

The background is a solid blue color. In the top-left corner, there is a curved band of white binary code (0s and 1s) that fades out towards the center. In the top-right corner, there is a bright white light source with a lens flare effect, consisting of several concentric circles and a trailing beam of light that curves downwards and to the left.

COLUMBUS Business Solutions

“Cloud” – Unified Communications & Interoperability

Javier Pereira
Director of Product Development
November 2011

Gartner Reported that the second priority for the CIOs in 2010 was Cloud Computing



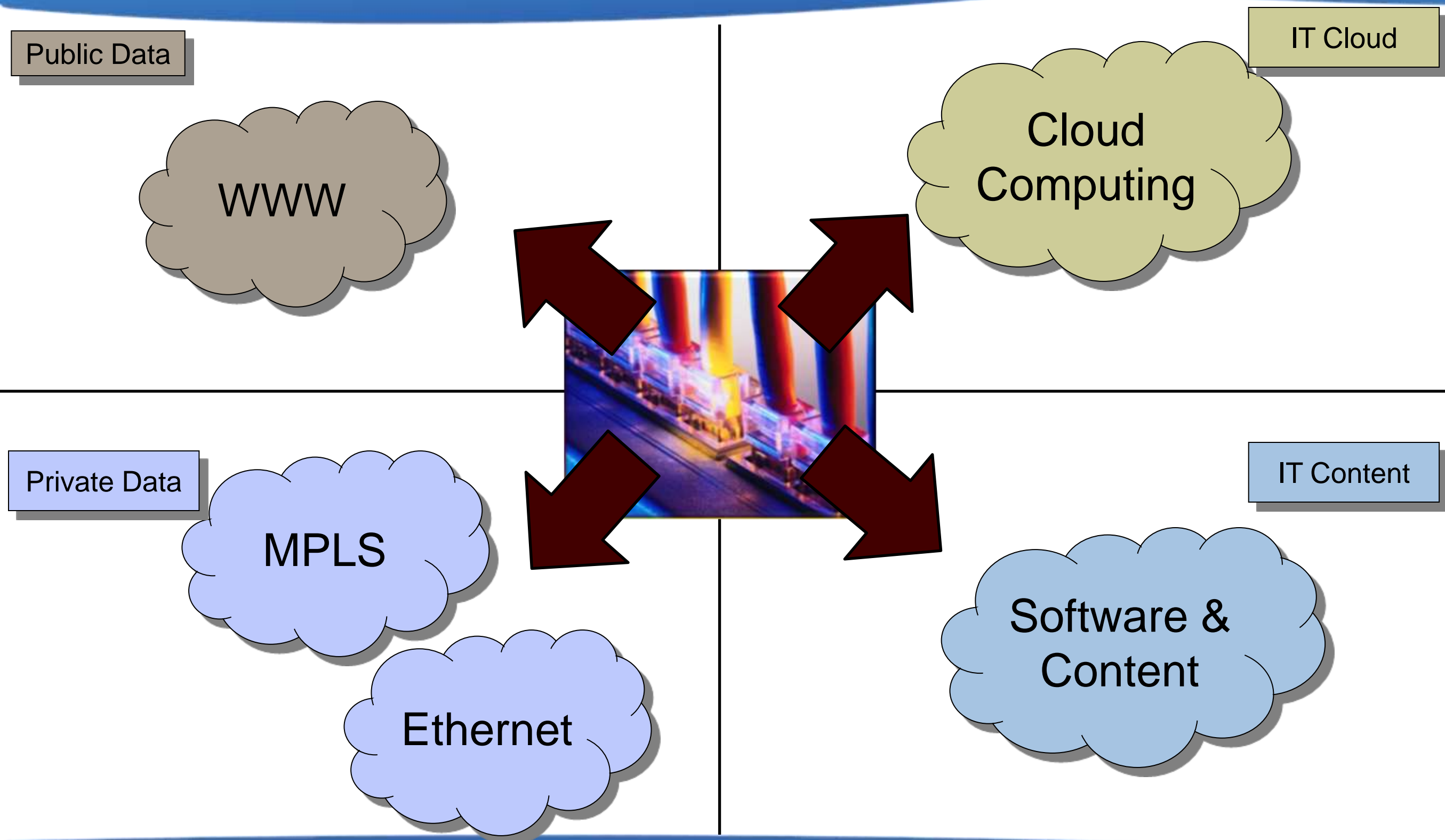
“By 2011, 49% of the organizations will be using or thinking to use Cloud Computing for their infrastructure”.

