



## **It's Time To Reset your IT strategy.**

Since the start of the Year we have seen endless advice for business defining best practices for these challenging times - including: surviving the recession, reducing costs and looking after your cash. These are things that every business should be doing as a matter of course, but especially now.

IT is an area that has gone through a great change, but few people in business have recognised it, yet it enables one of the biggest cost savings and improvements in efficiencies a business can make. IT has long been a black hole, with most businesses adopting an in house solution, which requires constant updating, support and carries inherent security risks to the business. How many times have we heard, "unless we upgrade the server, we are going run into problems", or, "we can't fix the server without spending more money"?

From a business perspective, it is usually difficult to make an assessment of whether a server should be upgraded with new hard disk or whether the whole server should be replaced. Also, how long do you keep it for? Are we risking our business because our backups are not working properly? A third of companies surveyed by Internet security firm McAfee stated that a major data loss would put them out of business.

### **Innovate or Procrastinate?**

With the credit crunch, an ever bigger issue is how do we finance the high cost of IT hardware? Many companies are adopting the do nothing, or continue to make do and mend the existing system. But is that the best approach? In times of recession, its is the companies that keep up with business practices/trends and adopt new ways of doing things that give them the competitive edge.

Over the last few months, every hardware and software manufacturers has announced new Cloud Computing or SaaS based IT solutions for business. Everyone from IBM to Dell, Microsoft, Sage, you name it even Amazon, yes the online book store! So what are Cloud Computing and Software as a Service? Why has it fundamentally changing the way we use IT?

Software as a Service in its simplest form, is providing online access to your applications. For example, Sage offer an online version of their popular accounts program. You simply log into it from any web browser, its has the full functionality and experience of the locally installed version, the difference is, that you no longer have to provide any hardware to run it on, you don't have to install the various upgrades, there are no backups to worry about and you have the people who wrote the software making sure that it is always available. But the best part, is that you pay on a per user per month basis, including full support.



Cloud Computing is the platform that the applications run on. Traditionally you buy the servers, run them on premise and support them with external or internal resources. Buy your own software licenses, apply all the patches, anti-virus and make sure they are backed up. More recently the servers have moved to managed data centres, which improves connectivity and provides a more stable environment for them, however, they still have to be maintained in the traditional model. Cloud Computing moves the server to a virtual data centre. You typically pay monthly for it, in the same way as the SaaS model, but you don't own the hardware, it is a pure virtual service often at a fraction of the cost of the traditional model.

## **Cloud Computing as part of your strategy.**

The areas of IT that require management within a company are usually categorised as connectivity, network and printers, servers, desktop PC's and laptops and the applications that reside on them.

Running an in-house IT team to manage all elements of an IT infrastructure is a costly overhead to a business, with costs including salaries, health care & pensions, liability and physical building space.

The most important and strategic element of any of these to a business are the applications as these are where a business's customer records, workflow and pricing information are kept.

With companies evaluating their strategies during the economic recession, this is a perfect time to look at the way your IT is run and to ensure that you are getting the best value for your budget.

## **Time To Take Action.**

So what does this revolution mean for your business? Well it's time to look at what the business actually needs from IT, what services need to be delivered. Reset your view of how IT is traditionally delivered and look at the emerging technologies which are now becoming the business standard. Then take a good look at the market and work out the most efficient way to use the services. There may be elements of existing IT services that work and make sense to keep, typically line of business applications that have been developed for your specific market. However, there are number of areas which are standard in all companies, typically email, Microsoft Office applications, web browsing, also financials and CRM often fall into this category. For these applications, take a look at the SaaS versions, do they fit your needs? Can you remove a substantial element of your IT department by adopting them?

By adopting the new technology, your business can substantially reduce costs and improve cash flow, but more importantly be more efficient and have access to more applications that can allow you to deliver improved efficiencies and further reduced costs. All things that business needs to do now to ensure they are here next year.

The award winning Nasstar Hosted Desktop allows you to deliver this strategy by providing your complete business desktop online including Hosted Exchange email, Microsoft Office and document storage through a Software as a Service model. And you can even use it for your other line of business applications.



## **Benefits of Nasstar Hosted Desktop.**

There are many benefits of Nasstar Hosted Desktop and they can be summarised as Freedom, Value, Security, Scalability and Simplicity:

**Freedom** as you are no longer tied to the office, you can access your business desktop from anywhere in the world

**Value** with a fixed transparent monthly cost and no capital expenditure, you can use your resources more efficiently

**Security** with Fort Knox grade protection for your data and applications, and back up and Disaster Recovery as standard

**Scalability** for when your company grows and retracts, allowing you to pay only for what IT you use

**Simplicity** by providing quick deployment, easy secure browser based access and no technical know-how required

## **How do I Reset my IT strategy?**

Take a look at all the applications your can run using the SaaS model, look at the costs versus the existing costs. One of the areas all businesses need is Desktops with Microsoft Office and Outlook, Nasstar Hosted Desktop can provide you this for a low monthly fee.

Currently, you have an IT department that maintains and supports your on-premise IT infrastructure and all elements of it. Implement Nasstar Hosted Desktop and the only element of your existing infrastructure that you would need to maintain would be your connectivity.

Once set up, Nasstar run all of your applications, emails and company data and users simply connect to their Nasstar account via a secure web browser, and everything is backed up and comes with enterprise grade security for your peace of mind.

## **Special Offer for existing clients.**

Nasstar are currently offering a month free trial and introductory discount for Nasstar Hosted Desktop licences until the end of March, for existing Nasstar Hosted Exchange clients. Please call 0207 148 5000, or email [sales@nasstar.com](mailto:sales@nasstar.com) for more information.