

## Bring Focus and Start Saving with Cloud Based solutions

### If you only need a glass of milk, why buy the whole cow?

A simple example of cloud computing is Hotmail or YouTube. You don't need software or a server to use them, all a consumer needs is an internet connection and they can start sending emails.

The server and e-mail management software is all on the cloud / internet and is completely managed by the cloud service provider (ie. Microsoft in the case of Hotmail). The consumer uses the software only and enjoys all the benefits. The argument then begs the question that if you only need a glass of milk, why buy the whole cow?

### What are others saying?

"Cloud computing is a reality, and it's a force that IT professionals need to quickly come to terms with. The economic and social motivation for the cloud is high, the business need for speed and agility is greater than ever before, and the technology has reached a level in which prudent investments in cloud services are fast and easy." - Network World, May 2009

### What challenges can you expect when considering cloud computing?

Some key questions that clients struggle to address with when thinking about the cloud include:

#### What are the options?

- Is cloud computing viable from a business, technical and security perspective?
- What is the best way to architect & deploy to maximize the advantages of a platform?
- How can you migrate an application to a cloud platform?
- Is migration an all-or-nothing scenario?

#### What are the economics?

- What are the prime candidates for cloud based applications / services?
- Expected cost savings – one time & ongoing with each provider
- Do you have underutilized assets?
- New revenue opportunities

#### Implications of the Cloud?

- How will you integrate a cloud-based solution with existing business systems?
- Perceived loss of IT control, security, and dependence on external parties for system reliability & performance,
- Does this mean the end of IT departments if you transition to the Cloud?

### What is cloud computing?

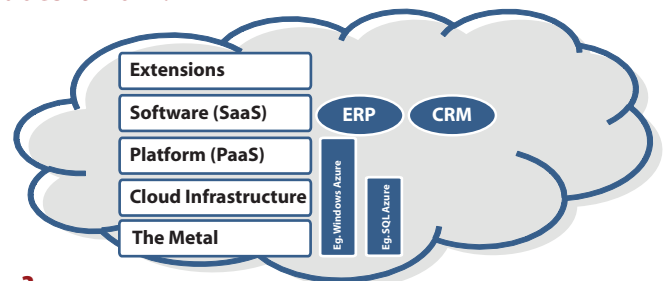
Cloud computing is a hot topic for both IT professionals and business users because it represents a significant paradigm shift in IT management by letting organizations run applications over the Internet, without having to buy, install, or manage their own servers.

By offering the potential to pay only for the services or resources that you use, cloud computing eliminates significant capital expenditures and provides IT as a scalable utility with complete transparency over actual consumption. By eliminating standard IT tasks such as maintenance, IT resources can provide more time to focus on delivering solutions that can provide innovation and business value.

### Why should you care?

- Reduce IT overhead by shedding expensive, bloated legacy applications and automating the maintenance of those systems
- Re-focus resource savings on new innovations that enable IT teams to become true information managers, delivering value quicker & faster to customers and business-users
- Rapidly scalable computing and storage capacity eliminate the need for additional hardware and enable you to meet demand and optimize the use of resources
- Convert capital expenditures into transparent operating expenses through subscription services, paying only for what you use.
- Reduce time to market of projects or new applications (ERP, CRM) by providing managed IT infrastructure

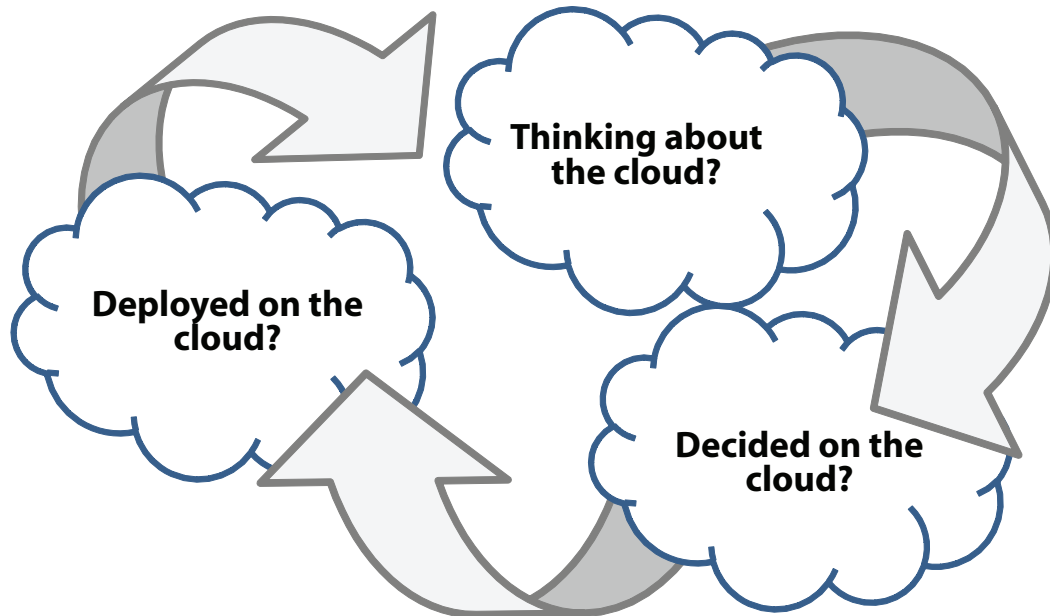
### How does it work?



## How can Ideaca help?

### Value-Driven Solutions

Having worked on numerous Cloud-based projects and assessments, Ideaca is a leading Canadian business consulting firm that enables clients to adopt Cloud Computing solutions that rapidly realize economic value.



### Thinking about the Cloud?

- Identify Business Goals and IT Strategy
- Technology Discovery
- Cloud Platform Due-Diligence
- Benefits Realization Framework

### Decided on the Cloud?

- Cloud Migration Roadmap
- Cloud Implementation Services

### Deployed on the Cloud?

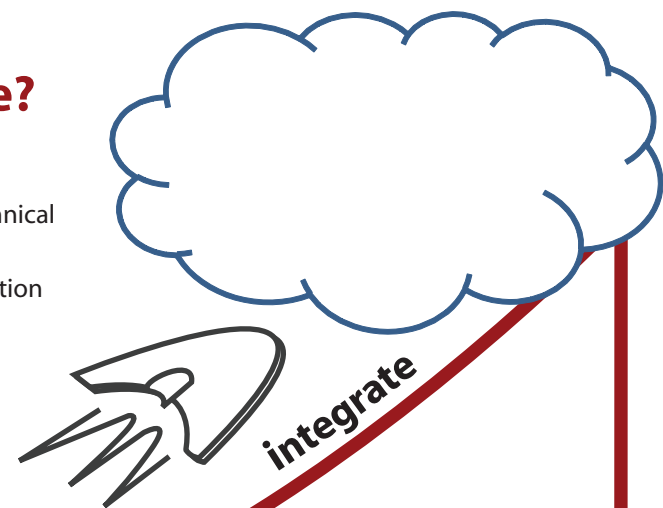
- Cloud Support Services
- Integration Services with Existing Systems

## What will you do with the difference?

### How Can Ideaca help Propel your Business Forward?

Having worked on solutions for leading Canadian firms, our team of technical and business consultants can help guide you from identification of opportunities and technologies through to implementation and integration with existing systems.

To learn more about Ideaca's Cloud Computing solutions and services please contact **1-866-816-IDEA x5157**, or e-mail [sales@ideaca.com](mailto:sales@ideaca.com).



*IT Overhead Costs*

**identify**

**ideate**

**implement**

**integrate**