-Newsweek Dec. 2010

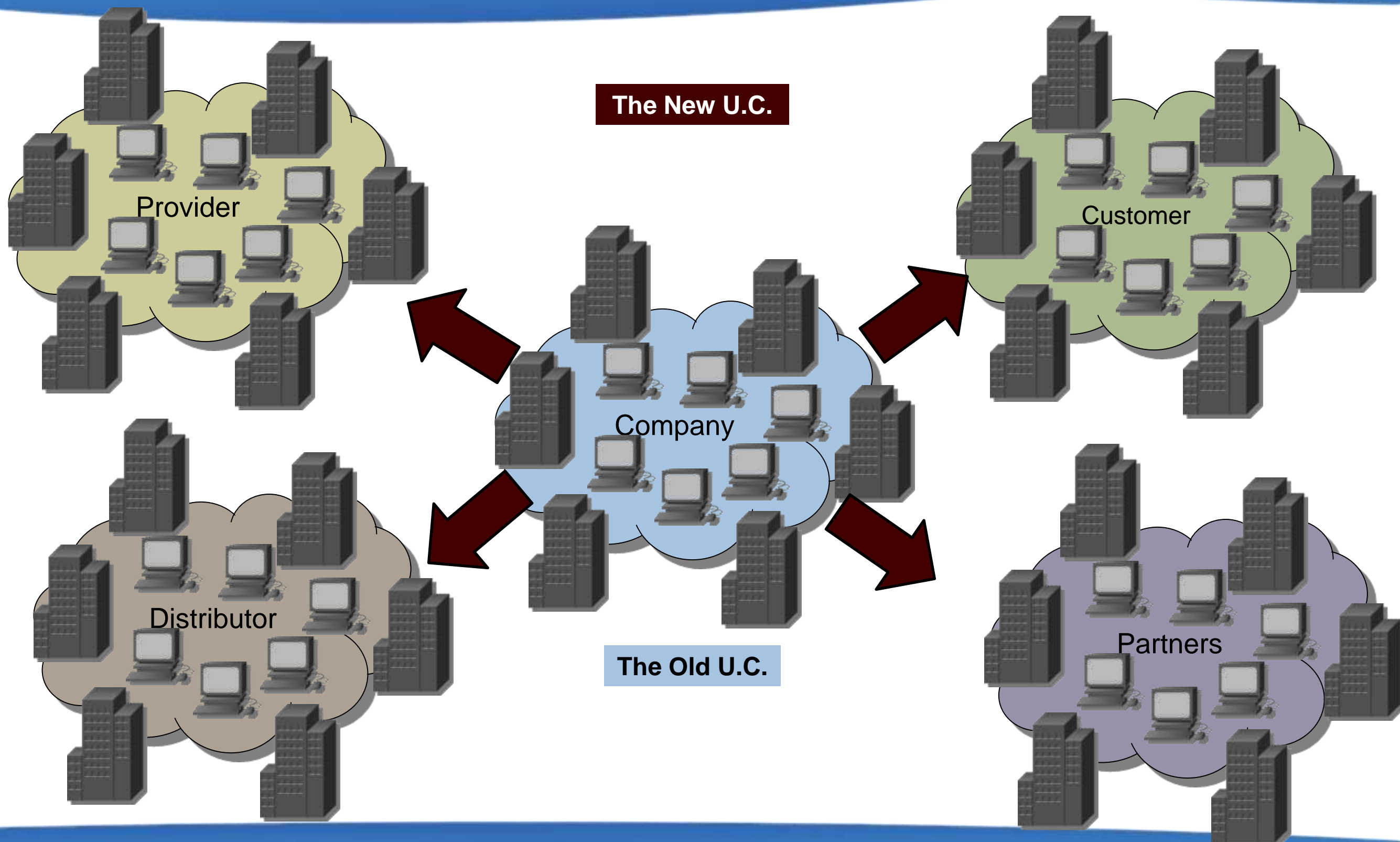
“One fifth of the Companies will not have assets for their IT infrastructure by 2012, because the “Cloud Computing and Virtualization Practices” will be very common.

-Gartner 2010

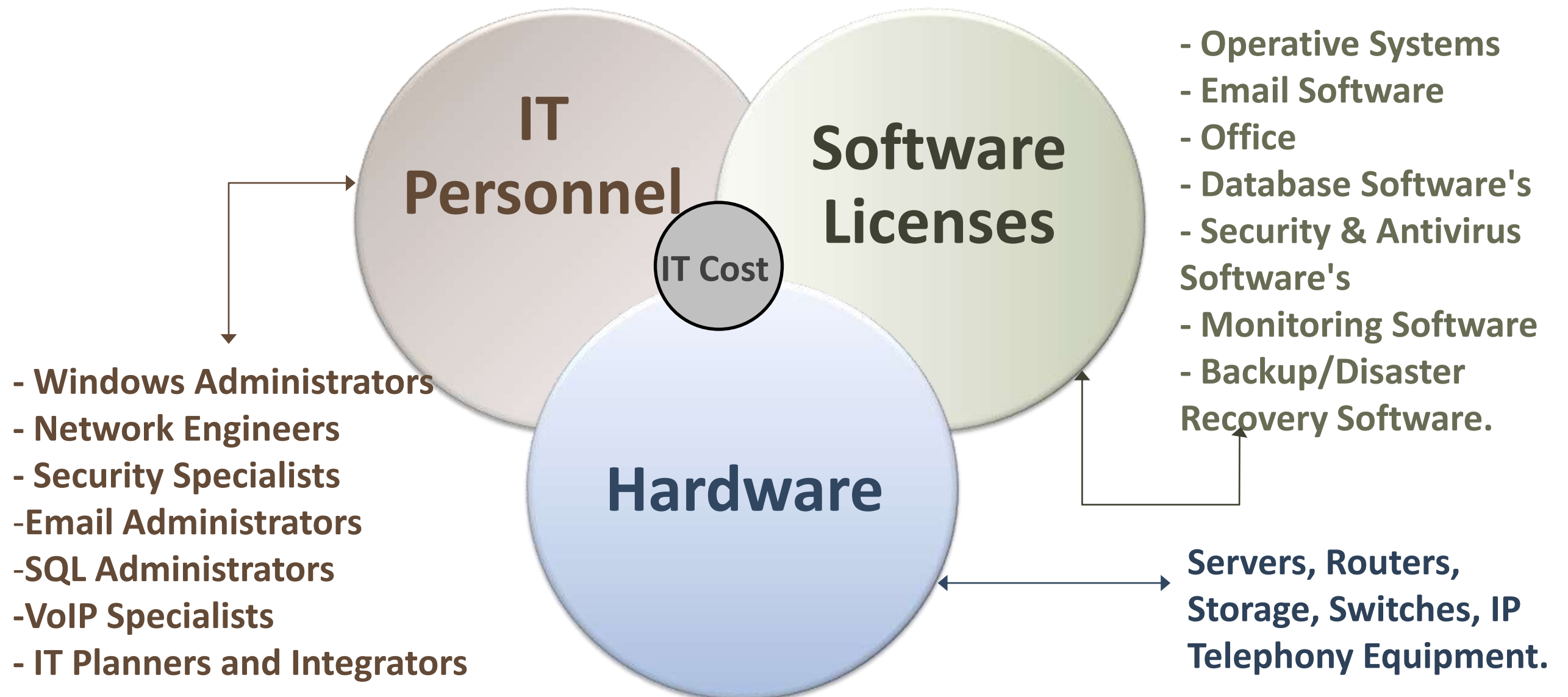
Port to the World's Clouds



Unified Communications



Acquiring and Manage the crucial IT services, requires a high investment in personnel, Hardware and Software.



