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Examples of  
Business Success  
through the  
Cloud

# Foreword by

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Without a doubt, the way we work and the way we live has changed drastically over the last five years alone. With advancements in technology, the general population now has around-the-clock access to a world of information, literally, at their fingertips. Not only is this significant for our personal lives, but the nonstop availability of information is leaking into our professional lives, as well.

Most people today have heard the term “cloud” in relation to technology. And most people have a general, if not somewhat vague, idea of what it is. As a refresher, the most general description of the cloud is the ability to access information anytime, anywhere you have an Internet connection. That’s all well and good, but how does this translate to the way you work? How does a move to the cloud impact the way you work on a daily basis?

Based on conversations with our clients, this eBook showcases examples of how many companies\* we work with are using the cloud in innovative ways to help foster their business objectives.

*\*Company names have been changed to protect privacy.*

## About the Author

JEFFERSON ECKLES joined the DP Solutions team in 2011 and is responsible for designing and implementing new hosted data center solutions for many of our clients. Additionally, Jefferson maintains and monitors their hosted cloud environments to ensure they are running smoothly and taking necessary proactive precautions to deliver optimal performance. Jefferson holds Microsoft Certified Systems Engineer (MCSE) and CompTIA Security+ certifications and has been in the IT networking field since 2001.



# 1 Case 1: Email in the Cloud

*Smith Builders* has been around for 15 years. In 2009 their business expanded drastically through acquisition and they gained 45 new branch staff and 20 new remote employees. Smith's CIO quickly realized that they needed to give these employees an easy way to access their email so they could collaborate with clients and colleagues.

The answer came in the form email in the cloud. Moving their email to a web-based model allowed employees to get their emails from any device with an Internet connection. They can login from various building sites, home offices, coffee shops...pretty much anywhere and access their emails.

Not only are the employees able to send and receive email from various building sites, but they also have access to all their email folders, calendars, tasks and contacts, meaning they can easily locate whatever they need. If they have to find an attachment from an email sent two months ago, it's not a problem. If they want to see a colleague's calendar to schedule appointments, it's all available to them 24x7...no matter where they are!

Moving their email to the cloud has made *Smith Builder's* employees happy as they can now work seamlessly and productively from various offices and building sites. The company's IT administrators are also delighted as there is no infrastructure to support, no daily maintenance headaches to deal with, and no cooling or power costs to consider!

## [Key Takeaway]

Email in the cloud is an ideal alternative to traditional onsite-server-based email. You can get your email anywhere you have an Internet connection, you can access it on nearly any device, it offers a high level of availability, mobility, and your IT staff will love it because there is no infrastructure to support.



# 2

## Case 2: Applications in the Cloud

Founded in 1998, *Acme Building Services* provides corporate janitorial services across Baltimore, Washington and the Mid-Atlantic. With the majority of their staff working from client sites, the company needed a way for their employees to easily collaborate from different locations.

*Acme's* Technology Manager brought this challenge to his IT partner, who recommended a Citrix solution. The Citrix interface allows staff to access their critical applications such as Microsoft Office, Salesforce CRM, and their quoting, invoicing and scheduling tools, simply by logging into a secure web browser. They can save documents to shared network drives allowing them to easily collaborate and share

information with colleagues, while ensuring their files are protected by being backed up to the cloud.

*Acme's* Technology Manager is thrilled with the Citrix solution primarily because it eliminates the need to install or update applications on each user's machine. He is also able to easily define which employees have access to which applications based on their role within the company. For instance, the marketing assistant doesn't need access to the invoicing tool and the warehouse manager doesn't need access to the quoting tool. This allows the company to allocate their resources for optimal system performance and security.

### [Key Takeaway]

Hosting business applications in the cloud is an extremely customizable and simplified way for organizations to operate. It's ideal for any company with remote or frequently off-site employees who need to easily share information with their colleagues.



# 3

## Case 3: The Private Cloud

*General Imports*, an international importing organization with offices across the U.S. and Mexico, needed a way to easily manage their servers and workstations from all locations. They were interested in moving to a hosted cloud environment, but didn't like the idea of sharing resources with other clients. The solution: private cloud in the form of a Virtual Desktop Integration (VDI).

The Virtual Desktop works the same as traditional desktop computers, except that it separates the desktop and applications from the physical device used to access it. Each employee has a dedicated virtual workstation. When they login, they see the same screen, move the mouse the same, type at the keyboard, browse

the Internet, access email and run the same software applications. They are even able to run the exact same business applications they're used to such as their ERP and CRM systems. To maximize resources, *General Imports'* CIO defines how much storage, memory and processing power various groups of employees and the various locations can use.

Although employees don't notice a change in the way they work, the company's CIO enjoys being able to rapidly deploy a common environment across the company network, as well as keeping each desktop current with patches and security updates without having to touch each employee's workstation.

### [Key Takeaway]

The Private Cloud allows businesses to enjoy the traditional functions of an office PC with the mobility, scalability and cost effectiveness of the cloud.



# 4

## Case 4: Cloud Hosting

*ABC Software*, an application development firm servicing the wholesale distribution industry, was interested in simplifying their IT needs. The infrastructure they used before switching to cloud hosting was cumbersome at best and required countless labor hours to maintain. They were more than ready to switch to a hands-free IT solution that could be custom-tailored to fit their needs.

Rather than building their own data center, *ABC Software* implemented a hosted virtual infrastructure, which would allow them to manage all of their servers online. Having this capability reduced hardware, cooling, and power costs. Since the needs of the company are ever-

changing and highly demanding, the cloud hosted infrastructure allows them to build custom servers and infrastructure.

With a hosted virtual environment, *ABC's* infrastructure is kept current and disasters can be easily avoided through quick provisioning. The company's CEO & CFO are satisfied since they can allot resources based on usage and metered billing means they are charged less during off time rather than a paying for services that aren't used.

### [Key Takeaway]

Cloud hosting creates a worry-free, yet robust IT environment that improves performance and cuts costs.



# 5

## Case 5: Remote Backup

*Barry Transportation* is a full service truck leasing, rental, and maintenance organization. They were interested in a reliable backup storage solution to ensure their data would be protected in the event of an outage. The company had tried several remedies, but they proved to be unreliable during downtime. The solution: backup storage through the cloud.

*Barry Technology's* IT partner installed a robust backup appliance onsite to handle all of the company's daily backups and disaster recovery functions. For extra protection, they implemented a virtual server that offers duplicated functionality. With this added site resiliency, they are able to spin up their environment in the cloud in the event their location goes down.

After using Remote Backup for a short period of time, *Barry Transportation* felt confident that any downtime as the result of a disaster would be drastically reduced. The solution meets industry-mandated regulations and the company doesn't have to worry that their data will be lost in the event of a catastrophic failure or disaster. The company's CIO knows their data is highly available due to the new reliable provision.

### [Key Takeaway]

Whatever your business needs may be cloud-based remote backup provides a flexible and reliable backup solution to ensure your data remains secure through a variety of scenarios.





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