

FREE REPORT:

**“5 Critical Facts Every
Business Owner Must Know
Before Moving Their
Network To The Cloud”**

**Discover What Most IT Consultants Don't
Know Or Won't Tell You About Moving Your
Company's Network To The Cloud**

By W. Chris Shank,
President, ACE Technology Group, LLC

www.acetechgroup.com

Phone: 610-640-4223

A Letter From The Author:

Why We Created This Report And Who Should Read It



From the Desk of: W. Chris Shank
Owner & CEO, ACE Technology Group, LLC

Dear Colleague,

When you decided to look into transitioning your computer network and operations to the cloud, you were probably met with conflicting advice, confusion and no real answers to your questions and concerns over security, cost and whether or not it's appropriate for your organization.

That's why we wrote this report. **We wanted to give CEOs a simple, straightforward guide that not only answers your questions in plain English, but also provides vital experience-based information that most IT companies don't know (or may not tell you) that could turn your migration into a big, cash-draining nightmare.**

My name is Chris Shank, CEO of ACE Technology Group, a Managed Service Provider serving the Greater Philadelphia Region for over 17 years. During that time, we have witnessed firsthand the gradual progression of Cloud Computing. We have overseen dozens of cloud migrations, custom built many large private clouds implementations, serving hundreds of users across over 70 locations. We even built our own private cloud to run our business.

The simple fact is, cloud computing is NOT a good fit for every company, and if you don't get all the facts or fully understand the pros and cons, you can end up making some VERY poor and expensive decisions that you'll deeply regret later. The information in this report will arm you with the critical facts you need to avoid expensive, time-consuming mistakes.

Of course, we are always available as a resource for a second opinion or quick question, so please feel free to contact my office directly if we can clarify any points made in this report or answer any questions you have.

Dedicated to serving you,

A handwritten signature in blue ink that reads "W. Chris Shank". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

W. Chris Shank

About The Author

Chris served as the Chief Technologist for a large medical practice of over 100 practitioners. He engineered, built, and maintained their electronic medical records and enterprise infrastructure platforms that spanned over 40 locations, 50 servers, 700 PCs, and two redundant data centers. Chris also is the systems architect for the enterprise-grade management, support and disaster recovery platforms that ACE provides brings to our customers as part of our managed services.

He gained engineering experience with the US Navy, Bell Atlantic Business Systems Services and Penn State College of Engineering. After graduating from Penn State with a BS in Computer Engineering, Chris went on to be a Software Engineer for Lockheed Martin, DecisionOne, Medical Broadcasting Company, and Aventis Behring before finally striking out on his own.

Known for troubleshooting and problem-solving, Chris quickly identifies and resolves issues. With the knowledge that comes from over 20 years' worth of experience, the Navy's Troubleshooting Honorman Award, and Lockheed Martin's Pride Award, clients confidently can and do say, "He's good at what he does."

5 Critical Facts You Must Know Before Moving To The Cloud

In this report I'm going to talk about **5 very important facts you need to know before you consider cloud computing for your company**. These include:

1. The pros AND cons you need to consider before moving to the cloud.
2. Migration GOTCHAS (and how to avoid them).
3. The various types of cloud computing options you have (there are more than just one).
4. Answers to important, frequently asked questions you need to know the answers to.
5. What questions you need to ask your IT pro before letting them "sell" you on moving all or part of your network and applications to the cloud.

I've also included some actual case studies from other businesses that have moved to cloud computing, along with a sample cost-comparison chart so you can see the impact this new technology can have on your IT budget.

At the end of this report there is an invitation for you to request a **Free Cloud Readiness Assessment** to determine if cloud computing is right for your particular business. I encourage you to take advantage of this before making any decisions since we've designed it to take a hard look at the functionality and costs for you as a business and provide you with the specific information you need (not hype) to make a good decision about this new technology.

What Is Cloud Computing?

Wikipedia defines cloud computing as "the use and access of multiple server-based computational resources via a digital network (WAN, Internet connection using the World Wide Web, etc.)."

But what the heck does *that* mean?