What's Cloud Computing?

Traditional Model

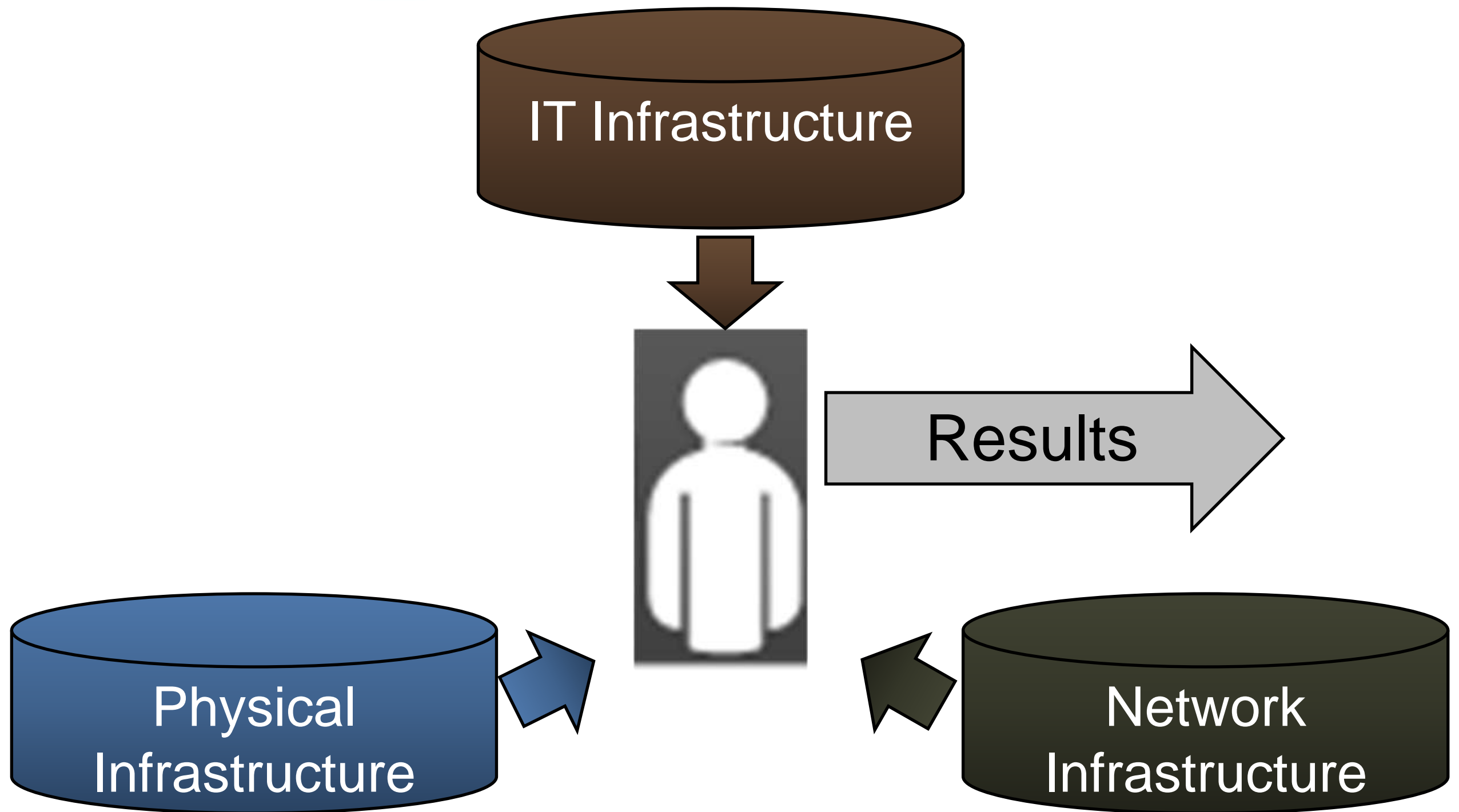


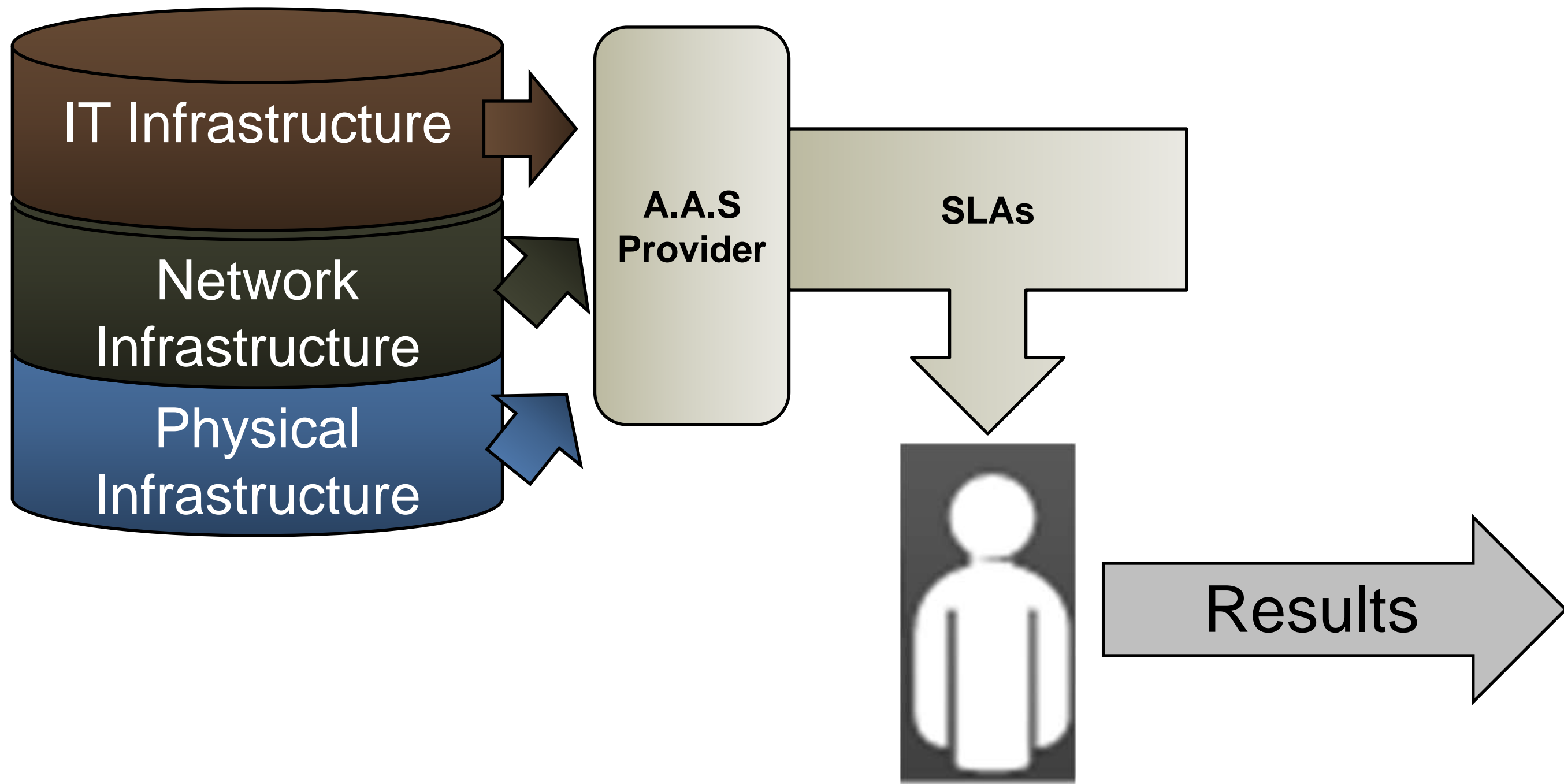
In this Model, each company has to support the cost of acquisition and maintenance of the entire infrastructure (Hardware, Software, y Personnel).

Cloud Computing



With Cloud, the company has all the resources available in an outsource model at any time and from anywhere. The resources are less limited . Model is oriented to the needs of the company and the service is paid per use.





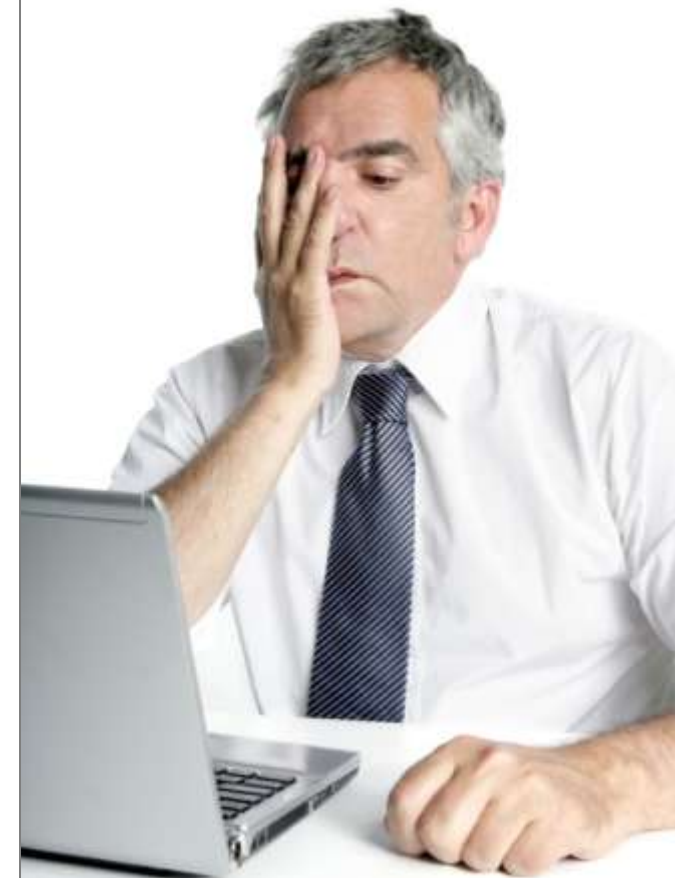
Maintain the IT Department could be a big Challenge for today's Companies

The cost and complexity of manage an IT department could make your company to lose the focus of the core business of the company.

- Annual cost of Personnel and Specialists:
 - 5 persons full time: USD \$400,000
 - 10 persons full time : USD \$860,000
 - 15 persons full time : USD \$1.3 Millions
- Maintenance and Actualizations annually.
 - Multiple contract for Maintenance, actualizations , patches, ect.
 - Example: SQL Server actualization= + USD \$10,000
 - Software Maintenance: Average 20% of the initial purchase price.
- Annual actualization of Hardware and Components:
 - Hardware equipment can cost hundred of thousand of dollars.
 - Average one hardware actualization takes place every 3 years.
 - Example: An IP telephony system could cost + USD \$80,000



A big Financial and HR effort is required to maintain the IT infrastructure in the companies.



Internal Model Vs. Hosted

Internal:

Hardware

- Servers
- Maintenance
- Firewalls

Software

- Servers Software
- Client Access Licenses
- Software Maintenance
- Client's Software

Labor

- IT Specialists
- Time spent in management and monitoring of basic functions.
- Support



Hosted:

- Monthly payment per service used.
- Rent only the IT resources required.



Benefits:

- Pay per use
- Not cost in advance to bear.
- No more maintenance quotes.
- No more large investments in Hardware.
- Always latest versions.

