

# MOVING TO THE CLOUD: SAVE MONEY & SIMPLIFY TECHNOLOGY



The Cloud is here, it's the new norm, and companies are quickly learning how to reduce cost and complexity compared to local server-based setups and managing IT consultants. This report will introduce you to what cloud computing is and how to shift your business processes and infrastructure to the cloud.



## WHAT IS CLOUD COMPUTING?

Computing in the cloud means that instead of having hardware in your office and software on your computer, you rely on web applications. Cloud computing is now widely used for sharing files, contact management, calendaring, email, accounting, customer relationship management, and telephone systems. The key advantages are that support is bundled in, you only pay for what you use, setup is simple, and you can access your services from anywhere – home, on the road, or in the office.

Professional cloud computing services use physical and electronic security, backups and redundancy to ensure uptime and protection. For example, at our data center, there are onsite security guards, badges, biometric palm readers, and locked cabinets under 24-hr video surveillance in a climate controlled environment with redundant power, servers and high-speed fiber optic connections to eight or ten major data carriers. Few businesses can afford this type of overhead, but as a cloud service this cost is shared and is very affordable.



## ADVANTAGES

For small and medium businesses, there are several crucial advantages to moving to the cloud, especially within the current economy:

1. **Security.** Security is expensive. Instead of developing in-house expertise and purchasing encryption, a high-end firewall, maintaining a VPN with a reliable internet connection, and paying a consultant for configuration and support, these capabilities are bundled in with cloud computing services.
2. **Fully Automatic Backups.** Luminys backs up everything every day, and even has the ability for administrators to access historical data. The alternative is to have business processes in place to ensure reliable, offsite backups.
3. **Reliable Hardware.** Rather than you purchase and maintain sophisticated hardware, RAID-5 storage systems, lots of RAM and server monitoring software, Luminys hosts that in a secure computing environment.
4. **True Automatic Updates.** Traditional software requires you to download and install updates yourself. Cloud-based services, on the other hand, are updated automatically.
5. **No download or installation hassles.** You just log in with the web browser you already have; there's nothing else to it.
6. **Complete control over who can access data.** You can create groups (e.g., Corporate, Sales, Engineering) and assign permissions, or grant individual permissions to access data.

7. **No technical details.** Managing your IT internally requires either some technical expertise, or managing technical consultants. With Luminys, support is built in.
8. **Work from anywhere.** At work, at home, at a hotel, at a client's office, even on your mobile phone, you have access to your cloud services. As long as you have Internet access, you can access your stuff.
9. **No contract obligation.** When you manage your own IT, you are making a long-term commitment. Most professional cloud services do not include a minimum contract term, Luminys included.

## DISADVANTAGES: MINOR & ADDRESSABLE

As with any transition, there will be some disadvantages. With cloud computing, knowing what they are makes them easy to address.

1. **Slow Internet.** Slow internet speed can make it tedious to manage large files, such as raw digital camera photos or CAD files. This can be fixed by increasing your Internet speed with your Internet Service Provider.
2. **Unreliable Internet.** Unreliable internet can cause files to have to retry downloads, which can make your system performance feel "choppy". If you are using an internet phone, sometimes you can hear degraded quality as voices start to sound more "tinny", and you hear gaps in conversation. Again, this issue can be addressed with your Internet Service Provider.
3. **Difficulty getting data out.** There are some providers of cloud services that make it nearly impossible to extract your data if you want to move it to a different system. In fact, some even claim ownership of the data once it is stored on their systems. Luminys makes it clear that you own your data as it is stored in our Cloud, and you can extract it at any time.





