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cloud solutions

What is “The Cloud”?

And how can it “REALLY” benefit YOUR business?



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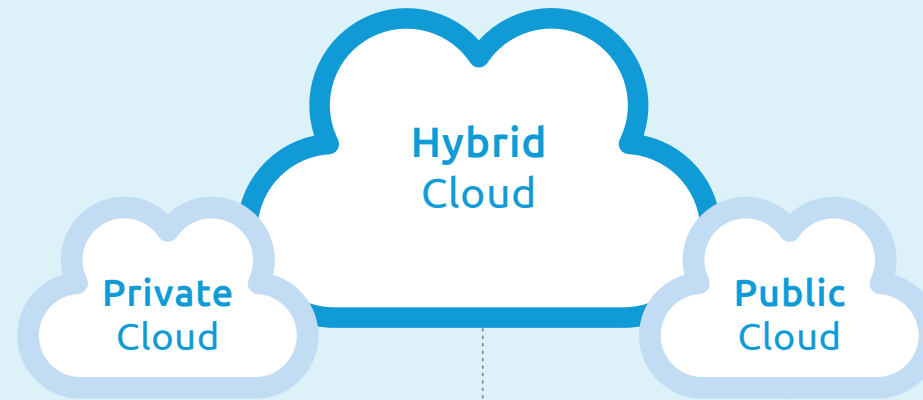
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What is “The Cloud”?

- ✓ The Cloud has become an IT buzz-word that many companies are adopting into their everyday working life. It's a technology that allows us to work in the same place, in any location and in a highly secure environment.
- ✓ Cloud is a pay-as-you-consume technology which means you can budget your IT costs into a monthly manageable sum. It allows you to:
 - Take your office anywhere in the world with an internet connection
 - Access all your data, email and work applications in one place
 - Secure and backup not just your data but your entire server
- ✓ There are many different ways in which the cloud can be deployed across your business with private, hybrid and public cloud options as well as SaaS (Software as a Service) available. It is just a matter of choosing which combination will work best for your business.

Your Cloud, your rules

In the cloud, you share computing power with others. Just who that is depends on the cloud's deployment model. The right model for you is the one that meets your business needs.



1. Private Cloud

Your Cloud computing platform is within the corporate firewall. This ensures your data is secure and accessible only to you and nobody else.

2. Hybrid Cloud

Takes the best of both worlds allowing you to have security and flexibility by utilising both private and public cloud platforms as well as keeping some areas of the business on premise.

3. Public Cloud

This is hosted publicly with shared resources. Multiple users share the same area of cloud, making it a cheaper option but one which is not particularly secure like Salesforce, Gmail, Facebook or Dropbox.

The real benefits



Disaster Recovery

Full back up solution of not just your data but your entire server operating system.



Accessibility

Access all your data from anywhere in the world with an internet connection.



Resilience

Protecting your business from any potential IT failures that could cause down-time or disruption.



Scalability

Scalable IT for your business.
Pay for what you need now, not for the future.

These are just some of the fundamental reasons why the Cloud has attracted such a lot of attention in today's world of information technology.

1

70% of businesses that suffered a catastrophic data loss were closed within **18 months**.

(Department of Trade and Industry)

2

93% of businesses that suffer data loss for more than **10 days** file for bankruptcy within **1 year**, **50%** immediately.

(British Chamber of Commerce ICT Report)

3

43% of companies experiencing disasters **never** recover.

(London Chambers of Commerce & Industry)

Office 365

It's the familiar Office you know, plus all the tools to help you work better together, so you can get more done – anytime, anywhere.

- Office 365 is a classic example of Software as a Service: a software which is centrally hosted and both delivered and licenced on a subscription basis.
- With Office 365 you can use your business-class email through Outlook, collaborate on documents, and create and edit files from your phone, tablet, or desktop.
- You always have the latest applications, your files are always up to date and your recent documents are up front, so you can get right to work.
- It is easy to setup and use and gives you the ability to work anywhere worry free.
- Always have the latest version of Microsoft Office products, no need to worry about re-licencing when replacing computers.