The easiest way to not only understand what cloud computing is but also gain insight into why it's gaining in popularity is to compare it to the evolution of public utilities. For example, let's look at the evolution of electricity.

Back in the industrial age, factories had to produce their own power in order to run machines that produced the hard goods they manufactured. Be it textiles or railroad spikes, using machines gave these companies enormous competitive advantages by producing more goods with fewer workers and in less time. For many years, the production of power was every bit as important to their company's success as the skill of their workers and quality of their products.

Unfortunately, this put factories into TWO businesses: the business of producing their goods and the business of producing power. Then the concept of delivering power (electricity) as a utility was introduced by Thomas Edison when he developed a commercial-grade replacement for gas lighting and heating using centrally generated and distributed electricity. From there, as they say, the rest was history.

The concept of electric current being generated in central power plants and delivered to factories as a utility caught on fast. This meant manufacturers no longer had to be in the business of producing their own power with enormous and expensive water wheels. **In fact, in a very short period of time, it became a competitive necessity for factories to take advantage of the lower-cost option being offered by public utilities.** Almost overnight, thousands of steam engines and electric generators were rendered obsolete and left to rust next to the factories they used to power.

What made this possible was a series of inventions and scientific breakthroughs – but what drove the demand was pure economics. Utility companies were able to leverage economies of scale that single manufacturing plants simply couldn't match in output or in price. In fact, the price of power dropped so significantly that it quickly became affordable for not only factories but every single household in the country.

Today, we are in a similar transformation following a similar course. The only difference is that instead of cheap and plentiful electricity, advancements in technology and Internet connectivity are driving down the costs of computing power. With cloud computing, businesses can pay for “computing power” like a utility without having the exorbitant costs of installing, hosting and supporting it on premise.

In fact, you are probably already experiencing the benefits of cloud computing in some way but hadn't realized it. Below are a number of cloud computing applications, also called SaaS or “software as a service,” you might be using:

- Gmail, Hotmail or other free e-mail accounts
- Facebook
- NetSuite, Salesforce
- Constant Contact, Exact Target, AWeber or other e-mail broadcasting services
- Zoomerang, SurveyMonkey and other survey tools
- LinkedIn
- Twitter
- All things Google (search, AdWords, maps, etc.)

If you think about it, almost every single application you use today can be (or already is) being put “in the cloud” where you can access it and pay for it via your browser for a monthly fee or utility pricing. You don't purchase and install software but instead access it via an Internet browser.

What About Office 365 And Google Apps?

Office 365 and Google Apps are perfect examples of the cloud computing trend; for an inexpensive monthly fee, you can get full access and use of Office applications that used to cost a few hundred dollars to purchase. And, since these apps are being powered by the cloud provider, you don't need an expensive desktop with lots of power to use them – just a simple Internet connection will do on a laptop, desktop or tablet.

Pros And Cons Of Moving To The Cloud

As you read this section, keep in mind there is no “perfect” solution. All options – be it an in-house, on-premise server or a cloud solution – have upsides and downsides that need to be evaluated on a case-by-case scenario. (Warning: Do NOT let a cloud expert tell you there is only “one way” of doing something!)

Keep in mind the best option for you may be a **hybrid solution** where some of your applications and functionality are in the cloud and some are still hosted and maintained from an in-house server. We’ll discuss more of this in a later section; however, here are the general pros and cons of cloud computing:

Pros of Cloud Computing:

- **Lowered IT costs.** This is probably the single most compelling reason why companies choose to move their network (all or in part) to the cloud. Not only do you save money on software licenses, but on hardware (servers and workstations) as well as on IT support and upgrades. In fact, we save our clients an average of \$20,000 of CapEx when we move some or part of their network functionality to the cloud. So if you hate constantly writing cash-flow-draining checks for IT upgrades, you’ll really want to look into cloud computing. Included in this report are examples of how we’ve done this for other clients and what the savings have been.
- **Ability to access your desktop and/or applications from anywhere and any device.** If you travel a lot, have remote workers or prefer to use an iPad while traveling and a laptop at your house, cloud computing will give you the ability to work from any of these devices. It’s also more secure since no data is permanently stored on your iPad or laptop. If it’s lost or stolen, you can rest easy knowing that your business data is still safe inside your cloud. If your server were in the cloud and your office was reduced to a pile of rubble, you could grab any computer or laptop and be back up and running within minutes. This would NOT be the case if you had a traditional network and were using tape drives, CDs, USB drives or other physical storage devices to back up your system.

