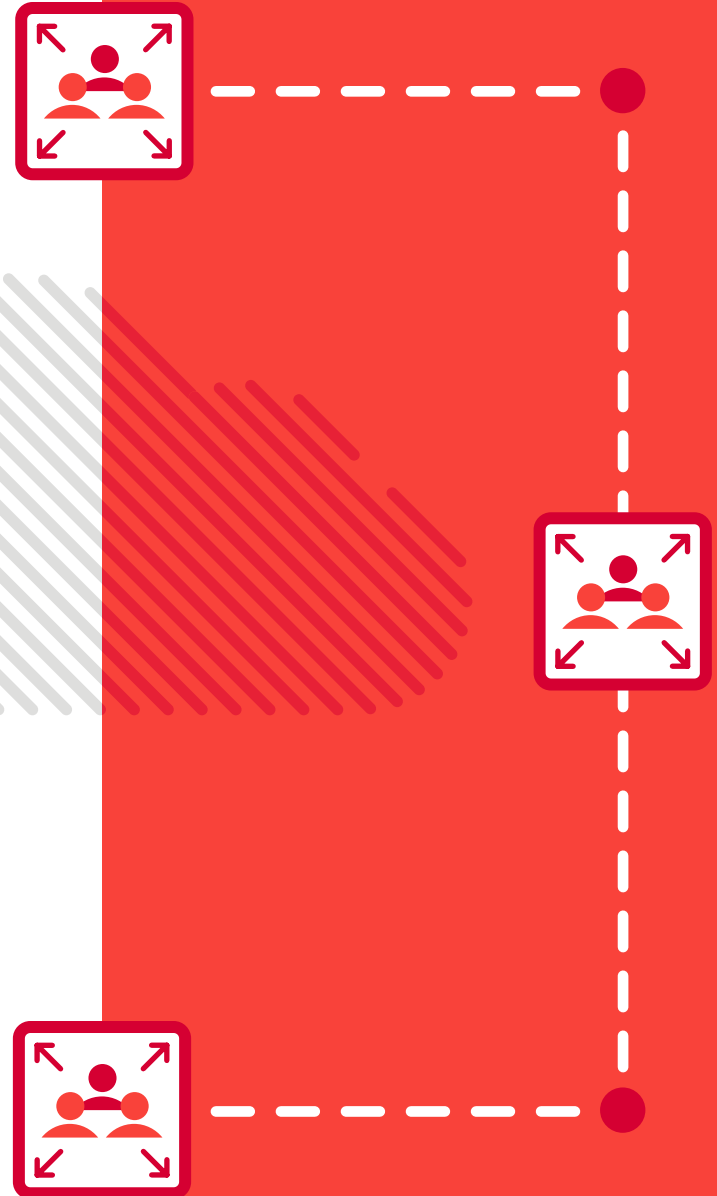




THE CLOUD JOURNEY SERIES

Using the cloud to mobilize your teams

How growing businesses are using the cloud to collaborate better and work from anywhere



INTRODUCTION

The new way of working

Teamwork is the secret ingredient behind every successful business.

Product advantages come and go.
Service models are easily copied.
Brand equity has a natural lifespan.

But if your staff are all fully engaged and pulling in the same direction, you'll win.

Most of this comes down to your culture and leadership.

But it's also a function of the tools and technologies you give your teams to help them work better together. It's why your tech invariably contributes to your culture – whether or not you realize it.

So as your business grows and gets more complicated – with mobile workers, home workers and hot-desking – the right tech can make all the difference.

One thing is clear: traditional collaboration processes just don't cut it anymore.

- **Email threads become tangled.**
- **Document versions get out of sync.**
- **Files get lost in storage silos.**
- **Mobile workers become isolated.**

Frankly, old-school IT systems – the kind you manage from your own servers – are holding your teams back.



INTRODUCTION

The new way of working

The cloud is here to help.

Not a moment too soon, a new generation of cloud collaboration tools is here – and it's totally changing the way growing businesses like yours collaborate.

This brief guide is an introduction to some of the ways cloud-based applications and services will make an immediate impact on your business:

- **Speeding up decisions**
- **Getting the right files to the right people at the right time**
- **Making the most of company knowledge and resources**
- **Increasing your security**
- **Minimizing your IT overhead**

Your staff is probably already familiar with cloud services – they use them all the time on their smartphones (everything from social media to web mail and messaging). Now it's time to use them to modernize the way you work, and turbo-charge your teams.