Benefits of Outsourcing



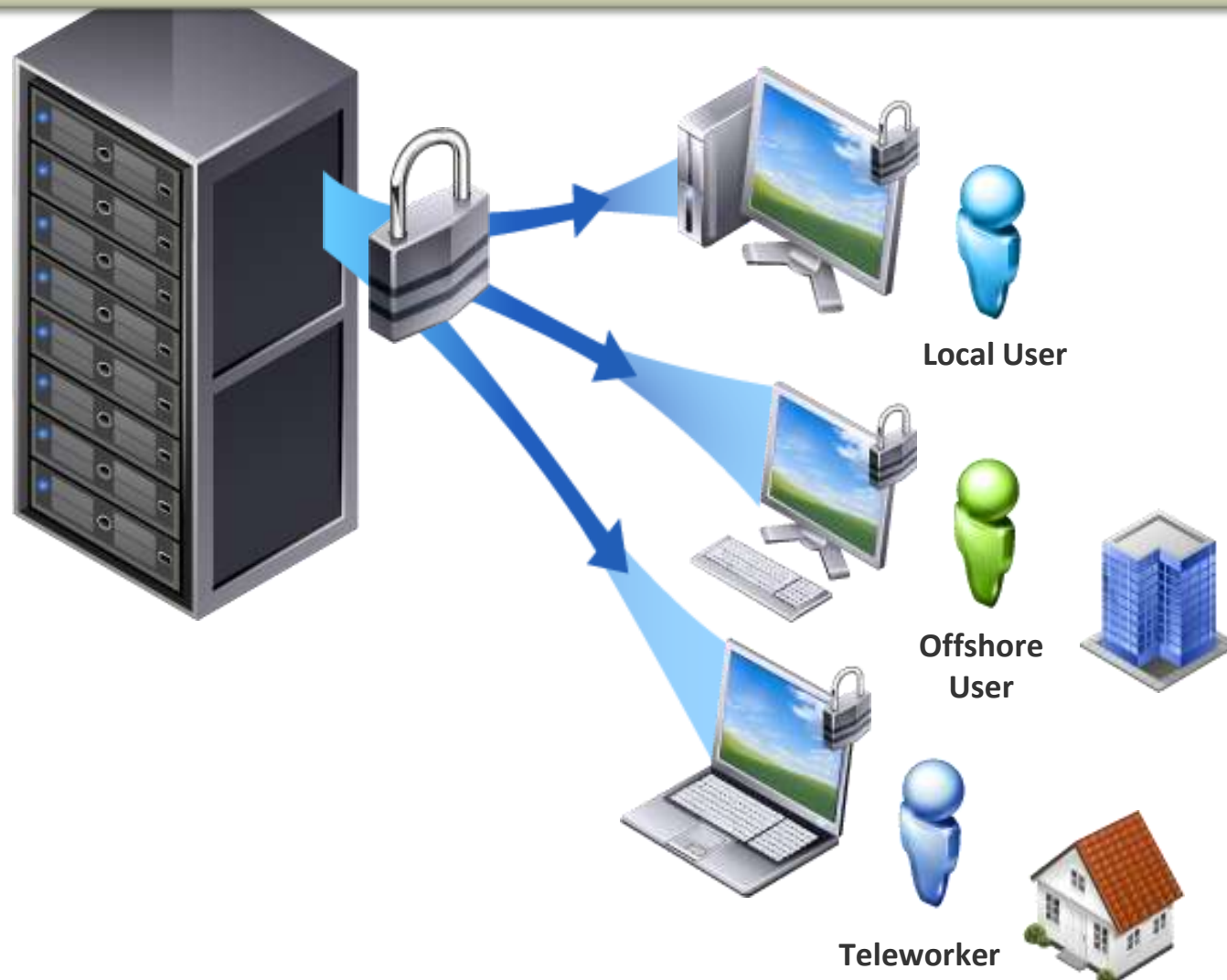
«Cloud Computing: #2 Priority for CIOs around the World in 2010»

Gartner

- Cost Less
 - Eliminate CAPEX in hardware and software
 - Allows for a better use of the IT personnel.
 - Reduce cost on power and cooling
- More Flexibility
 - Updates are done by the provider.
 - Pay per use.
 - Highly friendly with Mobility.
- More Reliable
 - Latest versions on hardware/software
 - High Availability
 - Secure Data Centers Infrastructure.

Virtual Desktop

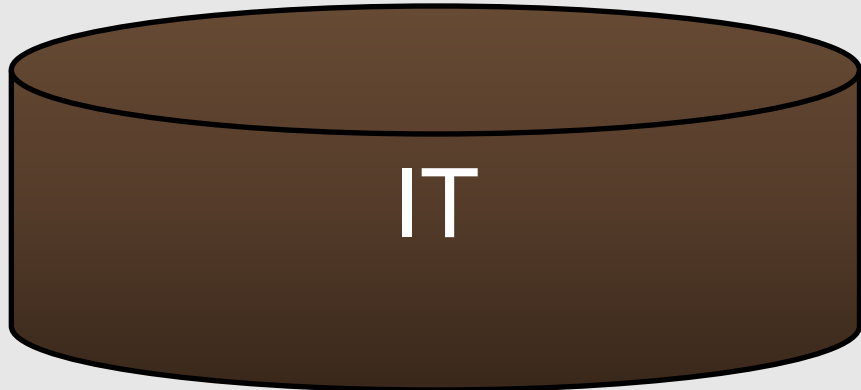
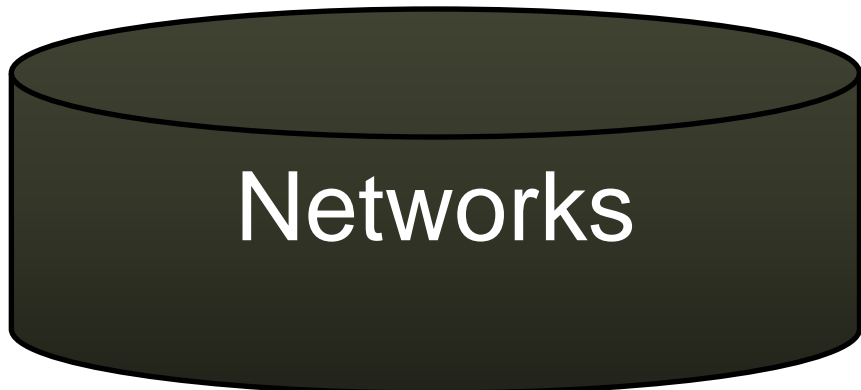

The Virtual desktop allows the user to have the applications of his desktop available from any place in the world and over any device connected to the Internet over wire line or wireless.



