



Applications On-Demand

Computing in the Cloud – today's fifth utility

Where would we be without our key utilities? Always available, on-demand at the touch of a button or the turn of a tap. Businesses can be forgiven if they take for granted the simplicity and cost-effectiveness of the services they use in order to operate successfully.

Gas, water, electricity and telephone are the big four and they all involve the delivery of a key service from a remote infrastructure. Your business system is now capable of being delivered in exactly the same way, with the same benefits – Computing in the Cloud: the fifth utility.

Free Your Mind

What are the main traits of a utility?

- *Always on* – you flick a switch, day or night and you get the service you need.
- *Available anywhere* – whether you are at home or in your office, on the road or out on site, you can get the service anywhere.
- *Easy to use* – flick a switch, press a button – what could be simpler?
- *Not your problem* – imagine if electricity were not a utility; you'd have to carry around a generator. Creating the power needed, maintaining the infrastructure and making sure you get the service is someone else's problem.
- *Pay for what you use* – the reason a utility is so cost-effective is that you only pay for what you use. There's no fairer way of charging – use more, you're happy to pay more – use less, you should pay less.

OK, so utilities are efficient, easy and cost-effective. But you couldn't apply these principles to the computing power needed by your business, could you?

It's time to free your mind.

The Case for the Cloud

The key elements of any business system include the requirement for disk space, for processing power, for connectivity and for access by users. In a traditional on-premise model, all of this is your responsibility.

In an On-Demand or Cloud model, each of these elements can be handled like a utility. All you need is a connection to the internet.

Until recently, the model most companies used was to invest in all of the equipment and resource needed to deliver the solution. The management of everything and all the costs, fell on the company.

This is the equivalent of owning your own generator in order to get electricity.

And what about getting the balance right between the need for the service and the investment needed to make sure that service level was available? The typical usage of a system has peaks and troughs.

So, do you plan for your average usage and let the users hit the buffers when you hit a peak – or do you plan for the peaks and waste a lot of money?

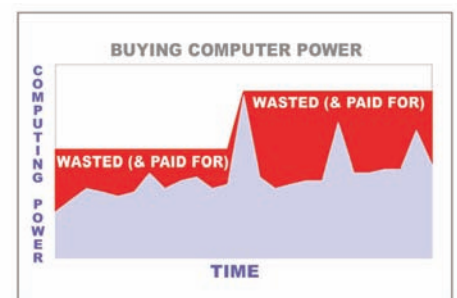
With our approach you get the service you need, when you need it and you simply pay for what you use.

Need to add users? No problem – pay for extra users as required.

Need fewer users? Simply give them up and reduce the amount you pay.

Need more disk space? Take it as you need it and pay for the extra when you actually hit your limit.

Need more processing power? Get this for free. Your applications are sharing a large and very powerful server. If you place a greater load on the processor, we simply allow you the use of the spare capacity.

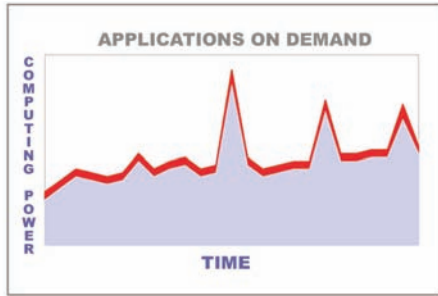


Applications On-Demand is the fifth utility – it has all the attributes and benefits of other utilities.

- *Always on* – you never have to do without your computing power.
- *Available anywhere* – work from home, in a hotel or out on a customer's site.
- *Easy to use* – power up your PC, click on the icon and away you go.

Applications On-Demand

- **Not your problem** – the management, the costs, upgrades, buying a new server when the old one gets tired – all these now fall to us.
- **Pay for what you use** – this model frees you from the dilemma of planning for peaks or for average usage. You just pay for what you use, when you use it. Computer power becomes a revenue expense like other utilities, no big capital spend. Imagine how easy this makes budgeting.



Applications On-Demand

Whatever you need to have delivered via the Cloud or as an On-Demand service we can provide it for you.

