

# 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**

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# A Letter From The Author:

## Why We Created This Report And Who Should Read It



From The Desk of: Ray Smith  
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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 Ray Smith. My organization has been providing technology support and solutions to Baltimore and Washington region businesses since 2005. We've helped brand-new start-ups as well as long established organizations. We always keep in mind that our goal is to improve our customers' bottom lines through efficiency a great service. We have transitioned numerous customers to complete cloud workspaces and to application specific cloud hosted solutions.

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 direct if we can clarify any points made in this report or answer any questions you have.

Dedicated to serving you,

-Ray Smith

## About The Author

My passion is helping businesses use the latest technologies wisely to accomplish their goals. Too often I've seen companies that tried to save money using substandard products or solutions that ended up costing them in lost efficiencies or re-worked solutions.

In business since 2005, JustRight Technology brings computer IT and cloud services expertise to organizations. In our weekly meetings we stress our mission of providing outstanding customer service together with technical expertise.

Personally, I hold degrees in Information Systems and Computer Applications. I'm a Microsoft Certified Professional and Certified SonicWALL Security Administrator (CSSA). Our employees are experienced in a range of IT areas related to computer network management and security.

## 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.

In our experience Office 365 is generally preferable for customers who are used to Microsoft Windows systems. One reason is that customers have the ability to sync their on-site employees’ credentials with their Office 365 credentials – so the employee only has to remember one set of credentials.

## 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 projects and upgrades. In fact, we save our clients an average of 40% to 60% on server upgrade projects 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. As a cloud workspace user myself I can testify to the fact that I love being able to access my QuickBooks from anywhere, anytime, and it ways looks the same. The extremely all-encompassing accessibility is something that many of our customers come to rely on as they travel to trade shows, their customer locations, home, or the beach! (God forbid)
- **Disaster recovery and backup are automated.** The server in your office is extremely vulnerable to a number of threats, including viruses, human error, hardware failure, software corruption and, of course, physical damage due to a fire, flood or other natural disaster. If your server were in the cloud and (God forbid again) your office was reduced to a pile of rubble, you could purchase a new laptop or work from home and be back up and running the same day. 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. For example, JustRight's cloud hosting partner employs redundant systems mirrored between data centers in Michigan and Iowa.

- **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 can typically set up a new employee with everything they need in a day and they can work from any open system. This enables the new employee to work. It also makes your company to look like a great place to work!
- **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.
- **This technology saves on power and lowers 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 from the office. However, employees could still work with their cloud desktops, from home.
- **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.

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

When done right, a migration to cloud desktops, 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 "bumps" 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.

**3<sup>rd</sup>-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.

# Cloud Workspace Network vs. A Traditional Network

## 25 employees, 3 new servers project

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.

| Cost Totals     | Upfront Cost | Monthly Cost | Total Year 1 Spend | Cost Per User, Per Month, Over 3 Yrs | Cost Per User, Per Month, Over 4 Yrs | Cost Per User, Per Month, Over 5 Yrs |
|-----------------|--------------|--------------|--------------------|--------------------------------------|--------------------------------------|--------------------------------------|
| Onsite Solution | \$32,000.00  | \$3,266.91   | \$71,202.92        | \$166.23                             | \$157.34                             | \$152.01                             |
| Cloud Solution  | \$5,600.00   | \$3,690.50   | \$49,886.00        | \$153.84                             | \$152.29                             | \$151.35                             |

| Costs Per Option                   |             |              |
|------------------------------------|-------------|--------------|
| Onsite Solution                    | Onsite      | Cloud        |
| Server, Endpoints & Other Hardware | \$15,000.00 | Included     |
| Licensing                          | \$5,000.00  | Included     |
| MS Office                          | Included    | Included     |
| One Time Implementation            | \$12,000.00 | \$5,600.00   |
| Annual Server Room Power Costs     | \$1,402.92  | Included     |
| Monthly Ongoing Support            | \$2,800.00  | Included     |
| Monthly Offsite Backup & DR        | \$350.00    | Included     |
| Monthly Storage Costs              | Included    | Included     |
| Exchange Email Solution            | Included    | Not Included |
| Cloud Workspace Monthly Cost       | None        | \$3,690.50   |