Plus, like a public utility, cloud platforms are far more robust and secure than your average business network because they can utilize economies of scale to invest heavily into security, redundancy and failover systems, making them far less likely to go down.

- **It’s faster, cheaper and easier to set up new employees.** If you have a seasonal workforce or a lot of turnover, cloud computing will not only lower your costs of setting up new accounts, but it will make it infinitely faster. ***We have a cloud customer that has been rapidly expanding their business. Every few weeks they have 2 or 3 new hires and their data use has grown at the same rate. Because they are in the cloud, setting up new users is fast and simple, which the new employees appreciate. Adding capacity to their environment is as easy as turning a dial to increase storage capacity.***

- **You use it without having to “own” it.** More specifically, you don’t own the *responsibility* of having to install, update and maintain the infrastructure. Think of it as similar to living in a condo where someone else takes care of the building maintenance, repairing the roof and mowing the lawn, but you still have the only key to your section of the building and use of all the facilities. This is particularly attractive for companies that are new or expanding, but don’t want the heavy outlay of cash for purchasing and supporting an expensive computer network.
- **It’s a “greener” technology that will save on power and your electric bill.** For some smaller companies, the power savings will be too small to measure. However, for larger companies with multiple servers that are cooling a hot server room and keep their servers running 24/7/365, the savings are considerable.

Cons of Cloud Computing:

- **The Internet going down.** While you can mitigate this risk by using a commercial-grade Internet connection and maintaining a second backup connection, there is a chance you’ll lose Internet connectivity, making it impossible to work. This is often easy to overcome on a small scale by using a cell phone to create a hot-spot for a few laptops. Otherwise, if you have lots of users that must have connectivity, then you’ll have to get a secondary connection that is just as fast as the primary. Also, the Internet connection should be fast and reliable. A connection with high latency or frequent packet-loss will cause significant problems accessing the cloud.
- **Data security.** Many people don’t feel comfortable having their data in some off-site location. This is a valid concern, and before you choose any cloud provider, you need to find out more information about where they are storing your data, how it’s encrypted, who has access and how you can get it back. You’ll find more information on this under “What To Look For When Hiring A Cloud Integrator” later on in this document.
- **Certain line-of-business applications won’t work in the cloud.** The list of incompatible applications continues to shrink each year, but it’s still important to verify with the software vendor if their application is cloud compatible. Some vendors will refuse to provide support for their software running in a cloud environment, even though it may do so without problems.
- **Compliance Issues.** There are a number of laws and regulations, such as Gramm-Leach-Bliley, Sarbanes-Oxley and HIPAA, that require companies to control and protect their data and certify that they have knowledge and control over who can access the data, who sees it and how and where it is stored. In a public cloud environment, this can be a problem. Many cloud providers won’t tell you specifically where your data is stored.

Most cloud providers have SAS 70 certifications, which require them to be able to describe exactly what is happening in their environment, how and where the data comes in, what the provider does with it and what controls are in place over the access to and processing of the data; but as the business owner, it’s YOUR neck on

the line if the data is compromised, so it's important that you ask for some type of validation that they are meeting the various compliance regulations on an ongoing basis.

Migration Gotchas! What You Need To Know About Transitioning To A Cloud-Based Network

When done right, a migration to Office 365 or another cloud solution should be like any other migration. There's planning that needs to be done, prerequisites that have to be determined and the inevitable "quirks" that need to be ironed out once you make the move.

Every company has its own unique environment, so it's practically impossible to try and plan for every potential pitfall; however, here are some BIG things you want to ask your IT consultant about BEFORE making the leap.

Downtime. Some organizations cannot afford ANY downtime, while others can do without their network for a day or two. Make sure you communicate YOUR specific needs regarding downtime and make sure your IT provider has a solid plan to prevent extended downtime.