Microsoft Office 365 Business Premium allows you to simplify how you work together, you can store, sync and share your files online so they're always up to date. Collaboration between co-workers is now completely hassle free and you can even edit and work with others in real time using Office Online.



Data Comms with Fidelity Group



Every business is looking for cost effective solutions that also offer the resilience required.

Making sure your business has a **fast** and **reliable** internet connection allows your company to make optimal use of the flexibility and opportunity that the Cloud offers.

Data Comm Solutions, with business grade Service Level Agreements, allow your business the peace of mind to know that your internet connection is always protected; making it ideal for companies with mission critical data.

- Fast internet speeds will give your company the ability to split your voice and data services, without the worry of one not working properly. The bandwidth allows you to utilise your services to the best possible standards.
- Offsite backups are simple and reliable – always keep your data secure should anything happen on premises.
- Distributed systems – data and applications can be available from anywhere.
- Fast internet speeds also give you the ability to run VoIP (Voice over IP telephony) which will ensure a saving.
- A fast and reliable internet connection is essential for small, medium and large businesses who are taking advantage of cloud based applications.

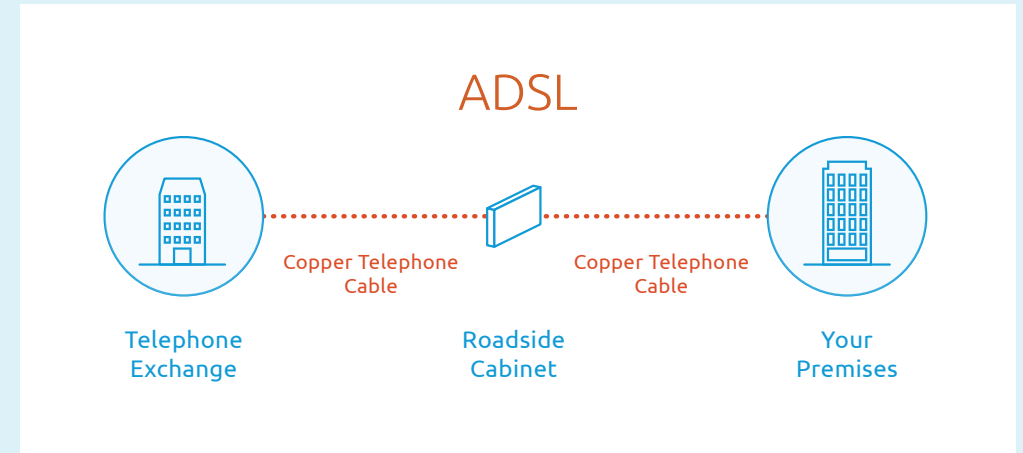
"The 8th fastest growing Technology Company in the UK" – The Sunday Times, September 2014



