

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: Todd Clark
President, DenaliTEK Incorporated

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 Todd Clark. My organization has been leveraging cloud services and other progressive technologies for small businesses in Alaska since 2001. We've identified and championed many innovative solutions allowing our clients to increase their productivity while reducing their costs. For instance, we've been successfully migrating small businesses to Microsoft Office 365 since its inception in 2011. Our experience and advanced knowledge of the migration processes and tools has greatly benefited our clients. As a result, we are part of an elite group of Microsoft partners called the "Cloud Champions Club". We leverage Microsoft and many other vendors to bring "best in class" small business technologies to our clients. Including productivity applications, backup solutions, 24x7 monitoring, management, and more.

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,

A handwritten signature in black ink, appearing to be 'T. Clark', written over a horizontal line.

About The Author

I was born and raised in Anchorage Alaska and obtained a degree in Computer Science from Montana State University. I also had studies in economics and business. Upon graduation I started working in the Alaska IT industry as a Systems Engineer. I've witnessed the growth and dominance of the Microsoft suite of networking and business productivity products over the years. In the 1980's and 1990's as an instructor for both Novell and Microsoft products I taught and collaborated with many of the local IT industry leaders of today.

I felt there was a better way of doing business with Alaska's small businesses. In 2001 I launched DenaliTEK to meet one simple vision; we at DenaliTEK believe every technology experience must be business driven, well planned and predictable; the actual costs should match the budget. Complementing our standard IT offerings, DenaliTEK leverages three specific services to meet our vision: Flat-Fee Support Services, Design and Project Planning and creating a long-term Technology Management Plan for each of our clients.

Today DenaliTEK distinguishes itself in the Alaskan IT market in three important ways:

1. DenaliTEK is an award winning company, with highly qualified and certified staff, that has developed a carefully crafted network of partners which allows us to bring global scale, best-in-class services to small and medium sized businesses in Alaska, while simultaneously offering impressive onsite responsiveness.
2. DenaliTEK is pioneering new and innovative ways of serving Alaska's business community with MSP and Flat Fee services packages that provide scalability, service, and responsiveness found nowhere else.
3. DenaliTEK has developed a reputation as being one of the most client centric IT firms in the industry, through hard work and over a decade of dedication to the Alaskan business community.

A partnership between your company and DenaliTEK provides high accessibility to the best industry expertise available, dynamic "right sizing" of systems that can scale with you as you grow, and predictable monthly billing for comprehensive services that allow you to focus on your business rather than worry about your IT.

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.

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.

With Office 365 you have the option of licensing and installing the full Office product suite on a high powered workstation. This provides the best of both worlds: the full flexibility of perpetual licensing of the latest versions; and the full performance of locally installed applications.

We've witnessed our clients benefit from always having the latest version and features and having all users on the same versions of the Office suite of products.

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 support and upgrades. Our clients save money 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. Leveraging cloud technology allows your business or personal data to be pervasive and available independent of your devices and their state of condition. Workstation or other devices replacements are greatly simplified in a cloud environment.
- **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) your office was reduced to a pile of rubble, you could purchase a new laptop and be back up and running within 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 several years I conducted security testing for local companies in Anchorage. I was alarming how often I could “hack” into prospective client’s network (with their permission of course). This was largely due to misconfigured servers and network devices. Today, with cloud computing, I’d need to be able to outsmart a team of security experts whose job it is to protect your data 24 hours a day.

- **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 currently support a client with 11 retail locations and a seasonal workforce of 28 employees. With Office 365, our client is able to reduce their cost by “turning off” licensing for about 20 employees in their off-season. Something that was impossible before converting to cloud technologies.
- **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.
- **It’s a “greener” technology that will save on power and 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 there is a chance you’ll lose Internet connectivity, making it impossible to work. We implement a secondary Internet connection that automatically takes over in the event your primary connection fails. Our backup Internet solution is wireless, so you’re extra protected for that “last mile”. Of course, if your Internet connection is down, you can’t send emails, receive emails or access web resources whether you’re using cloud services or not. Microsoft has refined many technologies included in their cloud services to cache email and files on your local devices allowing you to be productive during an Internet outage or even just when you’re working when unable to connect to the Internet (such as during an airline flight).
- **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.

- **Certain line-of-business applications won't work in the cloud.** For example, applications that are heavily graphic, such as graphic design tools or CAD software provide the best experience when the data is stored locally and not in the cloud. Many of our clients take advantage of all the benefits of the cloud while maintaining some local data storage.
- **Compliance Issues.** There are a number of laws and regulations, such as Gramm-Leach-Bliley, Sarbanes-Oxley and HIPAA, that require companies to control and protect their data and certify that they have knowledge and control over who can access the data, who sees it and how and where it is stored. In a public cloud environment, this can be a problem. Many cloud providers won't tell you specifically where your data is stored.