Here for you

We're your friendly neighborhood IT service provider.

We specialize in helping companies just like yours simplify their IT systems, support mobile workers and improve collaboration by moving to the cloud – in easy, sensible steps.

We can help you transition to a simpler, more productive world while supporting you and your users every step of the way.



SECTION 01

How the cloud powers teamwork and mobility

Collaboration can create friction. Little inefficiencies that slow down workflows soon add up to drain the momentum (and the profit) out of any process.

Cloud applications and services reduce friction and streamline work.

Here's how:

→ **Your company knowledge isn't locked in your server room**

So everyone, mobile or not, has access to the files and apps they need to do their jobs. (And not the files and folders they shouldn't have access to.)

→ **You don't have to install software on every device**

If a user has a browser, they're on board and up to date. No one gets left behind.

→ **Security is built in**

Everyone and every file is protected and backed up with bank-level security and encryption.

→ **You can support all your staff, centrally**

No matter how many laptops, tablets or smartphones are out there, they all access the same, centralized apps and files.

That's why old, licensed applications that you install on every computer or on your servers are going away: the cloud is a better delivery model that people and businesses prefer.

Today, every kind of application – including those that hold your most sensitive business files – are moving to the cloud. Customer Relationship Management, web mail, messaging, financial and accounting systems, analytics, supplier management, sales and marketing platforms... they're all in the cloud.

How predictable are your IT costs?

With on-premises IT systems, you never know when a big bill for licenses, hardware, security or upgrades will hit.

Cloud IT is a predictable, subscription-based model that requires zero up-front capital costs. So your teams get the latest collaboration tools while you get cost control.



SECTION 02

Three steps to better teamwork in the cloud

Moving to the latest cloud-powered collaboration and mobilization tools doesn't have to happen overnight.

Most businesses do it in sensible steps, replacing old on-site systems with cloud services one at a time. And most follow a simple, three-step cloud 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 the Windows-based program your team currently relies on into a cloud app – quickly and easily – so your people can access it from any browser. So no one is left behind and everyone is on the same page.

Talk to us about how to improve the deployment of your most important applications – we do this 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 (and isolated users).

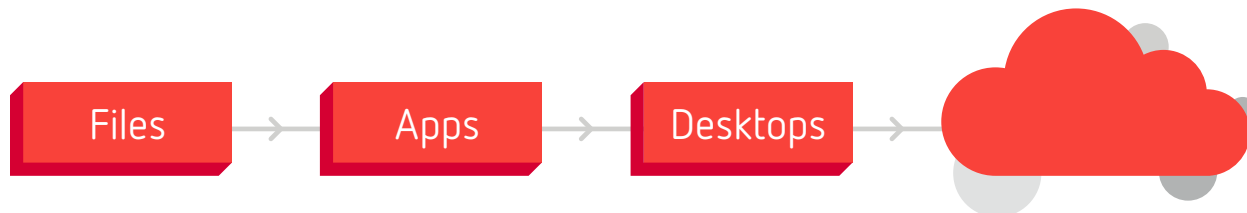
Cloud-based desktops mean everything is managed centrally. Your team can work on any computer, anywhere. And if they leave their laptop in a taxi, no harm done since nothing is locally installed.

We manage 'hosted desktops' for a wide range of companies. 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.

If you can see the benefits of the cloud services you already use, you'll want more. That's good: there's a great journey ahead.



SECTION 03

Cloud collaboration use cases

Sales acceleration

A sales team waiting in an airport lounge downloads key files from their ShareFile account. They put together the deck and submit it to Legal before they board the plane. By the time they land, the proposal is approved and they're ready to pitch.

Project management

The core project software used by a commercial real estate developer was slow, hard to keep updated and wasn't mobile-friendly. Working with their IT service provider, they 'virtualized' the app, putting it in the cloud. Now, everyone has access from anywhere; the app performs better; and everyone is on the same version.

Claims processing

An insurance broker upgraded from email to a cloud file sharing service with built-in workflow. Storing all files in the cloud was more secure – and customer satisfaction went up as the speed and accuracy of processing increased.

