



MANAGED SERVICES INTEGRATION:

The SBT Partners' Managed Cloud Services Solution

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Overview

Cloud Computing is a paradigm shift in the way the power of the internet can be used to access externally hosted infrastructure and applications. Managed services is a paradigm shift in the way on-site computer resources are managed. They both have the potential to eliminate excess capital expense and internal IT personnel growth while freeing up time to pursue strategic business goals.

Cloud computing is an alternative to internally procured and supported infrastructure or other forms of infrastructure hosting services. It allows users of PCs, laptops, Smart Phones, etc. to access all of the applications they require seamlessly and transparently without changing their behavior. The difference is that the infrastructure that supports desktop applications, as well as the applications themselves, are hosted in a high performance data center environment rather than owned and managed internally.

The new desktop, often referred to as a Hosted Virtual Desktop or HVD, is expected by Gartner Inc. to accelerate through 2013 to reach 49 million worldwide units, up from more than 500,000 units in 2009. Worldwide HVD revenue will grow from about \$1.3 billion to \$1.5 billion in 2009, which is less than 1 percent of the worldwide professional PC market, to \$65.7 billion in 2013, which will be equal to more than 40 percent of the worldwide professional PC market. These growth numbers have little to do with business size. As a matter of fact, some believe that small business may be the largest benefactors of such services as they seek greater focus on their core business and tend to outsource IT services to qualified service providers.

To be effective, the viability and use of a cloud computing alternative, including HVD, needs to be understood and evaluated based on how it fits within the overall business strategy of the client. SBT Partners offers small business clients a proven methodology that can be used to determine the benefits of cloud computing as a component of a comprehensive Managed Services solution.

Cloud Computing: A New Paradigm

In a world of constant technological change, the cost reduction and benefits that are available to businesses, large and small, through innovation in both IT infrastructure and organizational adaptation are endless. The hub of computer power in the 1980's, the mainframe, gave way to a distributed resource model, client-server; and then along came the internet. The internet provides the virtual resources and access standards allowing it to become the ubiquitous medium of information exchange. Today, to complement the power of the internet, client specific cloud computing has arrived allowing businesses to implement an information technology plan that includes access to powerful, highly secure servers on a shared basis with any level of information storage required to meet business requirements. In addition, popular software applications, once installed on every desktop, can now be accessed through a centralized data center model without sacrificing performance or security.

A small business or a business with a large number of small dispersed offices can now take advantage of economies of scale, brought about by cloud computing, to build their infrastructure thus completely replacing all internal and often antiquated servers and storage systems. The desktops, local and remote, that people depend on don't change, they just become more efficient. The overall cost of IT operations becomes much more predictable, manageable, and cost effective.

Many businesses, particularly small ones, lack the technical resources and knowledge to manage a transition to cloud computing internally. SBT Partners, as a managed services integrator with a network of partners that offer world class solutions to small businesses, has the skills and experience to help our clients determine why, how, and when they should consider cloud computing.

Hosted Alternatives: Differences, Pros & Cons

Small businesses have used alternatives to the build-out of an internal server infrastructure for many years, including Managed Hosting and Collocation services. Using a Managed Hosting service, the business leases dedicated servers to meet their needs. They have full control over the server and its environment including operating systems and applications but they do not own the hardware. Support services are offered ranging from total management of all server related services by the provider to self-service options whereby the business provides its own server management resources. These services do not extend to the client hardware located within their offices. Even though the use of a managed hosting service can eliminate capital outlay, end to end quality of service is not guaranteed and reduction in IT personnel savings is negligible.

Collocation allows the business to place their hardware in a state-of-the-art data center environment. The business pays the cost associated with the rental of the space thus eliminating the cost of facility renovation and support but the capital expense associated with the acquisition of the hardware is not eliminated. Collocation does not change the support dynamics or cost of the IT resources required to manage the needs of the business.

Cloud computing is the most recently available method of hosting encompassing a variety of services above and beyond the internal build-out of infrastructure or these more traditional hosting approaches. The cloud environment includes the facilities, hardware, on-demand software and storage, as well as optional managed support services for the cloud infrastructure. Most cloud computing providers offer either dedicated or virtual services. Expertise in virtualization, a major benefit in scaling performance, storage, and capacity to meet the changing needs of a business, is a major benefit that can eliminate capital outlay but also provides for a cost structure tied specifically to such needs. End to end quality of service is not guaranteed, however, internal IT resources dedicated to server resource planning and administration can be significantly reduced.