## MOVING TO THE CLOUD WITH LUMIPORTAL

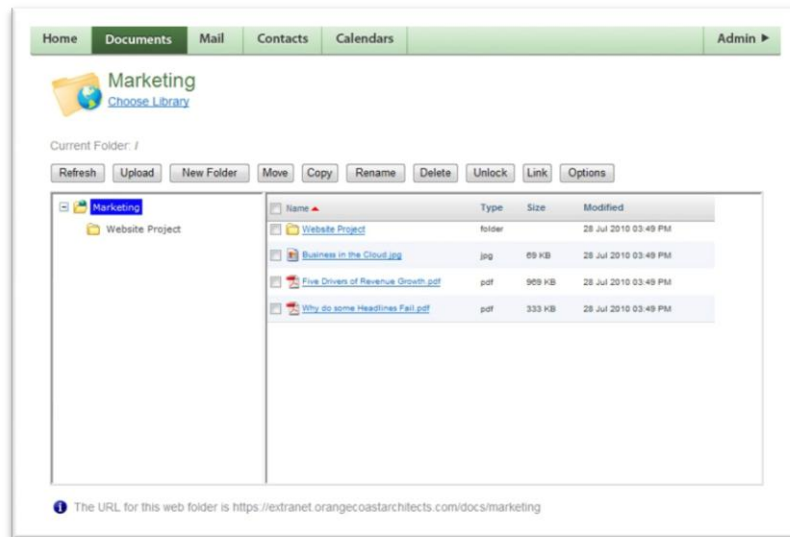
Communication and Collaboration are probably the most critical part of your business. You need your data to be accessible, accurate, secure, and shareable wherever you do business. You may be in your office, but you may be on the road, or you may be employing a remote sales force or a team of telecommuters. **LumiPortal is a secure online office portal** that brings the critical aspects of communication and collaboration together in one platform that is accessible through your own website, and you can use it wherever you have an Internet connection.



## SECURE ONLINE DOCUMENT SHARING

**Sharing files outside your office does not have to be complicated or costly.**

LumiPortal provides secure shared file storage that allows you to create document libraries that can be shared among specific users. Your users can access these files via your own website, or even through a drive letter, just like a network drive.

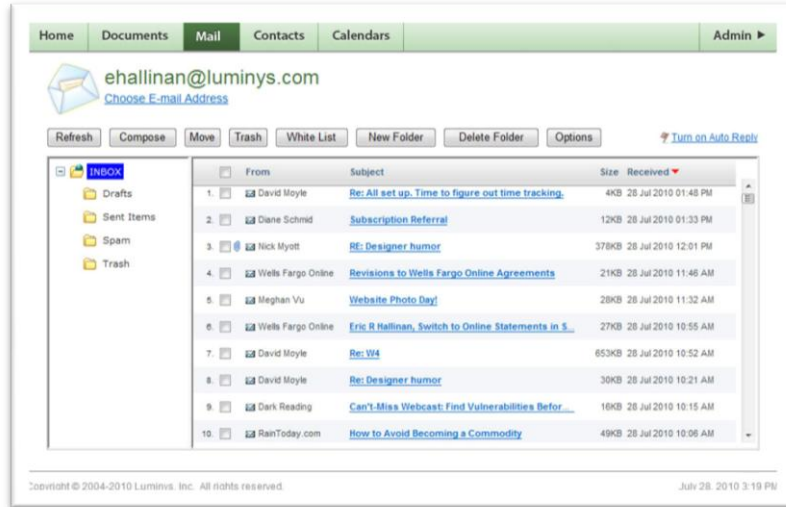


Compared to purchasing a server, a security server, and configuring a Virtual Private Network (VPN), online file sharing makes a lot of sense.



## EMAIL

**Email is critical.** It may even be the communication tool you rely on most. Having the ability to access and manage email from anywhere is a must in today's demanding business climate. With LumiPortal Pro enterprise email, you get webmail, anti-spam, anti-virus, and out-of-office replies smoothly integrated into the web interface. The solution is reliable, robust, and easy to administer.



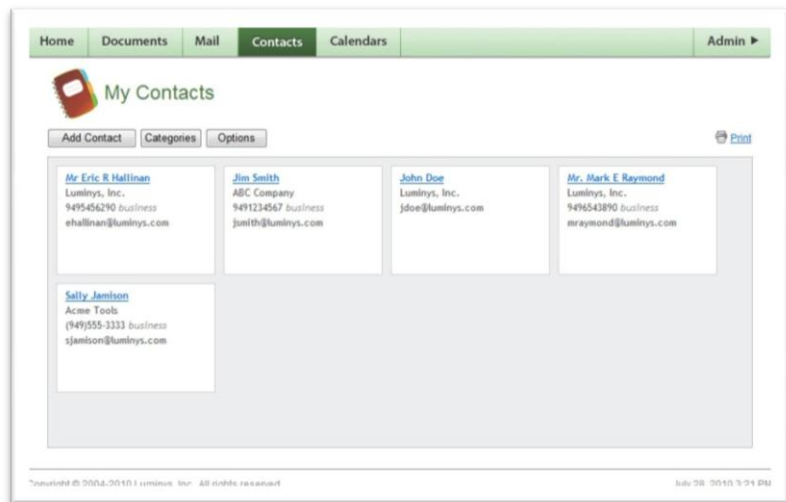
With LumiPortal Email, you also get a number of important administrative features like white lists, blacklists, aliases, and more.