Painfully Slow Performance. Ask your IT consultant if there's any way you can run your network in a test environment before making the full migration. Imagine how frustrated you would be if you migrate your network and discover everything is running so slow you can barely work! Again, every environment is slightly different, so it's best to test before you transition.

3rd Party Applications. If your organization has plug-ins to Exchange for faxing, voice mail or integration into another application, make sure you test to see if it will still work in the new environment.

Test your Peripherals. Certain peripherals, such as scanners, web cams, voice recorders, etc. may not work correctly through the cloud. These should all be tested before committing to the migration.

Cloud Versus A Traditional Network: A Comparison Of Costs

As we said earlier, each client has a unique set of circumstances and needs that will factor into the cost savings and benefits. But in order to give you an idea of what you can save when moving your network to the cloud, we've put together a sample business scenario we commonly find, and the savings obtained with cloud computing.

Please note we've shown this over a three-year period since that is the normal span of time when all workstations and servers need to be replaced and software upgraded; and to

account for the fact that you don't have to purchase new hardware as often (which is a huge cost savings when moving to the cloud), we need to show this over a three-year period to show the true and full cost savings.

Cloud Versus A Traditional Network

ACME Consulting		
This is a professional services firm that has 25 employees all using Microsoft Office. Other applications being used include QuickBooks, Microsoft Exchange, SharePoint and Goldmine.		
Item	Traditional Network Cost Over 3 Years	Cloud Network Cost Over 3 Years
Hardware		
Server 1	\$9500.00	\$7200.00
Server 2	\$6500.00	\$4500.00
Server 3	\$4500.00	\$3060.00
Workstations (25)	\$30,000.00	\$7500.00
Other Devices	\$2000.00	\$2000.00
Backup (on-site and off-site)	\$43,200.00	\$14,400
Labor		
IT Support for Maintenance	\$126,000	\$104,000
Total Costs	\$221,700	\$142,660
Savings:		\$79,040

As you can see, the cost savings are often compelling enough for business owners to overlook the risks of cloud computing; and if carefully planned, those risks of downtime and security are greatly minimized. In fact, our average client saves between 15% and 35% when they move to our cloud and experience LESS downtime, problems and system crashes than they did with their in-house network.

Different Types Of Cloud Solutions Explained:

Pure Cloud: This is where all your applications and data are put on the other side of the firewall (in the cloud) and accessed through various devices (laptops, desktops, iPads, phones) via the Internet. This is also called Infrastructure-as-a-Service.

Hybrid Cloud: Although "pure" cloud computing has valid applications, for many, it's downright scary. And in some cases, it is NOT the smartest move, due to compliance issues, security restrictions, speed and performance. A hybrid cloud enables you to put certain pieces of existing IT infrastructure (say, storage and e-mail) in the cloud, and the remainder of the IT infrastructure stays on-premises. This gives you the ability to enjoy some of the cost savings and benefits of cloud computing where it makes the most sense without the risk of moving your entire environment.

Single Point Solutions: Another option would be to simply put certain applications, like SharePoint or Microsoft Exchange, in the cloud while keeping everything else on-site. Since e-mail is usually a critical application that everyone needs and wants access to on the road and on various devices (iPad, smartphone, etc.), often this is a great way to get advanced

features of Microsoft Exchange without the cost of installing and supporting your own in-house Exchange server. Some cloud partners, with advanced cloud hosting infrastructures such as ourselves, are able to deliver almost any single application directly to you as a published application.

Public Cloud Vs. Private Cloud: A public cloud is a service that anyone can tap into with a network connection and a credit card. They are shared infrastructures that allow you to pay-as-you-go and are managed through a self-service web portal. Private clouds are essentially self-built infrastructures that mimic public cloud services, but are on-premises or in co-location facilities (the same facilities as many Public Clouds). Private clouds are often the choice of companies who want the benefits of cloud computing, but don't want their data held in a public environment.

FAQs About Security, Where Your Data Is Held And Internet Connectivity

Question: How long will it take to transition my on-premises server to the cloud, and what's the process?