SBT Partners Value When Considering Cloud Computing

There are obviously trade-offs to be made in implementing and supporting any of the above hosting services. A business of any size needs to clearly link their business strategy to an information technology plan that integrates services across all the touch points that effect daily operations. All roads lead to serving the end user...those individuals who use the HVD and require support. Their performance has a major impact on the productivity of the business. Therefore end-to-end quality of service and predictability related to resolving any server or client related issue, whether internally located or within a cloud computing environment, needs to be incorporated into the IT plan.

SBT Partners utilizes a proven *Engagement Model* to link IT requirements and plans, including IT organizational restructuring, to the strategic goals of our business clients. The Engagement Model includes the creation of a strategic IT plan that is prepared, measured, and updated annually. This *Annual Plan* becomes the focal point for all IT infrastructure changes and answers the questions "why, how, and when" to introduce new services based on the assessment of business needs against a set of well defined requirements. The Annual Plan links priorities for investment in infrastructure

and services to business growth requirements. Business growth is managed more efficiently from the standpoint of dynamic resource allocation within a cloud computing environment.

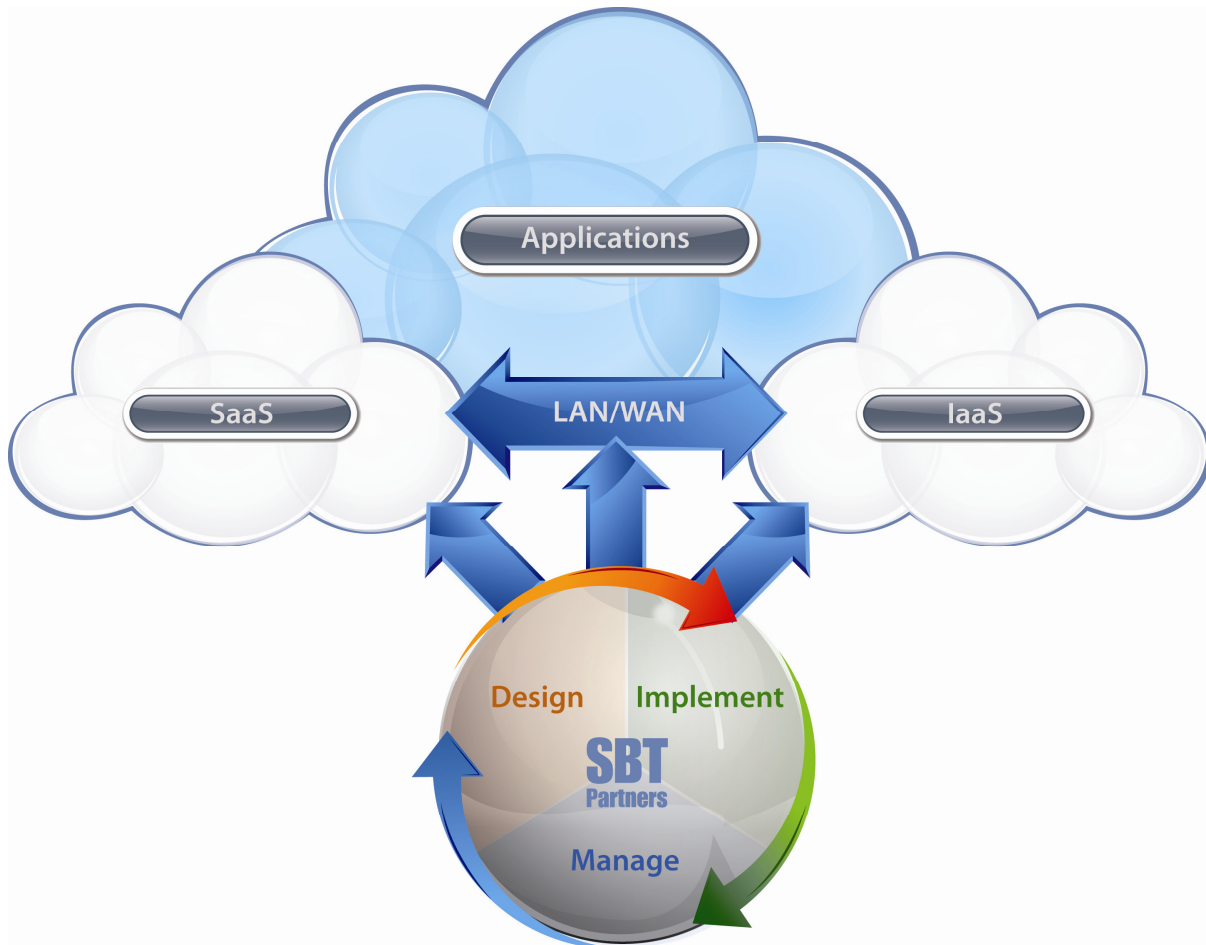
This is a major reason why SBT Partners has included cloud computing into our managed services integration model.