Centralized Data

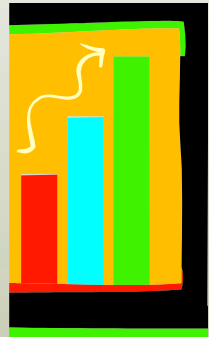
- Increase Security
- Easier Management
- Loss of a Laptop means not loss of the data.

All the desktop applications are integrated seamless for the customer and the experience feels as been locally in the customers machine

Infrastructure	Internal Model	A.A.S. Provider
 <p>IT</p>	<ul style="list-style-type: none"> •Single Tenant •Low density per square feet •Limited resources use 	<ul style="list-style-type: none"> •Multi Tenant Structure •High density per square feet •Optimum processing use and Storage
 <p>Networks</p>	<ul style="list-style-type: none"> •<1k Units per year. •Retail market buy •Limited support •Limited budget according to company's scale 	<ul style="list-style-type: none"> •>1k units per year •Wholesale market buy •Premium tools and Support. •Shared Costs •Dynamic Budget
 <p>Physical</p>	<ul style="list-style-type: none"> •Dedicated infrastructure for you enterprise •Customized size for specific needs •Dedicated operational costs 	<ul style="list-style-type: none"> •Infrastructure shared by many clients •Size designed to support many clients •Shared operational costs

¿How much a company depends on IT Technology?

Global IT investment projected in 2011
USD
1.6 B



- Electronic mail
- Collaboration tools



- Servers
- Hardware

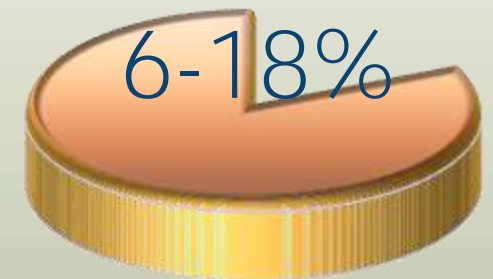


- Connectivity
- Network/equipment
- Bandwidth

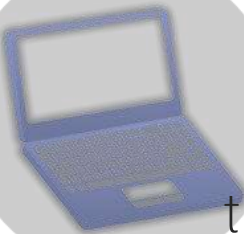


Average % of IT investment compare to Company Revenue

6-18%



- Computing Equipment
- Office Equipment



Information Technology (IT) is vital for the development of Enterprises even for those ones that are not technology business.

- Documents
- Archives
- Printing



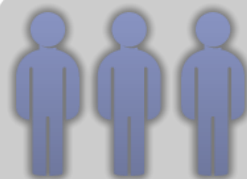
- Telephony/Equipment
- Teleconferences
- Mobile phones



- Licenses
- CRM
- Applications



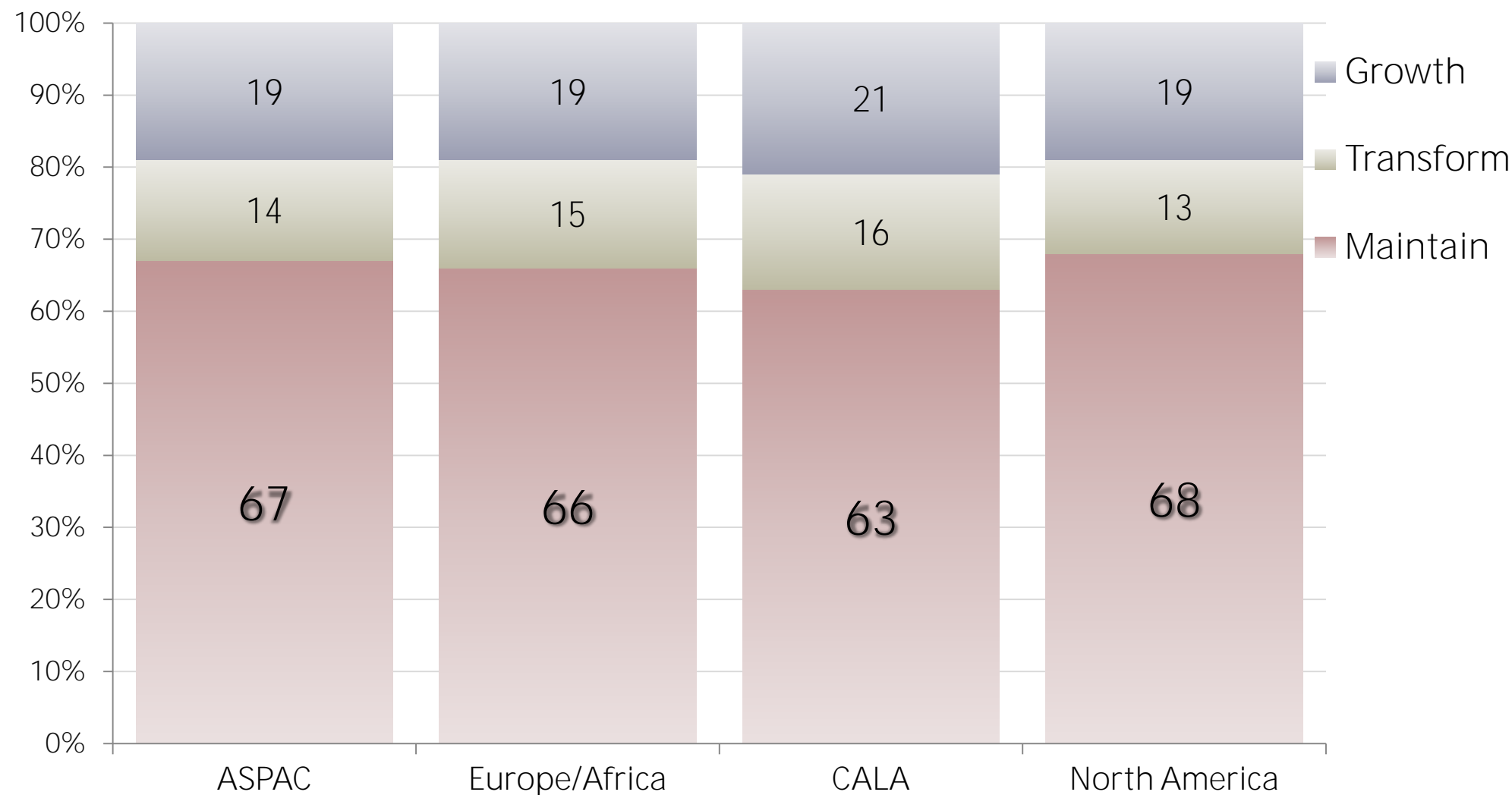
- Personal de soporte
- Personal de desarrollo