Answer: Unfortunately, there is no single answer to this because every environment is different. It will depend on hard factors, such as the amount of data being moved, your upload bandwidth, etc. But there are also softer considerations, such as what applications are being moved, how much data validation is needed or training your users need. For most small businesses, a cloud migration will take only a few weeks from planning & testing to cutover.

Question: What if my Internet connection goes down? How will we be able to work?

Answer: This is a valid concern, but should be looked at in full context. Firstly, look at your current environment and workflow; are you able to work effectively now without Internet? Many businesses will be impacted to some degree. If an outage is already crippling to your on-prem environment, then the cloud may be a welcome alternative. It can enable your staff to work seamlessly from another location. If you are tied to your location (ie: you have specialty equipment, such as a dental office) then having a secondary means of Internet access is always a good idea. Either an entire duplicate circuit from another vendor or a disaster plan like wireless hot-spots that can be turned up when needed.

Question: What about security? Isn't there a big risk of someone accessing my data if it's in the cloud?

Answer: In many cases, cloud computing is a MORE secure way of accessing and storing data. Just because your server is on-site doesn't make it more secure; in fact, most small to medium businesses can't justify the cost of securing their network the way a cloud provider can. And most security breaches occur due to human error – one of your employees downloads a file that contains a virus, they don't use secure passwords or they simply e-mail confidential information out to people who shouldn't see it. Other security breaches

occur in on-site networks because the company didn't properly maintain their own in-house network with security updates, software patches and up-to-date antivirus software. That's a FAR more common way networks get compromised versus a cloud provider getting hacked. At ACE, we also enforce password complexity, account lockouts, and multi-factor authentication for added protection.

Question: What if YOU go out of business? How do I get my data back?

Answer: We give every client network documentation that clearly outlines where their data is and how they could get it back in the event of an emergency. This includes emergency contact numbers, detailed information on how to access your data and infrastructure without needing our assistance (although our plan is to always be there to support you), a copy of our insurance policy and information regarding your backups and licensing.

We also give you a copy of OUR disaster recovery plan that shows what we've put in place to make sure we stay up and running. In fact, you should never hire ANY IT professional who won't give you that information.

Question: Do I have to purchase new hardware (servers, workstations) to move to the cloud?

Answer: No! That's one of the selling points of cloud computing. It allows you to use older workstations, laptops and servers because the computing power is in the cloud. Not only does that allow you to keep and use hardware longer, but it allows you to buy cheaper workstations and laptops because you don't need the expensive computing power required in the past.

What To Look For When Hiring An IT Consultant To Move Your Network To The Cloud

Unfortunately, the IT consulting industry (along with many others) has its own share of incompetent or unethical people who will try to take advantage of trusting business owners who simply do not have the ability to determine whether or not they know what they are doing. Sometimes this is out of greed for your money; more often it's simply because they don't have the skills and competency to do the job right but won't tell you that up front because they want to make the sale.

From misleading information, unqualified technicians and poor management, to terrible customer service, we've seen it all, and we know they exist in abundance because we have had a number of customers come to us to clean up the disasters they have caused.

Automotive repair shops, electricians, plumbers, lawyers, realtors, dentists, doctors, accountants, etc., are heavily regulated to protect the consumer from receiving substandard work or getting ripped off. However, the computer industry is still highly unregulated and there are very few laws in existence to protect the consumer – **which is why it's so important for you to really research**

the company or person you are considering, to make sure they have the experience to set up, migrate and support your network to the cloud.

Anyone who can hang out a shingle can promote themselves as a “cloud expert.” Even if they are honestly *trying* to do a good job for you, their inexperience can cost you dearly in your network’s speed and performance or in lost or corrupt data files. To that end, here are **15 questions** you should ask your IT person before letting them migrate your network to the cloud:

Critical Questions To Ask Your IT Company Or Computer Consultant BEFORE Letting Them Move Your Network To The Cloud (Or Touch Your Network!)

Question: How many clients have you provided cloud services for to date and can you provide references?

Answer: You don’t want someone practicing on your network. At a minimum, make sure they have a half dozen cloud migrations under their belt. We provide cloud services for nearly 100 companies.

Question: How quickly do they guarantee to have a technician working on an outage or other problem?