Data Comms Explained

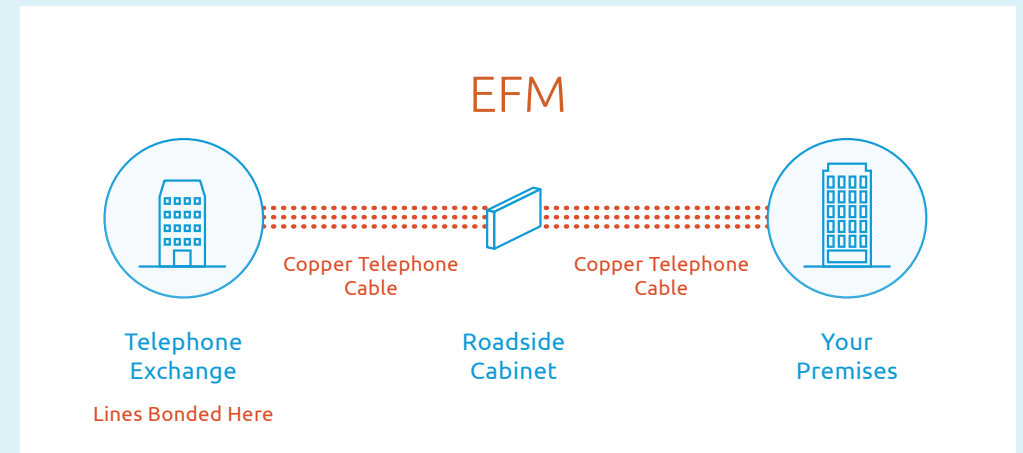
ADSL line

- Commonly referred to as Broadband, it is an internet service provider over copper lines.
- Maximum speed of 24Mbps download and 1Mbps upload but users very rarely experience these speeds.
- Speed is dependent on distance from the exchange as well as the contention on the line.



Ethernet over copper (EFM)

- Can have 2 copper pairs – **EFM Dual** – up to 10Mbps or 4 copper pairs – **EFM Quad** – up to 20Mbps... symmetrical (same bandwidth both ways).
- Widely available in the UK, fixed price service with guaranteed un-contended bandwidth and a business grade Service Level Agreement.



Data Comms Explained

Fibre to the Cabinet (FTTC)

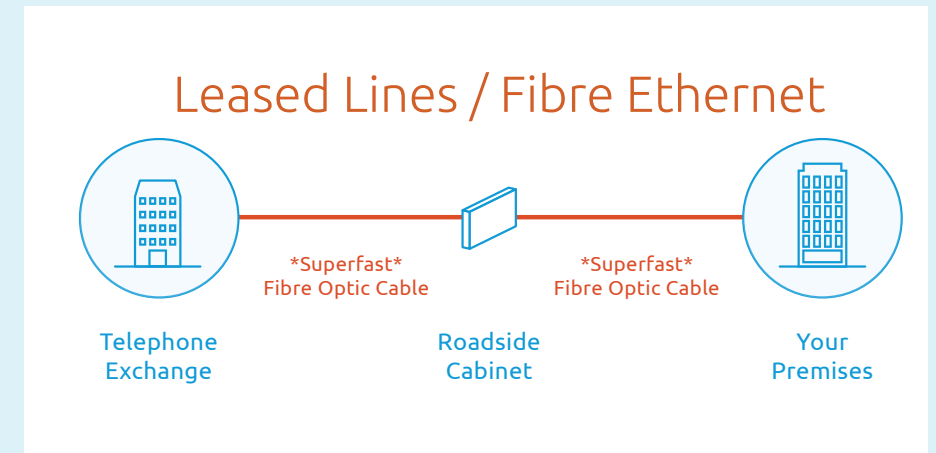
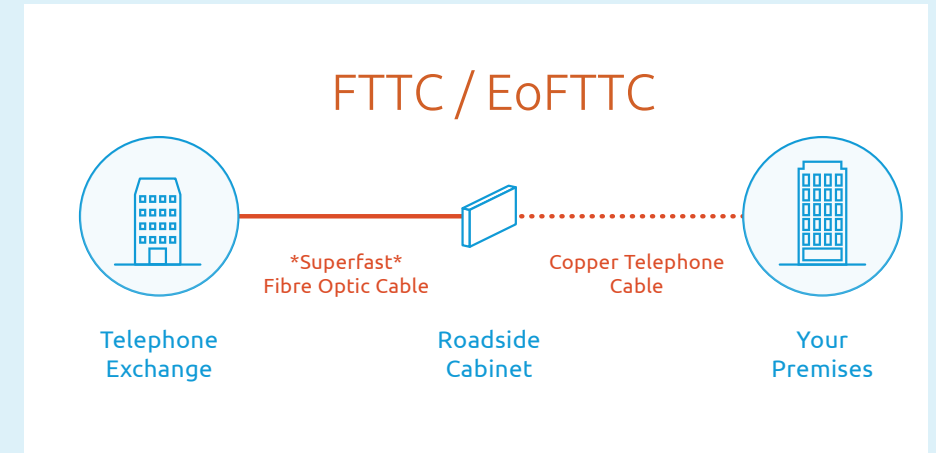
- Commonly referred to as Super Fast Broadband, it is an internet service provided over Fibre.
- Maximum speed of 80Mbps download and 20Mbps upload though typically users will experience a lot less than this. Speed is dependent on distance from the exchange as well as contention.
- Cheapest cost per MB.