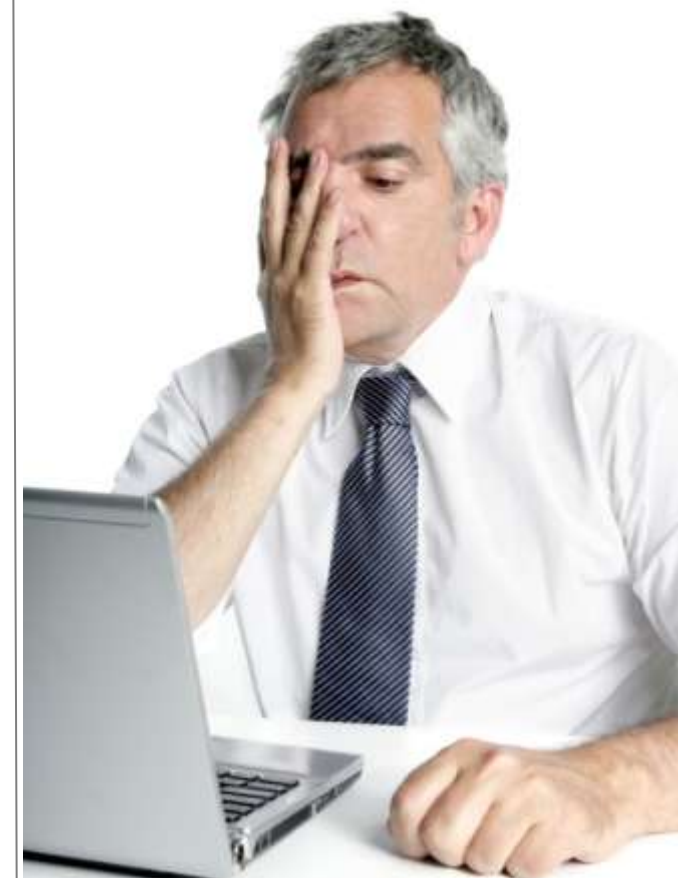
Fuentes: Gartner, CIO.com

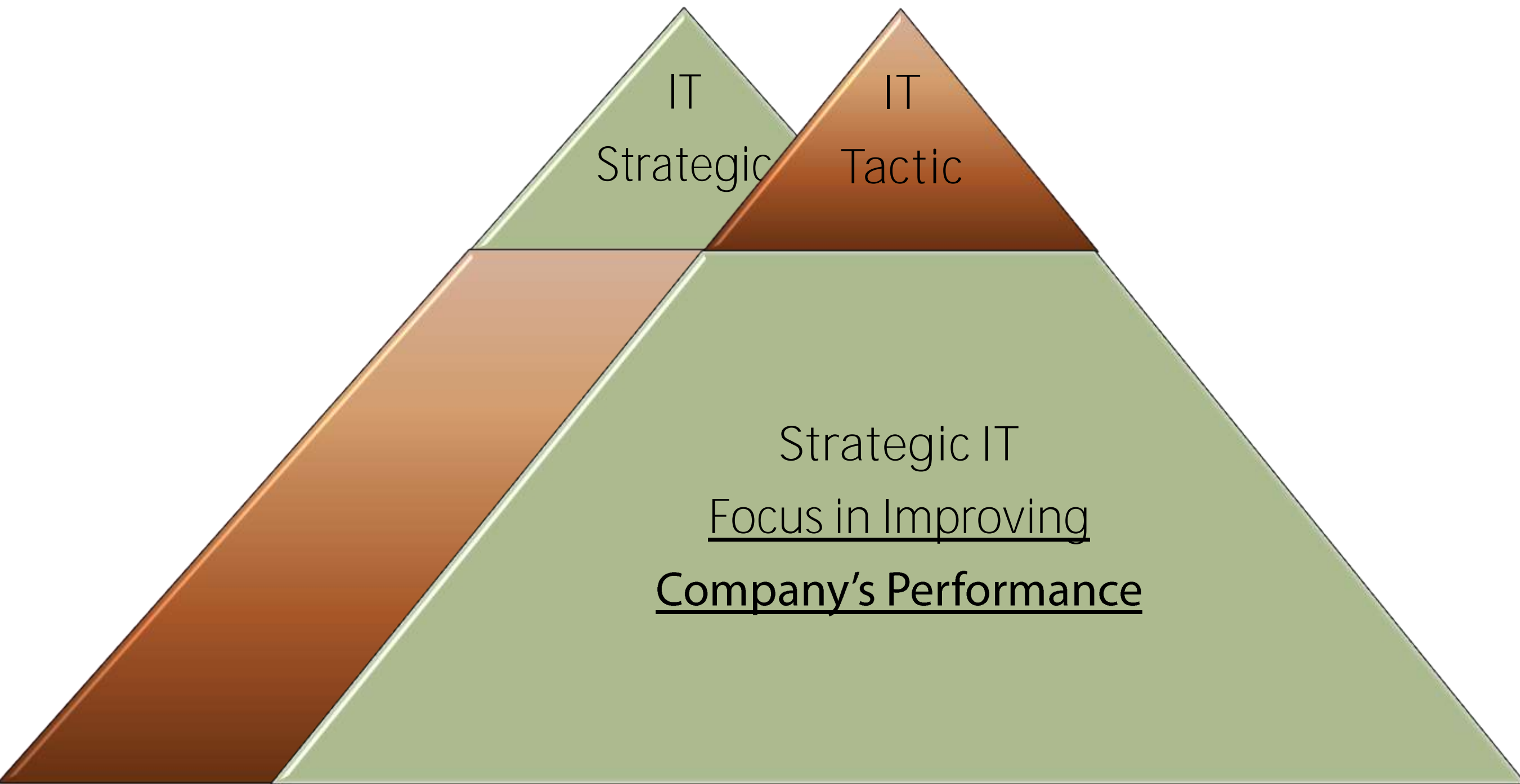
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Average Percentage of spending of the IT Budget