Answer: Anyone you pay to support your network should give you a written SLA (service level agreement) that outlines exactly how IT issues get resolved and in what time frame. I would also request that they reveal what their average resolution time has been with current clients over the last three to six months.

They should also answer their phones live from 8:00 a.m. to 5:00 p.m. and provide you with an emergency after-hours number you may call if a problem arises, including on weekends.

If you cannot access your network because the Internet is down or due to some other problem, you can’t be waiting around for hours for someone to call you back OR (more importantly) start working on resolving the issue. Make sure you get this in writing; often cheaper or less experienced consultants won’t have this or will try and convince you it’s not important or that they can’t do this. Don’t buy that excuse! They are in the business of providing IT support, so they should have some guarantees or standards around this they share with you.

Question: What’s your plan for transitioning our network to the cloud to minimize problems and downtime?

Answer: We run a simultaneous cloud environment during the transition and don’t “turn off” the old network until everyone is 100% confident that everything has been transitioned and is working effortlessly. You don’t want someone to switch overnight without setting up a test environment first.

Question: Do you provide a no-risk trial of our network in the cloud to test the proof of concept BEFORE we commit to a long-term contract?

Answer: We provide a 60-day cloud “test drive” trial period. If the cloud isn’t working for you as promised and we can’t make it right, we will migrate you back at no cost and no obligation.

Question: Do they take the time to explain what they are doing and answer your questions in terms that you can understand (not geek-speak), or do they come across as arrogant and make you feel stupid for asking simple questions?

Answer: Our technicians are trained to have the “heart of a teacher” and will take time to answer your questions and explain everything in simple terms.

Question: Where will your data be stored?

Answer: You should receive full documentation about where your data is, how it’s being secured and backed up and how you could get access to it if necessary, WITHOUT going through your provider. Essentially, you don’t want your cloud provider to be able to hold your data (and your company) hostage.

Question: How will your data be secured and backed up?

Answer: If they tell you that your data will be stored in the back of their office, what happens if THEY get destroyed by a fire, flood or other disaster? What are they doing to secure the office and access? Are they backing it up somewhere else? Make sure they are SAS 70 certified and have a failover plan in place to ensure continuous service in the event that their location goes down. If they are building on another platform, you still want to find out where your data is and how it’s being backed up.

Question: What is THEIR disaster recovery plan? What happens if they go out of business?

Answer: They should be able to provide you with their disaster plan, network diagrams, and emergency contact information.

Question: Do they have adequate errors-and-omissions insurance as well as workers’ compensation insurance to protect YOU?

Answer: Here’s something to consider: if THEY cause a problem with your network that causes you to be down for hours or days or to lose data, who’s responsible? Here’s another question to consider: if one of their technicians gets hurt at your office, who’s paying? In this litigious society we live in, you better make darn sure that whomever you hire is adequately insured with both errors-and-omissions insurance AND workers’ compensation – and don’t be shy about asking to see their latest insurance policies!

Question: Is it standard procedure for them to provide you with written network documentation detailing what software licenses you own, your critical passwords, user information, hardware inventory, etc., or are they the only person with the “keys to the kingdom”?

Answer: All clients receive this in written and electronic form at no additional cost. We also perform a quarterly update on this material and make sure certain key people from your organization have this information and know how to use it, giving you complete control over your network.

Side Note: You should NEVER allow an IT person to have that much control over you and your company. If you get the sneaking suspicion that your current IT person is keeping this under their

control as a means of job security, get rid of them (and we can help to make sure you don't suffer ANY ill effects). This is downright unethical and dangerous to your organization, so don't tolerate it!

Question: Do they have other technicians on staff who are familiar with your network in case your regular technician goes on vacation or gets sick?

Answer: Yes, and since we keep detailed network documentation (basically a blueprint of your computer network) and updates on every client's account, any of our technicians can pick up where another left off.

Question: Do they INSIST on doing periodical test restores of your backups to make sure the data is not corrupt and could be restored in the event of a disaster?