Dynamics NAV

Like many commercial cloud applications, Dynamics NAV in the cloud changes your ERP software from a capital cost, as with on-premise deployment, to an operational cost.

If you choose Dynamics NAV as a cloud solution you will only be charged for your actual use of the software, based on each user per month.

You can also increase or decrease the number of users each month, and the costs are fully transparent, easy to measure and control (you can also stop using the software if you want to, as you won't be tied in to a long-term contract).

In the cloud, Microsoft Dynamics NAV is held on high-performance hardware – it runs quickly and smoothly. It includes guaranteed uptimes, typically over 99%. You also have highly qualified IT experts looking after the infrastructure 24/7 – plus firewalls, storage, regular back-ups and so on.

Dynamics CRM

Jump-start your CRM initiatives with a hosted CRM solution.

Streamline your CRM implementation and reduce your IT burden with a CRM solution that is hosted, updated and maintained by Microsoft.

Quickly centralise customer information and streamline business processes. Tailor Microsoft Dynamics CRM Online to your business and to the way you work – with drag-and-drop configuration.

Office 365

Microsoft Office 365 for professionals and small businesses is a low per user, per month subscription service running in the Cloud that lets you access your email, important documents, contacts, and calendar from anywhere on any device. This plan is ideal for organisations with fewer than 25 employees that do not have IT staff or expertise.

Step up to the next level with a plan designed for organisations with advanced IT needs including Active Directory Integration, advanced email archiving, 24x7 IT support and full enterprise voice capabilities on-premise or delivered as a subscription.

Whatever your needs, one of the seven subscription plans is bound to suit your business.

Costs

This approach to delivering your solution allows us to offer a unique way of charging for it.

We take the total cost of delivering the solution to thousands of users and allow you to pay for the number you need at any one time. We get economies of scale and you save significantly over the cost of doing it all yourself.

Clients pay for the service on an annual basis, after initial set-up costs are covered.

You take a 3 or 5-year contract, the price per user being lower depending on how long you commit. Each contract has a minimum period – 1 year on a 3-year deal and 2 years on a 5-year deal.

Outside of this, you can run the solution for as long as you need it and walk away without liability if your plans change.

The cost per user is very competitive – but does depend upon the number of sites in use, the range of applications running and the amount of data storage required. Let us build a cost quote for you to show just how much you can save.

On-Demand or In-Cloud?

The In-Cloud option is just that – a hosted solution accessed via the internet.

Not totally sure if you're ready to let go of personal control of your IT infrastructure?

You could take advantage of all the benefits of the On-Demand model, but still have the peace of mind of running it on your own premises.

How is this possible? We simply take control of your infrastructure and rent it back to you, along with the applications. The agreement allows you to opt out and take back your infrastructure at any time.

Software as a Cloud or SaaS option can be the right choice for many businesses, but that's not to say on-premise is going to disappear any time soon. In fact, a recent major survey found that 28% of business today 'would not consider SaaS'.

To help you decide, talk to us and we'll be able to describe your options in more detail and recommend the best solution for your business.

The Benefits

Applications On-Demand fixes the costs of IT in your business for a significant period allowing you to budget well in advance, making your IT costs certain, not volatile.

You're free from the day-to-day management of the system, free from ever having to load upgrades of software, free from repairing or maintaining hardware and free from the cost of buying a new server when the old one becomes slow or obsolete.

Allow users to have access to the system from anywhere, wherever they may be working, whenever they may be doing it. This gives you a totally flexible system – all you need is an internet link.

It gives you peace of mind. Your solution has so many security safeguards, backups and fall-back systems that, if anything goes wrong, you can rest easy, sure in the knowledge that your solution is totally safe.

Because you are effectively renting, and because you have no fixed capital equipment, you can quit when it suits, add users when needed or reduce users when your needs change. You simply pay the price per user, per month.

If you want to know more, simply ask us for a quote.

For more information about our products and services, please call: **01675 432400**, email us at: **sales@metaphorix.co.uk** or visit our website: **www.metaphorix.co.uk**

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