Most cloud providers have SAS 70 certifications, which require them to be able to describe exactly what is happening in their environment, how and where the data comes in, what the provider does with it and what controls are in place over the access to and processing of the data; but as the business owner, it's YOUR neck on the line if the data is compromised, so it's important that you ask for some type of validation that they are meeting the various compliance regulations on an ongoing basis.

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

When done right, a migration to 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 "quirks" 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.

3rd-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.

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, speed and performance. A hybrid cloud enables you to put certain pieces of existing IT infrastructure (say, storage and e-mail) in the cloud, and the remainder of the IT infrastructure stays on-premises. This gives you the ability to enjoy the 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 SharePoint 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 is a service that anyone can tap into with a network connection and a credit card. They are shared infrastructures that allow you to pay-as-you-go and are managed through a self-service web portal. Private clouds are essentially self-built infrastructures that mimic public cloud services, but are on-premises. Private clouds are often the choice of companies who want the benefits of cloud computing, but don’t want their data held in a public environment.

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: This depends on the scope of services being commissioned. Typically, to fully onboard a client to our Managed Services plan and migration to the cloud, budget at least a month’s time. To successfully embark on one of these projects, there should be a Scoping phase, Design and Planning phase (including a discussion about risk mitigation/management and a testing plan), Implementation phase and finally testing.

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. This risk is mitigated by having redundant Internet connections. We deploy a second Internet connection with a special device that detects if your primary Internet connection is down. In that event the secondary connection takes over. This is all seamless to the user. The second (redundant) Internet Connection is a high data speed and high capacity wireless solution so you're protected even if all the cabling to your location is destroyed. Additionally, most cloud data is cached and synchronized at your local site. Our cloud providers, such as Microsoft Office 365 are geo-redundant, so transparently you may access your data from one of multiple locations.

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. Cloud providers such as Microsoft have a robust team of security professionals working around the clock to keep your data secure.

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

Answer: All of your data is maintained with reputable cloud services providers with fully transferable accounts and services. Your data, accounts and services can be transferred to any IT professional's care.

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. In fact, we often retire servers as a result of moving to the cloud. Depending on your Line of Business applications, we often achieve the same or better productivity with lesser expensive 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 and laptops 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 ample experience migrating systems similar in size and complexity as your own. Over 90% of our clients are on some form of cloud services. We've been migrating clients to Office 365 since its inception. Also as a Microsoft Cloud Champions Club member, we've demonstrated excellence and experience in Office 365 migrations.

Question: How is the service priced? Is the pricing clear? Are there overage and other hidden costs?

Answer: All of our Managed Services and cloud computing plans are a fixed fee amount per month. No hidden costs. Even in the event of a disaster, all of our service is included in the fixed amount per month. There are no additional charges, no overage costs and no hidden costs.

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 have someone locally available 24/7/365 for on call support. They should also 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: When possible, 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.

Question: What about compliance? For instance, will the IT provider sign a HIPAA Business Associate Agreement (BAA). And just as important, have they secured a BAA with each of their cloud partners?

Answer: We do sign BAA's and we've selected cloud partners that will also sign BAA's. We can produce the BAA for all of our cloud partners that will ever have a relationship with your data.

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)?

Answer: To fit in our team, our technicians must have the "heart of a teacher" and, if you ask, will take time to answer your questions and explain everything in simple terms. Additionally, each migration project has a Design and Project Planning process. A written design and project plan is created and reviewed with you prior to any work beginning. This plan includes timing, milestones, risk management and a number of details you won't see with lesser experienced providers.

Question: Do they provide redundant Internet?

Answer: Most IT providers don't provide a redundant Internet connection with their standard Managed Services plan. With those that do sell redundant Internet, often it's a secondary connection with the same Internet Service Provider – that's not really redundant.

At DenaliTEK our Vision plan includes redundant Internet with a completely separate Internet provider. In fact, the "last mile" to your location is wireless. We partner with Verizon wireless to ensure you have a completely redundant path to your facilities.

Question: Where will your data be stored?

Answer: Essentially, you don't want your cloud provider to be able to hold your data (and your company) hostage. DenaliTEK only works with cloud providers that have fully assumable (transferable) contracts.

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.

DenaliTEK only works with world class data centers. Plus, we have a best in class service desk with local call out to provide a local presence for those cloud services.

Question: Is IT support with cloud services the core of their business?

Answer: Make sure IT support with cloud services is not a sideline to their business. Make sure your provider is committed and focused on your IT support and cloud needs. With larger providers where cloud services are such a small part of what they do, their business doesn't depend on your successful migration and adoption of cloud services.

At DenaliTEK, that's all we do. We only work with clients needing our Managed Services. All of our Managed Services offerings leverage cloud services for best-in-class solutions and better than average costs.

Question: What is THEIR disaster recovery plan? What happens if they go out of business?