Answer: We perform a monthly "fire drill" and perform a test restore from backup for our clients to make sure their data CAN be recovered in the event of an emergency. Upon completion, we then give our clients a report showing this test restore was conducted and that all systems are a "go." If there's a problem, we notify our clients immediately and start working to resolve it the same day. After all, the WORST time to "test" a backup is when you desperately need it.

Question: Is their help desk US-based or outsourced to an overseas company or third party?

Answer: We provide our own in-house help desk and make sure the folks helping you are friendly and helpful. We consider this one of the most important aspects of customer service, plus we feel it's an important step in keeping your data secure.

Question: Do their technicians maintain current vendor certifications and participate in ongoing training - or are they learning on your dime?

Answer: Our technicians are required to keep the most up-to-date vendor certifications in all the software we support. Plus, our hiring process is so stringent that 99% of the technicians who apply don't make it through. (Guess who's hiring them?)

Question: Are they familiar with (and can they support) your unique line-of-business applications?

Answer: We own the problems with all line-of-business applications for our clients. That doesn't mean we can fix faulty software - but we WILL be the liaison between you and your vendor to resolve problems you are having and make sure these applications work smoothly for you instead of pointing fingers and putting you in the middle.

Question: When something goes wrong with your Internet service, phone systems, printers or other IT services, do they own the problem or do they say, "That's not our problem to fix"?

Answer: We feel WE should own the problem for our clients so they don't have to try and resolve any of these issues on their own - that's just plain old good service and something many computer guys won't do.

Free Assessment Shows You How To Migrate To The Cloud And Avoid Overpaying For Your Next IT Project Or Upgrade

If you're like a number of CEOs we've helped, you've already been burned, disappointed and frustrated by the questionable advice and **complete lack of service** you've gotten from other IT companies. In fact, you might be so fed up and disgusted from being "sold" that you don't trust anyone. *I don't blame you.*

That's why I'd like to offer you a **FREE Cloud Readiness Assessment** to show you there IS a better way to upgrade your computer network AND to demonstrate how a truly competent IT consultant (not just a computer "mechanic") can guide your company to greater profits and efficiencies, help you be more strategic and give you the tools and systems to fuel growth.

At no cost or obligation, one of my lead consultants and I will come to your office and conduct a thorough review and inventory of your current computer network, backups and technologies to give you straightforward answers to the following:

- ✓ How using cloud technologies may be able to eliminate the cost, complexity and problems of managing your own in-house server while giving you more freedom, lowered costs, tighter security and instant disaster recovery. I say "may" because it might NOT be the best choice for you. I'll give you honest answers to your questions and detail – in plain English – the pros AND cons of moving your specific operations to the cloud.
- ✓ Are your IT systems truly safe and secured from hackers, viruses and rogue employees? (FACT: 99% of the computer networks we review are NOT, much to the surprise of the CEOs who are paying some other "so-called" expert to manage that aspect of their IT.)
- ✓ Are your backups configured properly to ensure that you could be back up and running again fast in a disaster? From our experience, most companies' backups are an epic waste of money and only deliver a false sense of security.
- ✓ If you are ALREADY using "cloud" technologies, are you adequately protecting your organization from the dozens of ways you and your organization can be harmed, sued or financially devastated due to security leaks, theft, data loss, hacks and violating ever-expanding data privacy laws?

Even if you decide not to move your network to the cloud or engage with us as a client, you'll find the information we share with you to be extremely valuable and eye-opening when you make future decisions about IT. After all, it NEVER hurts to get a third-party "checkup" of your IT systems' security, backups and stability, as well as a competitive cost analysis.

There Is One Small “Catch”

Because our Cloud Readiness Assessments take between five and seven hours to complete (with most of this “behind-the-scenes” diagnostics and research we conduct), I can only extend this offer to the first few people who respond. After that, we’ll have to withdraw this offer or ask that you pay our customary consulting fee of \$350 for this Assessment.

To respond, please call our office at 610-640-4223 and ask for me, Chris. I personally want to take your call to answer any questions about this letter, my company and how we might be able to help you, CEO to CEO. You can also e-mail me direct at shankwc@acetechgroup.com.

Awaiting your response,



W. Chris Shank

www.acetechgroup.com

Call us direct: (610) 640-4223