Ethernet over Fibre To The Cabinet (EoFTTC)

- Businesses requiring constant connectivity and high availability to the Internet can alleviate the risk of a fault on their main connection using this cost-effective connection option.
- Up to 80Mb download and 20Mb upload.
- High performance, reliable, un-contended with Service Level Agreement.

Leased Line (Ethernet over Fibre)

- Offers high performance and business grade reliability, it is your own dedicated pipe to the internet.
- Bandwidth is available in 10Mb increments up to 100Mb – Speeds are symmetrical.
- Fixed cost and Un-contended with 24/7x365 Service Level Agreement. Often comes with an ADSL failover line free of charge.



Protecting your Data

The emergence of the Cloud has become a wonderful tool for businesses to take full advantage of. It provides the flexibility and opportunity for businesses of any size to engage in. However, as with any new technology, you need to be aware of the security measures that you should have in place.

It is important that when moving over to the cloud, you have a firm solution in place that can protect your data and ensure that nothing gets compromised. Sophos provide an integrated, end-to-end solution that will allow you to take all the benefits and eliminate all the risks associated with the Cloud.



Integrated Windows, Mac and Mobile Security

Sophos Cloud is a cloud managed security service.

Simple

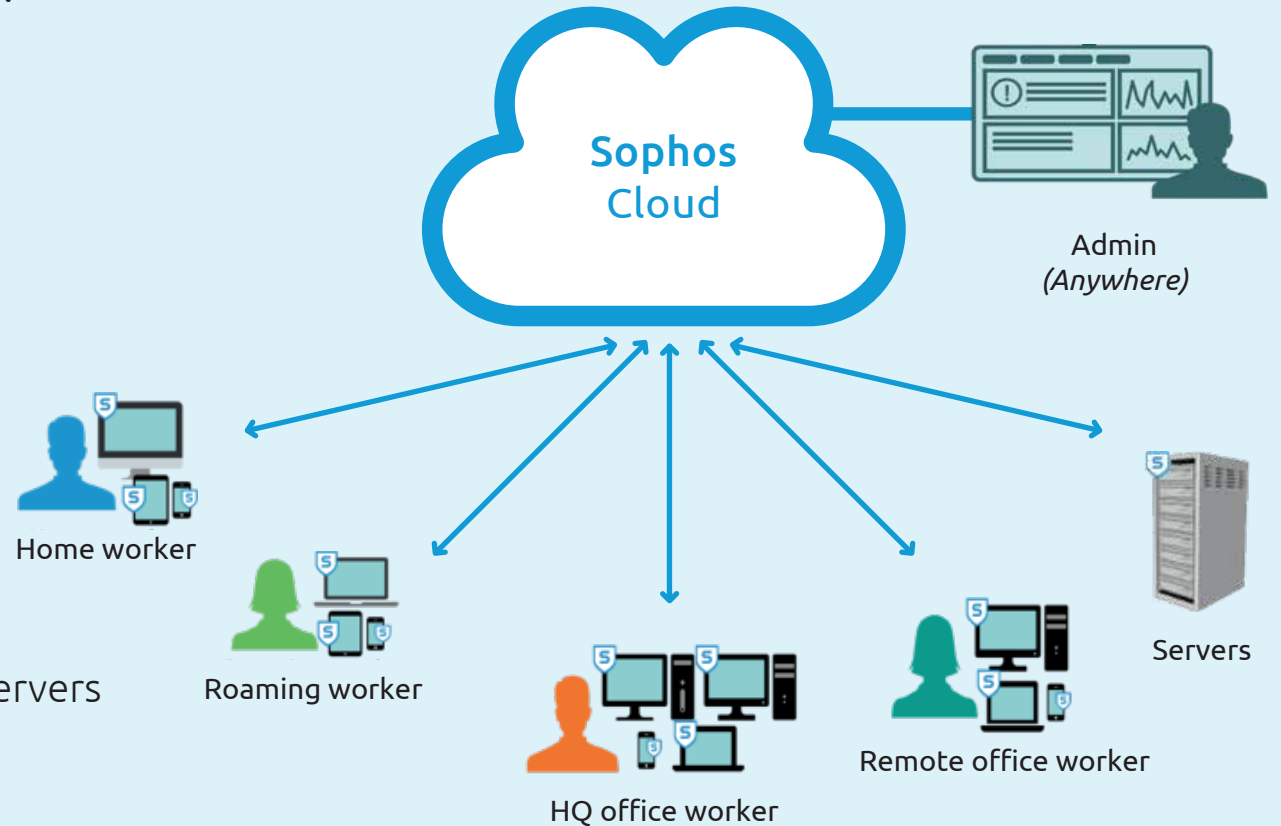
- Cloud-based
- No management server required
- Works out of the box
- Sophos Cloud server automatically adapts to the customer's environment

