

CLOUD COMPUTING WEBINAR

FREE EXECUTIVE WEBINAR

Attend This Webinar
Specially Designed To Help
You Understand If Moving
To The Cloud Is The Best
Decision For Your Business
or Organization

- Could moving to "the cloud" really save your organization money?
- Will a cloud-based business require less support?
- Can it scale effectively and efficiently with my growing business?
- How will a cloud-based network provide greater freedom to access to desktops and e-mail from anywhere, using practically any device?
- How safe and secure is "the cloud?"
- What happens when a storm takes out all internet access?
- Is "the cloud" better or worse when it comes to backups and disaster recovery?

Bring a notepad
along with your questions.
You can't afford to miss this.

Thursday,
November 10th
2:00pm

Sign Up Now:
creativetechnologies.biz/cloud

Is "THE CLOUD" Right For Your Business?

- Tim Poyner

I'm wondering if this important question is actually not being asked enough. What's more, many who are ready to think about cloud services struggle to find clear answers to make a reasonable decision for their business or organization. Where do you find answers to the questions you have about a potential move to the cloud? How can you accurately calculate risk or cost when you don't even know what solution to evaluate, let alone find someone who can articulate the benefits and weaknesses of any given platform?



We trust this newsletter will be a helpful place to start. We've carefully pieced articles and tools together with you in mind. In this issue, we hope to provide you with valuable content as we answer some of the basic questions surrounding cloud IT so you can make informed decisions for your technology. I would be excited to hear your feedback so we can grow to make our next newsletter even more valuable for you. Maybe you have some specific topics in mind that you'd value us addressing? Maybe you'd like to see us highlight your business in our spotlight to raise awareness about what you are doing while sharing the solutions that are moving your business forward? We know you won't find all of the answers here, but we can at least get the wheels turning in the right direction. With a bit of information, you'll be ready to work with CTSi to identify exactly what you need — moving forward with the best possible solution that will remove the pain points and free you from the barriers imposed by insufficient tools.

Let's get back to the question we started with. Would your business benefit from a move to "the cloud?" The short answer is "Maybe." That might not sound extremely helpful, but honestly, that's the best initial response you could receive. It's also not what cloud service providers want the answer to be. They want to sell you on the dream of pennies per day, no overhead, 100% productivity, and rides on a purple unicorn while holding a pot of gold. Before even thinking about a specific solution, you need to understand that cloud services are not a miracle cure. They are a fantastic solution when they fit, but can introduce even greater pains if it's not what you need. Some of our customers are wrong for the cloud. Some are the perfect candidates, while others are really best served by a combination of cloud and a local network. The answer for you is more complicated than I can write about here, but you're receiving this newsletter because of your relationship with us. That means you are someone who values knowledgeable resources and doing things right. If you've not been able to make it past this initial question, or maybe you're really just now wondering if this is something you should be asking, keep on reading. You'll find monthly specials and a story about one of our customers who is benefiting from a custom cloud implementation for their organization. We've included a few other helpful items along the way. Finally, if you still have questions, I want to invite you to respond in one of two ways.

If you believe the cloud is the right next step, immediately to the left of this article is information and a registration link for a free webinar we are offering to you where we'll highlight the benefits of some specific solutions to meet your business needs. If you still aren't sure what "the cloud" could do for you, let us help. That's why we're here. Call our office to schedule an appointment. We'll help you find the best solution — whether solidly attached to a rack in your facility, or in the white and puffy clouds.

Call us today: 574.268.CTSi (2874)





CTSi News

CTSi Is Excited To Announce An Addition To Our Team!



Actually a familiar face at CTSi, David Grant recently moved into a full-time position as our Director of Marketing and Sales. In this role, David will apply his unique skills to enhance our communication with our customers as we continually strengthen and grow our service offerings and products.

David will also oversee our digital service areas including web design and development, email marketing, social media, video and photography. We know this is a key technology win for our small business client base who can benefit from our increasing resources.

To learn more about David, take a look at our full news release on our website: creativetechns.biz/news/david-grant/

Monthly Special

Managing Your Network Just Got A Bit Easier On Your Budget

The first year is on us!

For a limited time, when you purchase a new* Cisco Meraki cloud management license for 3 years or more, we'll give you an additional year at no additional cost.

It might be time to pull the trigger on that upgrade!