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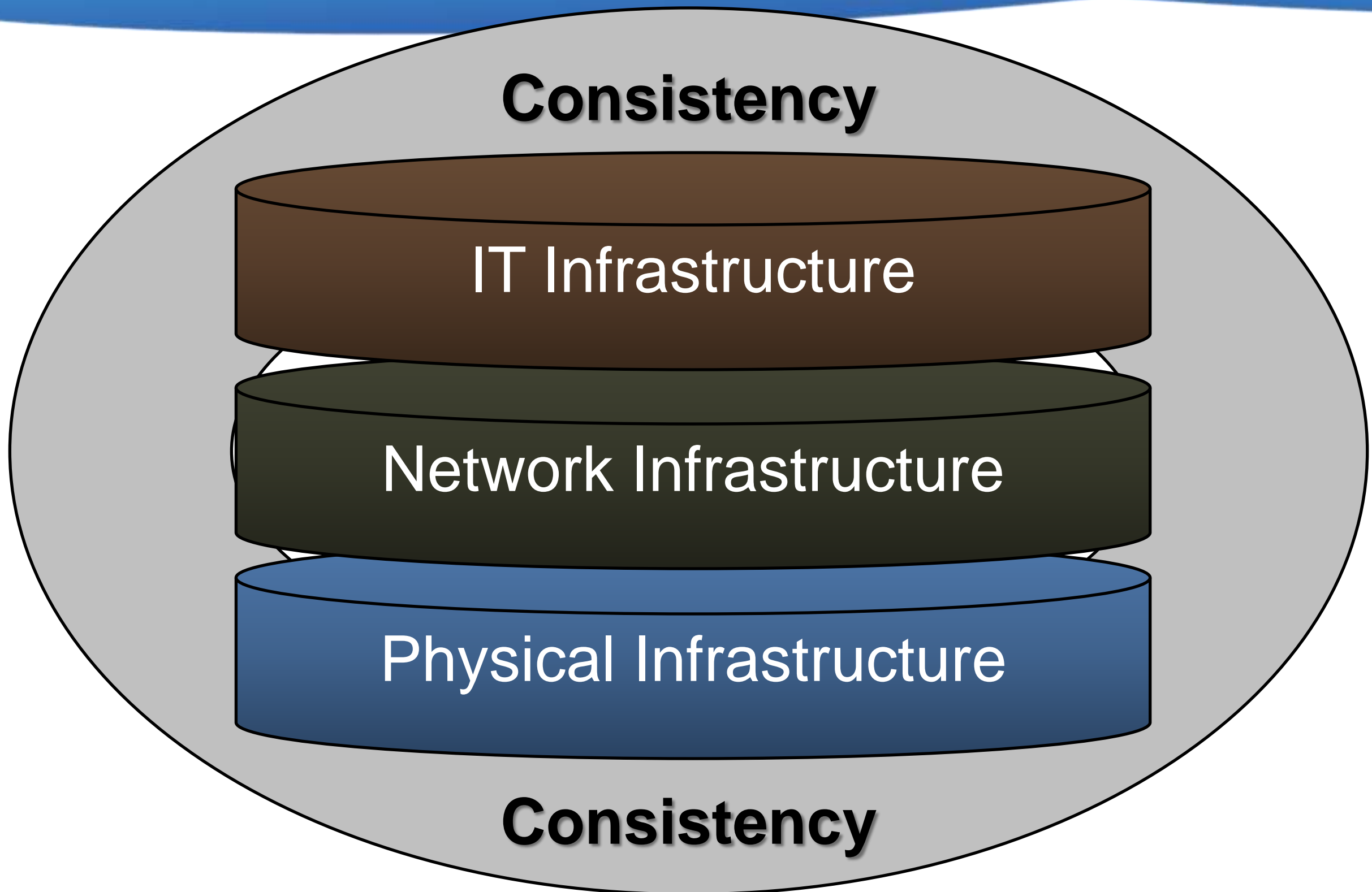




Eliminate or reduce Un-necessary loads in the cost infraesturctre of the Company.



When the It resources are migrated to the “Cloud”, not only the high capital associated to the IT equipment purchase and upgrade is drastically reduced, also the company gain in flexibility y security, due that the information is highly protected in secure environments, replicated for disaster and over a latest generation infrastructure.



Outsourcing in the “Cloud” Makes Sense

- **Focus**: Allows the IT department to get free from day to day time consuming activities and focus on the strategic management of IT to make the company more competitive .
- **Cost Effectiveness**: Economy of scale and resources optimization through the provider allows for more cost effective solutions, which bring benefits to the company on extra services or extra savings.
- **More Resources and Robust Tools**: As the provider use the resources more efficient with multiple customers, it allows him to acquire tools and talent that could be too expensive for a single company to support.
- **Exposal**: As the provider support multiple global and regional customers, this experience expose the customer to options and solutions coming from the dynamic Global technology environment, as well as access to platforms that are in constant improvement.