Complete

- Endpoint Security: Windows, Mac, Servers
- MDM: iOS & Android
- Web control
- Clear visibility and control of all user devices – and servers

Unique

- Single user-based policy for workstations, mobile devices and web control
- Only cloud-managed security product designed for servers – with Automatic exclusion
- Complete vision and fast execution



Sophos Cloud is Ideal for ...

- ✓ Organisations with limited IT resources
 - Few, or no, in-house IT staff
 - Limited security expertise – take care of things for me, and make it simple
 - May outsource to service providers
- ✓ Distributed work forces
 - Remote locations
 - Roaming employees
- ✓ Cutting Edge
 - Tech companies
 - Born in the Cloud
 - BYOD (Bring Your Own Device)

Sophos Mobile Control



Manage Device

- Support BYOD
- OTA enrolment and configuration
- One policy for iOS and Android

Secure Device

- Enforce passcodes & encryption
- Lock and wipe
- Monitor compliance

Protect Data

- Configure email access
- Configure Wi-Fi access

Simple to Manage, Enhanced (IT) Productivity & Cost Savings
(50% Savings Compared to Competitors)

Unified & Simple vs. Bolted-on

Sophos Cloud

Truly simple and elegant UI, designed from the ground up as one unified Solution. One user-based policy for Windows & Mac.



VERSUS

Competition

- Competitors are built by bolt on acquisitions
- Lack Cloud strategy
- No mobile device management
- No coverage on platforms;
 - Intel (McAfee), Symantec, Panda, AVG – Missing Mac



"The ability to manage our security with Sophos Cloud allows us to better manage our resources and enables us to effectively utilize our time and money. The service was easy for us to implement, and it seamlessly integrated into our environment."