**This is for new license purchases only. License renewals are not eligible for this offer.*



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Customer Spotlight

The Beaman Home Brings New Life To Clients



We recently attended a ribbon-cutting ceremony for one of our favorite customers, The Beaman Home, who provide essential services to domestic violence victims and their children. Find out more by visiting their website: thebeamanhome.com. In preparation for this grand opening, CTSi moved their technology to the cloud with multiple users on single computers logging in from any system, but having the same experience and access to critical files. It might be the geek in me, but having my personal computer experience anywhere I go, trusting in security, and knowing I can sit down and get working just blows my mind! I know there are more of our customers that could benefit from this forward-thinking technology. Afterward, I sat down with Tracie Hodson, The Beaman Home's Executive Director, to interview her about her experience with CTSi.

Please check out our testimonial provided by Tracie: creativetechns.biz/traciehodson

What I really want to highlight in this newsletter is something Tracy said as we were packing up. She said, "A caterpillar believes life is over when they enter a cocoon. They emerge as something new." She explained how she desires to bring that kind of new life and light to the women served by the organization. I've thought about this statement and our heart at CTSi. I smile as I first find encouragement in friends like Tracie, but secondly because our work enables this kind of beauty. Sure, Tracie and her team could do great work without CTSi, but we've worked together to find the very best possible solution that frees her team to focus on delivering maximum impact for our community. I may not be the one bringing hope to the lives of these families, but I'm part of enabling others to do something remarkable.

Each of our customers have special stories and impact their world with who they are and the services they provide. This is just one example of the kind of relationship we desire where we truly join you -- understanding your needs and working together to enable you to reach your objectives. This is at the center of why we do what we do. We desire to grow a company where we can share in implementing the tools you need to accomplish your goals. That's what we mean with a phrase you'll be hearing more about in future days: **Extraordinary Collaboration - Liberating Results**

- David Grant - Director, Marketing and Sales

CTSi's Workplace Built On OS33

Freedom Can Come From Cloud Servers and Desktops



"I can't imagine going back to having our IT housed internally"
- Michael Goodman
President of Wealthstream

If you're like us, the idea that solutions similar to what was implemented for The Beaman Home are within the grasp of small business and nonprofits feels a bit like we've landed ourselves on the other side of a time warp into the future. It's true! There are now powerful technologies that can change how your company operates — making you and your employees more productive and effective. That is the idea behind our new Workplace solution via our partners at OS33. You got a small taste of what technology like this can do for your business as you read about how staff from multiple locations at The Beaman Home have the ability to log into any computer with their personalized account information to find their files right where they left them last time they logged in. It's like having the portability of a laptop, but leaving it behind at your desk. Your files are still with you to work on your home system or while you travel with even greater security to meet important compliance standards. Let's look at another example of a company changed by a decision to move to the cloud.

Our friends at OS33 recently told us the story of Wealthstream Advisors out of New York who recently migrated their IT to the cloud during a move that inspired a rethinking of their server situation. Wealthstream is a highly specialized, wealth management firm requiring all of the complexities and security demands of a big company with the size and budget of a growing small business. They were just too large to expect one of their internal staff to "just take care of it" (meaning fixing those failing computers), but couldn't justify staff required to meet the businesses technology requirements. President of Wealthstream, Michael Goodman, selected Workplace as the solution of choice after considering business advantages provided by another cloud solution including highly reliable business continuity, remote access to work from anywhere receiving an internet connection, and scalability for the future.

"We feel a lot better about business continuity. With OS33, we're now part of an environment where, in the event of a major disruption, they can get the essentials back up and running almost immediately. If we have power at home, that means we have the power to work. It's a beautiful thing."
- Michael Goodman

Securely virtualizing the office desktops – making all common PC applications instantly available to staff, regardless of location – meant that Wealthstream team members could effectively take their office with them as they traveled to meet clients. Hosted in a data center designed to safeguard IT assets according to the most stringent industry best practices and regulatory compliance requirements, their IT infrastructure could be kept secure more reliably and cost effectively than if housed internally. Most importantly, Wealthstream staff would no longer be forced to maintain and upgrade their own systems – hardware and software would always be the most current available, supported, and monitored 24/7/365 by technology professionals. This in turn has allowed the financial planning firm to focus even more on their own core strengths: providing financial guidance and high quality, responsive asset management services to their clients.

"OS33 has eliminated our need to have local IT staff in our office, freed us from having to manage our own hardware, smoothed out the cash flow involved in IT maintenance, and our technology is better secured and backed up than any solution we could implement on our own," says Wealthstream.