## CONTACT MANAGEMENT

**A simple set of corporate contacts that everyone can share is very helpful.**

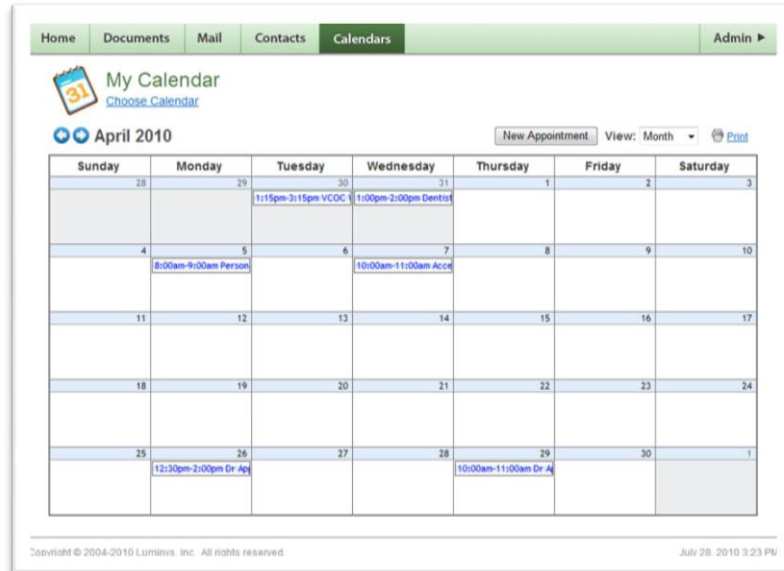
Online Address books are nothing new, but for an organization to standardize on an online platform several capabilities open up. With LumiPortal you can easily keep track of people and companies that are important to your organization. Each user can have a personal address book, and the system can support as many sharable address books as you need.



## GROUP CALENDARS & SCHEDULING

**An online calendar is an essential tool for teams and employees.** Sharing calendars with LumiPortal ensures effective team management, project management, and just the simple convenience of knowing what's going on.

Even without an onsite server-based setup of Microsoft Exchange, or an expensive implementation of hosted Exchange through the Internet, an organization can enjoy robust group calendars and scheduling tools using the Cloud.



## RELATED CLOUD SERVICES

### TELECOMMUNICATIONS

Traditional PBX systems are very expensive, \$25,000 or more for a small business, plus monthly costs of local and long-distance phone calls. With a reliable high-speed internet connection, cloud-based phone, fax, and 800-number services costs start at \$25 per user per month. Services like RingCentral include the complex functionality of a traditional PBX, like voicemail, auto-attendants, automatic call distribution for call centers and more.

### ACCOUNTING SYSTEMS & CRM

Online accounting and CRM (e.g., Quickbooks Online, Salesforce.com) are perfect examples of software as a service. When a user logs into an online system, they see something that looks and feels very much like a traditional piece of software. The robustness of features and functionality is quite surprising. These systems can incorporate payroll services, point-of-sale transaction handling, inventory management, credit card processing and more.

### EMAIL MARKETING

With email marketing solutions (e.g., ConstantContact and iContact), you can manage email marketing campaigns through the web. The services include

design templates, contact list management, CAN-SPAM compliance tools, and response tracking reports. For around \$10 a month, you can start managing email marketing campaigns (compare that to your snail-mail advertising and newsletter cost and you should see dramatic savings).

## SOCIAL MEDIA

There are a variety of Social Media sites, including social networking (such as Facebook and LinkedIn), social news sites (Digg and Reddit), and social bookmarking/discovery sites (Delicious and StumbleUpon). Each has its different uses, but most share the ability to create a user profile, connect to others on the site, and interact and share information with the network's community of people.

## ABOUT LUMINYS

Luminys, founded in 2002, is located in Irvine, California. Our service allows any business to quickly, easily and securely manage file sharing, email, calendaring and contact management through its website. We have clients in a variety of industries, including architects, insurance and mortgage brokerages, law firms, healthcare, design and media firms and more. We differentiate ourselves by working with our customers to understand their business, help them control costs and create reliable, consistent business processes.

For a free trial of LumiPortal, please visit [www.luminys.com](http://www.luminys.com) and sign up today. It's easy.