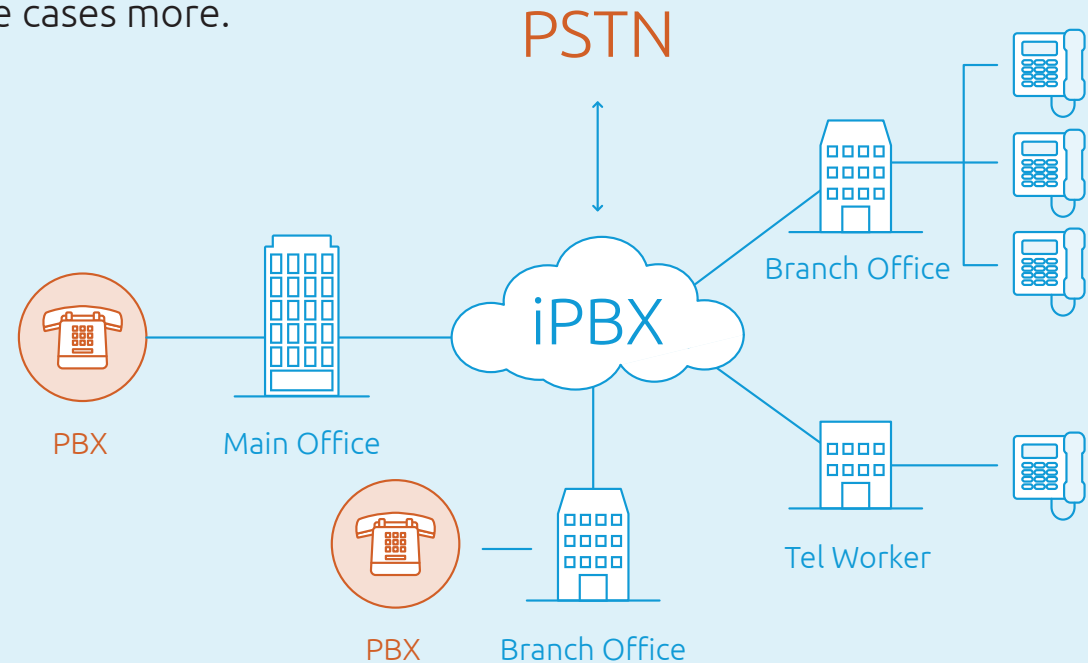
Source: David Fox, IT Consultant, Neptune Terminals.

Hosted Telephony - iPBX

Fidelity's iPBX service offers your company the highest performing phone system available, all supported by a Tier 1, Next Generation, Service Provider.

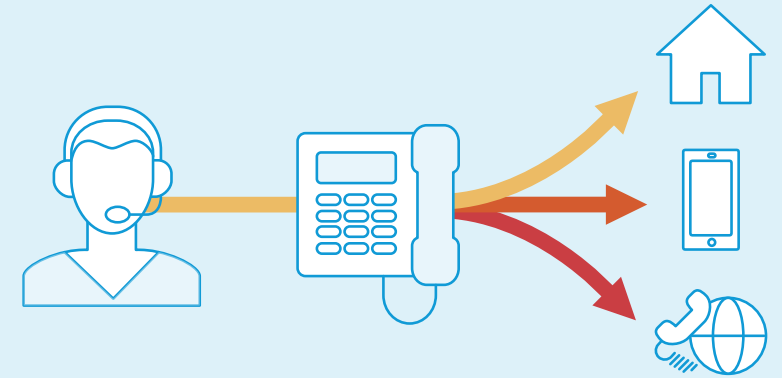


- ✓ Cost effective way of updating your current phone system and saving money.
- ✓ Significantly reduced call costs on UK Local, UK National and UK Mobile; saving up to half what your current costs are and in some cases more.
- ✓ Future Proofing with a handset refresh.
- ✓ Ease of use portal: allowing the user to be able to customise the way the system works to their needs.
- ✓ Managed Service.
- ✓ No annual support costs.



iPBX Key Features For Your Business

- ✓ Never miss a call
 - Divert calls to another number or Voicemail when you're on the phone or away from your desk. Includes external and mobile numbers, as well as other phones on your network.
 - Use call forwarding to set other numbers on your network to ring when your phone rings, or twin your phone with your mobile.
- ✓ Never lose a contact
 - Know when you have a message waiting with on-screen pop-ups, SMS text messages and email alerts.
 - Never forget to make those important calls – use Events Diary to set reminders against your Address Book.
- ✓ Work efficiently
 - See when colleagues are free to take a call with Line Monitoring and transfer calls to any INT or EXT number easily.
 - Protect your precious time with Do Not Disturb and Block Anonymous Calls.
- ✓ Work Securely
 - Set passwords and pin numbers to secure your phones, voicemail and web-portal from unauthorised access.
 - Set external or mobile Failover numbers to keep your communications open in the event of local network failure.
- ✓ You're always in control
 - The powerful administrative features make managing the phone network a quick and easy job: update, add or remove users easily via the portal.
 - Monitor your phones' account and company calls history and create automatic Company Reports.