Field service

A home services company had been booking its call-outs by phone, with field engineers in long queues, waiting for their next instructions. They combined cloud file sharing and a simple, mobile forms app on smartphones to completely re-engineer their processes. The result: better, faster service; higher engineer utilization; and instant access to product and inventory data.

Lean IT

A software firm with 40 people had an IT team of one. They deployed cloud-hosted desktops to deliver familiar PC experiences to all users, while dramatically simplifying PC management and updates (and improving security).

Client confidentiality

An accounting firm used to send sensitive client files by email. Now they use the cloud to encrypt all communications, share links to secure files and track all access to client data.

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 a local IT service provider who can come into your office, learn about your business and suggest the best cloud journey for you.

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

Don't know any? You do now.

Get in touch!





SECTION 04

Sound bites



How the cloud
improves teamwork
and mobility

SECTION 04

“Using the cloud means always being able to access your most important digital assets, whether they’re Word documents, spreadsheets, or photos.”

PC Mag

“The best part of using an outsourced service is that upgrades and feature add-ons are automatic. Your company benefits from the latest and greatest and it’s installed for you without any work or worry on your part.”

Erik Holtzclaw, Inc.

“These days, the advent of cloud computing and all the benefits that come with it have paved the way for collaborative cloud-based services that are reshaping how employees work together over the internet, whether it’s a trio of founders at a startup or a mid-sized company with 500 staff.”

TechRadar

SECTION 04

“Before cloud file sharing and collaboration software, most collaboration was limited to more primitive and less effective methods such as email and FTP among others. These did not work particularly well.”

Wikipedia

“The ability to collaborate in the cloud is becoming a key driver of competitive advantage.”

*Bruce Rogers,
Forbes Media*

Your teams deserve this

This much we know: teamwork determines success and the right technologies can streamline, automate and accelerate the processes your teams perform every day.

If you lock up your files, applications and IT systems in a server room, you limit their potential. But if you put your IT and teamwork tools in the cloud, your business is faster, more agile and more secure.

The only questions are:

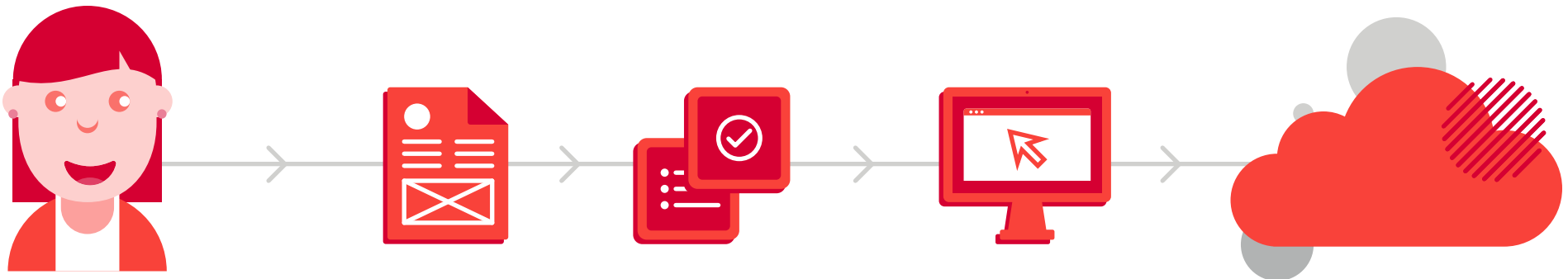
- “How fast do you want to go?”
- “What’s the best next step?”

Let’s talk about your cloud journey

We help companies like yours make sure their journey to the cloud is low-risk and pain-free. Starting with moving your files to a safe cloud; then your applications; then, when you’re ready, your desktops.

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

And your costs don’t only get more predictable, they actually come down.



Next steps

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

We're experts.

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

It's time to give your teams and mobile workers the tools they need to do their jobs.

The cloud awaits.

Further reading

→ **4 big reasons growing businesses love desktop virtualization**

If you're ready to accelerate your cloud journey, virtualizing your desktops is a smart next step. Read our mini-guide to find out what to expect, how to make the most of it and why XenDesktop is the smartest way to do it.

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