| Other Factors                  |            |          |   |
|--------------------------------|------------|----------|---|
| Accessible from Anywhere       | Maybe      | Yes      |   |
| Accessible from Any Device     | No         | Yes      |   |
| Subject to Facility Problems   | Yes        | No       | An on premise server is subject to problems with your building, power, Internet, etc.                   |
| Built-In Business Continuity   | No         | Yes      | With your business in the Cloud, you have a built-in Business Continuity/Disaster Recovery plan.        |
| Scalable                       | Maybe      | Yes      | Owning a server is rigid and expensive to scale. Cloud allows flexibility and scalability.              |
| Built-In Branch Office Support | No         | Yes      | Branch Offices can simply connect to the cloud from any device, no VPN required.                        |
| Consistent Desktop Environment | No         | Yes      | Our cloud provides a consistent desktop environment from any device no matter where you are.            |
| Microsoft Office Built-In      | No         | Yes      | Office licensing is built into your plan, and you are automatically entitled to new versions.           |
| Secure & Private               | Maybe      | Yes      | Our cloud is protected by state-of-the art security and privacy systems and audited quarterly.          |
| Likelihood of Outage           | Low-Medium | Very Low | Our cloud is replicating in multiple datacenters throughout the US with redundant power, internet, etc. |

As you can see, the cost savings are often compelling enough for business owners to overlook the "newness" of cloud computing; and if carefully planned, risks are greatly minimized. In fact, our average client saves between \$5,000 and \$8,000 when they move to the 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.

**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, or speed and performance of specific graphics intensive applications. A hybrid cloud enables you to put certain pieces of existing IT infrastructure (say, disaster recovery and e-mail) in the cloud, and the remainder of the IT infrastructure stays on-premises. This gives you the ability to enjoy cost savings and benefits of cloud computing where it makes the most sense without risking your entire environment.

**Single Point Solutions:** Another option would be to simply put certain applications, like QuickBooks, Sage, 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.

**Public Cloud Vs. Private Cloud:** A public cloud solution is hosted at a datacenter that is available to multiple tenants. They are securely shared infrastructures, walled off from other organizations, that allow you to pay-as-you-go and are managed through the hosting vendor. Private clouds are essentially self-built infrastructures that mimic public cloud services, but are on your premises. Private clouds are often the choice of companies who want the benefits of cloud computing, but don’t want their data “out on the cloud”.

## 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:** We use seed drives and sync tools drives to copy your shared data to your new cloud server locations. We install the software you are used to with your existing licenses in most cases. When all is ready, tested, and synced we “pull the switch” and your employees are working in your cloud workspace on their cloud desktops. There is little to no downtime.

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

**Answer:** While this is a valid concern, we overcome it in the following way for our clients in the cloud. We highly recommend and will work with you to obtain a backup internet connection. If that is cost prohibitive, another answer is to simply work from another location. Your cloud desktop always remains the same, regardless of your physical location.

**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.

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

**Answer:** Your cloud workspace is actually hosted with a national cloud hosting provider and we provide you with access to their contact information. They know who our customers are and they know that our customers are the owners of their data.

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 licensing.

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, laptops, or thin clients 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 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 <<X>> 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 migrated 10 or more organizations to cloud solutions.

**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 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 are happy to provide all of our clients a free 21-day cloud workspace "test drive" using your applications and data so you can see, first-hand, what it will be like for you and your staff to move your servers to the cloud. While this isn't a full migration, it will give you a true feel for what cloud computing will be like BEFORE committing to a long-term contract. There is no charge for this and no obligation to buy anything. At the end of the test period, you'll know whether or not this is a right fit for you, or if you would prefer to keep your current on-site network.

**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. We discuss this regularly in our weekly meetings. We do not expect our valued customers to be experts in technology – that is why they hire us! We know we’re not the ones to ask for legal help, or financial advice, or construction consulting – but we appreciate it when our customers ask us for technology help.

**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.

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

**Answer:** If they tell you that your data will be stored in their own co-lo 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: 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!