Answer: You don't want your data held hostage or unavailable if your IT provider becomes unresponsive or goes out of business. At DenaliTEK we don't host your data on our equipment or in our facilities. We only host our client's data with world class and well established cloud providers. Two examples of world class providers we partner with are Microsoft and Amazon Web Services. When your data is hosted with reputable cloud providers, all of your accounts and data are 100% transferable to you directly or another IT provider if necessary.

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!

Question: Is it standard procedure for them to provide you with written network documentation detailing what software licenses you own, your critical passwords, user information, hardware inventory, etc., or are they the only person with the "keys to the kingdom"?

Answer: When requested, our clients receive this in written and electronic form at no additional cost.

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: Do they INSIST on doing periodical test restores of your backups to make sure the data is not corrupt and could be restored in the event of a disaster?

Answer: We've invested in a backup monitoring dashboard backed with a team of backup specialists. We conduct a daily review of every backup jobs with a remediation plan acted upon each day. If we don't receive a positive acknowledgement of 100% backup job success from your system, we assign someone that same day to ensure it's taken care of.

Also, we perform a monthly test restore from backup for our clients to make sure their data CAN be recovered in the event of an emergency. If there's a problem, we immediately start working to resolve it the same day. After all, the WORST time to "test" a backup is when you desperately need it.

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: Do their technicians maintain current vendor certifications and participate in ongoing training – or are they learning on your dime?

Answer: Our technicians are required to keep the most up-to-date vendor certifications in all applicable software we support. Vendor certification is a requirement of advancement at DenaliTEK. Plus, our hiring process is so stringent that 99% of the technicians who apply don't make it through. (Guess who's hiring them?)

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, 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.

Case Studies: What Our Clients Have To Say About Cloud Powered DenaliTEK Support



Integrity...

I have looked for other companies in the past, very few provided the value that DenaliTEK does and none of those other companies could provide me with peace of mind. DenaliTEK stands out from the rest by proving their Integrity and fair business practices. DenaliTEK stands behind their work. I know that DenaliTEK has my back and will always be there when I need them.

- Mario Lanza, President and Medical Director, Alyeska Family Medicine, Inc.

Trusted Partner is our Success

When I was a youth I was a Boy Scout and my Scoutmaster insisted his charges memorize these ethics: A Boy Scout is trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean and reverent; we were to be prepared; we were to “read our contracts” (my Scoutmaster was a warehouseman; he added this to the code). I have found DenaliTEK’s owners, management, and technicians to abide by these ethics. What is unique about your way of doing business, in my experience, is: you don’t rush in; you take measurement of the situation; you thoughtfully identify and analyze strengths and weaknesses, risks and opportunities; you engineer your approach; during project implementation you follow your engineering plan; and you build risk management testing into your process. In doing so DenaliTEK has earned our trust and made it easy for us to do business with them. In their careful care, our IT anxiety level has gone from greater than 10 to less than 1. DenaliTEK is a trusted partner in our success and we look forward to a long and mutually complimentary relationship.

- Frank Thomas- Mears, President & Security Officer, Multiple Risk Managers Inc.

Excellent technical expertise...

DenaliTEK and their staff take a global view of our IT needs and are able to help us anticipate investments and upgrades. They hire staff who are easy to work with and have excellent technical expertise. DenaliTEK is very good at communicating about IT with people who are not IT professionals. We have hired a number of other firms, and DenaliTEK has been by far the best service and the best value. We trust them!

- Thea Agnew Bemben, Managing Principal, Agnew Beck Consulting, LLC



...any time of the day... or night!

DenaliTEK has given our practice LESS anxiety about asking for help! Response time has been good and we can always reach someone at any time of the day... or night if needed! DenaliTEK has staff with a variety of experience and expertise to provide good service and problem solving. DenaliTEK provides us with the information that enables us to budget and manage cash flow with no big surprises.

- Lynn Hornbein, Owner, Summit Family Practice

We can recommend with complete confidence!

DenaliTEK has been our Information Technology (IT) and Systems services provider from January 2008 to August 2011, and again from August 2013 to the present time for our Fairbanks and Anchorage offices. We have been pleased with the services, support, and knowledge DenaliTEK has provided to our business. Services range from (but not limited to) on site system administration, hardware, software, server, and desk top maintenance, hardware and software procurement, remote desk top monitoring, service desk support, back up monitoring, network support, and Cloud Services. The team at DenaliTEK have always been most helpful in providing information and advice about current and future IT solutions. They are dependable, responsive, and interact well with our staff. In the specialized field of Information Technology, we have found that they have a broad range of knowledge that has allowed our systems to be up-to-date and secure. They maintain and keep track of warranties, license and software renewals so we are always current. DenaliTEK is a professional company we can recommend with complete confidence.