When considering the viability of cloud computing as a service within the Managed Technology Services mix, we not only provide access to affordable cloud computing services, but use our relationship with leading cloud computing vendors to integrate the services with the goal of maximizing end-to-end quality of service (QoS).

The cloud computing services must address the needs of the HVD user. The desktop applications must be supported seamlessly whether there is an issue resulting with desktop hardware and other peripherals, the network, or within the cloud. No finger pointing is allowed. As your managed services provider and integrator we will ensure that a service level agreement (SLA) commitment applies across the full spectrum of services.

SBT Partners: Managed Cloud Services Summary

SBT Partners provides its clients with a cloud computing solution that includes all components required to meet critical Quality of Service (QoS) objectives. Within the cloud resides, through a relationship with a proven cloud computing partner, an environment that incorporates all infrastructure, service, and software elements to meet client requirements.



A contemporary cloud computing environment consists of ***Infrastructure as a Service (IaaS)***, ***Platform as a Service (PaaS)***, and ***Software as a Service (SaaS)*** components. IaaS consists of the technology level resources to include dedicated or virtualized servers, massive storage, and network components housed in a state-of-the-art data center facility. Flexible configuration of both server power and storage availability allows each client to scale up or down based on changing business needs.

At the PaaS level are development tools and software that allow clients, if they have such requirements, to build applications tailored to their needs. Such tools include GoogleApps and Salesforce.com. Finally, SaaS provides the Hosted Virtual Desktop (HVD) capabilities that allow critical off-the-shelf applications to be used without being installed on each desktop. Such applications, such as Microsoft Office Suite, can be virtualized and accessed from anywhere and by users of variety of devices including Smart Phones.

SBT Partners, through its Annual Plan, provides the blueprint that binds all of the elements together through seamless integration. Through Technical Account Management (TAM), SBT Partners becomes the single point of contact for service and commits to a level of service that meets the response needs of the client. The solution is cost effective ensuring the IT environment's performance meets current and future requirements. By engaging in annual planning and providing consistent and predictable managed services, support, and costs to its clients, SBT Partners ensures that each client can direct its attention to its core business with far fewer internal resources dedicated to information technology.

SBT Partners Mission

SBT Partners was established to provide managed services to small businesses. The founder and managing partner, Dan Rahko, brings over 10 years of experience in creating, perfecting, and implementing the managed services model. He has extensive expertise in the design and implementation of managed services solutions that include end-to-end infrastructure support, provided from within high performance data centers, as well as onsite IT service delivery and troubleshooting.

The SBT Partners' engagement model focuses on the client. As a Managed Services Integrator (MSI), we contract with an industry leading managed services infrastructure providers as well as other proven partners as required to build a client solution. SBT Partners provides our clients with a single point of responsibility for planning, deployment, and support. This model benefits our client by enabling cost savings derived from our partners' economies of scale while serving as the partner solutions integrator within the small to mid-sized business (SMB) market. A market they do not serve directly.

The IT Annual Plan, the starting point for any successful relationship with our clients, provides valuable strategic assessment of the client's IT environment and links all managed services to an IT Roadmap. The Annual Plan is updated yearly to meet evolving needs of the client. This IT Roadmap, and the assignment of a Technical Account Manager (TAM) as your single point of contact, is embedded in the solutions we offer. The choices that evolve from the Annual Plan across a variety of new IT areas provide exceptional opportunities to improve productivity and business growth while reducing costs.

SBT Partners cost effectively aligns technology with our client's core business strategy by introducing services you need, when you need them.