Got your attention? Let's chat: 574.268.CTSi (2874)

Sierra For Mac Before You Upgrade

Apple released their newest Mac operating system, "Sierra," to the public this past Tuesday, September 20th. While Apple touts an easy upgrade process, and celebrates high adoption rates, it's important to understand there can be more involved in an upgrade like this than just what works from Apple's perspective, particularly for your business and system-critical tools. As an example, we received an important announcement from our cyber security partner, Webroot, stating, **"It is critical that all Mac endpoints running Webroot SecureAnywhere® Business Endpoint Protection be updated to Mac agent version 9.0.2.45 or later before undergoing an operating system upgrade."**

We've been helping customers for years through the upgrade process or cleaning up the mess of an uninformed upgrade attempt. Let us help you update the correct and pain-free way.

Contact CTSi immediately to help you with this upgrade.

Referral Rewards

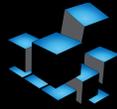
Help Us Find More Great Customers Like You!

At CTSi we believe that referrals are the greatest form of flattery, and we are proud of the fact that many of our clients were referred by other happy customers. For that, we want to say a big THANK YOU for sharing your experience to help other businesses and organizations like yours. That's why we created our Referral Rewards program.

- 1 Think of a friend** who could benefit from our services.
- 2 Fill out** our simple online form.
- 3 Tell your friend** about us and encourage them to reach out.

Receive your choice of either \$150 cash or \$300 in service credit AND each submission enters you into a monthly drawing for a \$25 gift card.

Register Your Referral:
creativetechns.biz/referral-rewards



Important For Your Business

What is Cloud Managed IT And How Can It Benefit My Company?



A friend of mine recently told me about a conversation he had where he was trying to explain where files went to his father. "They're in the cloud," he said. Since that time, whenever referencing his technology, my friend's dad will look off into the distance and gesture to the sky, saying in a very fanciful way, "It's up in the cloud." This has become a running joke for us. Any time we discuss files or technology, at some point, one of us is going to wave to the sky and recite the words of his father. Although we have a bit of fun at someone else's expense, this confusion is not uncommon, and there is good reason for that confusion. There is more to your IT in the cloud than signing up for an account and throwing out your server boxes. Let's see if we can bring a little clarity to the conversation.

Services like Google Drive, Dropbox, iCloud, Microsoft's Cloud Drive, along with some much more secure and robust solutions we recommend, are quite common. When most people think of the cloud, that's what they imagine. "It's a place for my files to go. I don't quite know how it works, but I know if I put something in this folder, it goes somewhere else." It's great that we have these tools that operate invisibly, and almost mystically to most of us, but when it comes to your business, there are additional issues that must be considered before committing to the cloud.

Just because it's in the cloud doesn't mean your technology is easier or support-free.

What's really happening when your technology moves to the cloud is that all of those complexities you had in your local network, including those racks full of servers and those things that look like a play-dough noodle factory have just been moved to a new location. You didn't really think your files were really floating in the air somewhere, did you? Although the marketing wants you to believe it's all simple and just works, it's really just that someone else needs to take care of that stuff for you. Often times, what they don't tell you is that you still need to make critical decisions about your technology,

or they might not mention the management still required to make things work for you. Kind of makes you wonder what else they might not be telling you. Don't give up the dream just yet. Cloud Managed IT can have a ton of benefits including: reduced IT support calls and tech visits (although, who doesn't like a good visit from your tech?), improved reliability and manageability, more manageable and predictable costs, and scalability to serve your growing organization. The question you need to answer is, "If you move your IT to the cloud, who will provide the necessary..."

- **Consulting** to make sure you have the right solution from the beginning
- **Migration Services** to get your business to the cloud
- **Ongoing, Knowledgeable Administration** caring for things the right way
- **Ongoing Support** to keep things operating smoothly
- **Security** to protect from attack or data loss
- **Backups** to securely store your data for records or disaster recovery

There's more, but you get the idea. It's important to keep in mind that signing up for a cloud-based service doesn't mean your staff has everything they need to do their job. How do you know what they really need? Let us help you to set up and manage the right solution for you. Whether your needs require a fully cloud-based solution or some kind of mix, we can help to make the experience as magical as you imagined your Cloud Managed IT could be.

**Want to find out how Cloud Managed IT could benefit your company or organization?
Give us a call: 574.268.CTSi (2874)**

Just For Fun

Enough Tough Stuff!
Time for a bit of fun!

Ready for a bit of cloud trivia?

If you know the answer, be the first to call and we'll send you a \$25 gift card. Remember! The prize is only available to the first caller, so be sure to respond quickly if you know the answer.

Good Luck!!!

Aside from the amusing reference popularized by Frank Zappa, what is the usual cause of a large-scale 'yellow snow' weather effect seen in certain parts of the world?

**Call us right now if you know the answer!
574.268.CTSi (2874)**