messaging and collaboration suite to achieve FISMA
- Guarantees 99.9% uptime
- Office 365 services are ISO 27001 certified
- Data centers tracked and monitored 24/7
- BitLocker and SSL/TLS encryption to ensure data protection

The Cloud is More Secure

- 66% less likely for malware to affect cloud hosting centers than enterprise data centers
- 39% less likely for hackers to successfully attack cloud hosting centers than enterprise data centers
Inside the Typical Small Business

Email  Files  My App  Financial  Phone

THE GLUE
(App Integration/Provisioning, SSO, Billing, Customer Service, Data Migrations)

Common Questions About Moving to the Cloud

I already have email!
- How big are your boxes? Do you have chat?
- Can you search your email?

I use a third-party mail client … now what?
- You can continue to use those!

I have my own server
- How old is it?
- Who manages it for you? What does that cost?
- Is it reliable?

How Much Does Your Email Cost?

- Osterman Research found that decision makers typically underestimate the cost of messaging services
- 1/4 of decision makers believe they spend less than $10/seat/mo ($120/yr)
- Another 1/3 believe they spend from $10 to $15/seat/mo ($120-$180/yr)
- Osterman Research cost modeling indicates a cost of $25/seat/month for a 1,000 seat Organization ($300 annually)
Making the Cloud Decision

- A solid plan is key to business continuity
- Long-term support is critical for onboarding end-users and training them on a growing and evolving product set
- A trusted advisor is important to make you feel comfortable on the transition
- A reliable provider of cloud services

Cloud Best Practices

- Getting there
  - Work with knowledgeable partners
    - Set up and walk through mail
    - End user and administrator training
  - Regularly scheduled end-user training webinars
- After you get there
  - Make sure you get 24x7 help for everyone
  - Ongoing training and change management

It Takes a Village
Feel free to contact me or your NeoNova CA or sales director for more information

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