True Story: A few years ago Geek Squad was slapped with multimillion-dollar lawsuits from customers for the bad behavior of their technicians. In some cases, their techs were accessing, copying and distributing personal information they gained access to on customers’ PCs and laptops brought in for repairs. In other cases, they lost clients’ laptops (and subsequently all the data on them) and tried to cover it up. Bottom line: Make sure the company you are hiring has proper insurance to protect YOU.

**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: 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: 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.

# **Case Studies: What Our Clients Have To Say About Moving To The Cloud**

## **Loving the Cloud**

I'm happy to report that I love working in the cloud. I like the idea of not having to back up files, etc. I would also like to add that anytime I confront an issue, all I need to do is call JustRight's Help Desk to get the answer to my problem. I have always found them quick to respond to get the problem solved. JustRight has a great team, and I enjoy working with all of them. Shirley Redd, Office Manager, Baltimore Washington Corridor Chamber

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## **Reliability and Flexibility in the Cloud**

RTA was constrained with regard to large capital expenditures. Realizing that the IT infrastructure was one of the critical components to help ensure success for the RTA we chose to implement a cloud based platform. This platform has enabled the RTA to operate with a great deal of reliability as well as flexibility to the many modes of communications that are necessary in its day-to-day operations. With the professionals of JustRight Technology on our team we have been able to operate with a reliable, cost effective and efficient IT System. I recommend you let JustRight Technology be on your team with the deployment of "The Cloud". Ron Skotz, Chief Administrative Officer, Regional Transportation Agency of Central Maryland

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## **Security is a High Priority**

Security is a high priority now. We need to know that our data is safe from disasters and attacks. JustRight does that for us and gives us the peace of mind to do what we do best – practice law, not computers... You get what you pay for in any service business. If you skimp at first, you'll end up paying later. FJ Collins, Partner, Kahn, Smith & Collins

# 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 several hours to complete (with most of this “behind-the-scenes” diagnostics and research we conduct), I can only extend this offer to the first 10 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 (sorry, no exceptions).

**To respond, please call our office at 410-747-2001 ext. 1 and ask for me, Ray Smith.** 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 [rsmnith@justright.com](mailto:rsmnith@justright.com).

Awaiting your response,

Ray Smith  
[www.justright.com](http://www.justright.com)  
Call me direct: 443-478-4298

# The Top 7 Reasons Why You'll Want To Outsource Your IT Support To Us:

1. **We Respond Live or Within the Hour.** The average amount of time it takes for one of our clients to get on the phone with a technician who can start working on resolving their problem is 5 minutes. We know you're busy and have made a sincere commitment to making sure your computer problems get fixed FAST. And since most repairs can be done remotely using our secure management tools, you don't have to wait around for a technician to show up.
2. **No Geek Speak.** You deserve to get answers to your questions in PLAIN ENGLISH, not in confusing technical terms. Our technicians will also not talk down to you or make you feel stupid because you don't understand how all this "technology" works. That's our job!
3. **100% No-Small-Print Satisfaction Guarantee.** Quite simply, if you are not happy with our work, we'll do whatever it takes to make it right to YOUR standards without charging you for it. And if we can't make it right, the service is free.
4. **All Projects Are Completed On Budget.** When you hire us to complete a project for you, we won't nickel and dime you with unforeseen or unexpected charges or delays. We guarantee to deliver precisely what we promised to deliver, on budget with no excuses.
5. **Lower Costs, Waste And Complexity With Cloud Solutions.** By utilizing cloud computing and other advanced technologies, we can 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.
6. **We Won't Hold You Hostage.** Many IT companies attempt to lock customers in with long term contracts that scare them away from hiring someone else. This is unprofessional. In any case, a customer can typically get out of such agreements where service provided is not acceptable. As a client of ours, we'll provide you with an easy to understand month-to-month agreement. We keep our clients by delivering exceptional service – not by trying to lock them in to long term contracts.
7. **Peace Of Mind.** Because we monitor all of our clients' networks 24/7/365, you never have to worry that a virus has spread, a hacker has broken in or that a backup has failed to perform. We watch over your entire network, taking the management and hassle of maintaining it off your hands. This frees you to focus on your customers and running your business, not on your IT systems, security and backups.