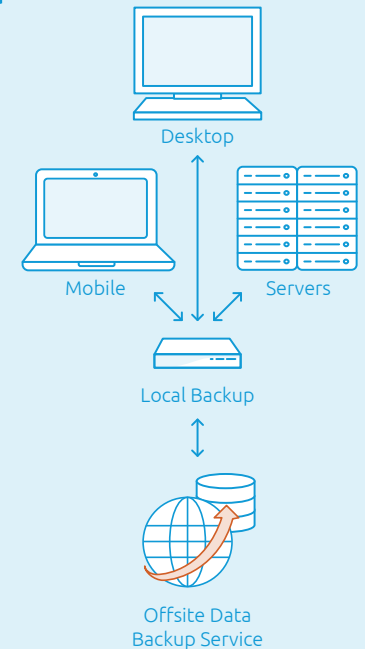
Online backups – Is this the end of the Tape Drive?

Backing up to the Cloud has become the easiest way to securely store your files at an off-site location. This allows your data to stay intact and available even if your local disks are stolen or your premises get damaged. The main benefit of the Cloud is that it is hassle free for the end user, the software runs in the background so there is no more need to worry about remembering to run a backup and remove the tape.



Solutions to ensure your business is always protected

- ✓ Hybrid Backup Solution:
 - Enable your business to utilise the benefits of a physical and online backup.
 - Consists of a local backup within the premise, which is then transferred to the Cloud.
 - Quick and easy restoration on site with no need for fast internet connection.
 - If on premise restoration is not an option (e.g. fire or theft) - your data is also encrypted in the cloud and can be accessed easily and fully restored.
- ✓ Full Cloud Backup Solution:
 - Requires high data connectivity – perfect if you have a leased line with high speeds.
 - All data is encrypted and backed up to the Cloud.
 - Automated – backups run in the background while you get on with running your business.



Tape Drive Vs Online Backups

| | Tape Backup | Online Data Backup |
|----------------------------------|--|--|
| Total Cost of Ownership | MODERATE - Together with hardware maintenance costs, there are often unseen human resource costs. | LOW - Per GB monthly fees reduce as storage volumes grow. |
| Maintenance / Management | HIGH - Engineers are required to design, manage and maintain backup processes as well as recover data. | LOW - Management of backup processes can be pushed to the user level. |
| Scalability | LOW - Limited flexibility when storage volumes increase or backup strategies change. | HIGH - Minerva can manage the growth of the infrastructure enabling your data volumes to grow without your concern. |
| Data Security | LOW - Tapes can be lost, stolen or damaged in even the most well managed backup procedures. | HIGH - Off premises backup ensures that, even if something were to happen at the office, your data is always safe. |
| Automation | MODERATE - Even automated tape backup installations require manual intervention to remotely store copies. | HIGH - The entire backup process is managed by the client software and storage network. |
| Protection | LOW - Data is generally stored in an unencrypted format making theft a significant risk. | HIGH - Data is encrypted when in transit and in storage, eliminating the risk of it being compromised. |
| Future Proof | NO - As storage technology evolves your investment can quickly become obsolete. | YES - As more and more businesses move towards the Cloud, it is an area that is constantly being developed to meet businesses' needs in a cost-effective way. |
| Required Length of Backup Window | LONG - Large data volumes and longer working hours are continually shortening tape backup windows. | SHORT - Backups can take place whilst users are working and incremental backups shorten the backup cycle. |

Minerva Cloud Assessment

The Cloud is an incredibly powerful tool that more and more businesses are moving towards:

88% of businesses expect at least part of their systems to be cloud-based in 5 years' time

(UNIT 4 Agresso Customer Conference)


The benefits The Cloud can bring to your company are vast, it is therefore no wonder that the cloud is dramatically changing the future of IT.

To receive your free, no obligation, Minerva Cloud Assessment you can contact us in the following ways:

t 01707 607100

e contactus@minervauk.com

At Minerva, we'll help to specify how the cloud can work for your business and, when you are ready to make the move, we'll be on hand to make the transition as smooth as possible.



*Minerva are
a team, always
have been,
always will be*

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