- Dee Hudson, Chief Operating Officer, Swan Employer Services

...You need a company like DenaliTEK!

The single biggest benefit of using DenaliTEK is the peace of mind that when we have an IT technical issue come up, it will be resolved promptly within a short amount of time. The problems get fixed quickly! Other companies have been unreliable in terms of timeliness and consistency. If you are a small business that relies on your computer network and function, you need a company like DenaliTEK!

- Michael Haugen, Executive Director, Alaska State Medical Association



Excellent customer service

DenaliTEK eliminates the variable IT costs from month to month. They have good processes to ensure that the entire IT platform is working together and point out areas of weakness and pro-active suggestions for resolution. DenaliTEK is a solid, quality firm with excellent customer service.

- Jennifer McBride, Director of Finance and Administration, Alaska Geographic Association

I sleep better...

DenaliTEK has freed me up personally to do more billable hours and I sleep better knowing the firm's technology is being monitored daily. DenaliTEK knows the latest hardware and software solutions for our business needs. Our CPA firm works in a multi-office environment of cloud- based applications, paper and paperless workflow. Privacy, security, backup redundancy and disaster recovery are critical and DenaliTEK gets that. If IT is not your hobby or passion, it is best to outsource this critical function to an expert like DenaliTEK.

- Wayne Eski, CPA, Shareholder, Swalling and Associates, PC

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 between 5 and 7 hours to complete (with most of this “behind the scenes” diagnostics and research we conduct), I’m only extending this offer until the end of March 2016 or until 10 people respond – whichever comes first. After that, we’ll have to withdraw this offer or ask that you pay our customary consulting fee for this service (sorry, no exceptions).

To respond, please call me direct at 907-865-3129. 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. You can also e-mail me direct at tclark@denalitek.com.

Awaiting your response,

A handwritten signature in black ink, appearing to read 'T. Clark', with a long horizontal flourish extending to the right.

Todd Clark
www.denalitek.com
Call me direct: 907-865-3129

The Top 10 Reasons Why You'll Want To Outsource Your IT Support To Us:

1. **We have a successful record working with Medical practices.** That means we understand your incredibly hectic and stressful work schedule and WHY it's critical to remove obstacles, frustrations and technical problems to keep you productive. We know the systems you work with. We have experience with a number of EHR solutions, and can make them work seamlessly to eliminate extra steps, work-arounds and manual labor. We also have tech support available 24/7/365 since we know you don't work the normal "9-5" day, and can help you maintain the freedom to work remote while making sure you meet compliance standards for data security and backups.
2. **We have a local service center staffed with accomplished technicians. The person answering the service call is typically qualified and enabled to immediately solve your problem.** We have a team of engineers on staff so our clients aren't waiting around for hours – even days – to get a problem resolved. We know you're busy and have made a sincere commitment to making sure your problems get fixed FAST. And since most issues can be handled remotely using our secure management tools, you don't have to wait around for a technician to show up.
3. **100% Fixed Fee monthly pricing for unlimited support.** We are willing to stand behind our recommendations and solutions. When you enter into a Managed Services contract with us, we proactively manage, maintain, troubleshoot and respond to your requests for one fixed monthly fee. We believe in our Managed Services approach so much that we're willing to give you unlimited support 24 hours a day, 7 days a week, 365 days a year. With this fixed fee approach, we're highly motivated to ensure your system is stable and you're productive.
4. **No Long-Term Contracts.** Many other IT firms try to lock their clients into long-term contracts with severe penalties and fines for canceling. Problem is, if THEY aren't doing a great job, how can you get out without litigation? That's why our service gives you the ability to fire us at any time with 90 days' notice. We keep our clients by providing incredible services and support – not by threatening a lawsuit.
5. **We're an Alaskan owned and operated company providing services to Alaska...with offices in Anchorage and Wasilla.**
6. **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 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. All of our Manage Services data backups have multiple redundancies and include off-site storage.
7. **We Support Both On-Premise And Cloud Solutions.** Some IT firms won't offer or recommend cheaper cloud solutions because THEY make less money. Our philosophy is – and always has been – to offer what's BEST for the client, not us. That's how we keep so many clients long-term. We'll base our recommendations on what YOU want and what YOU feel most comfortable with. Our job is to lay out your options, educate you on the pros and cons of each and guide you to make the best, most cost-effective solution for *you*.

8. **Comprehensive Technology Management Planning.** With our Managed Services we create and maintain a comprehensive, written Technology Management Plan. We constantly update this plan as we identify recommendations. The plan is reviewed with you, in person, quarterly. Each quarterly review begins with a discussion of your business objectives and goals. This plan includes a 12 month (or longer) projection of any pending technology initiatives, so you can develop a budget and there are no surprises.
9. **Expert attention for your business.** We're large enough to have an incredible depth of knowledge, yet small enough our clients feel like they know most of our employees.
10. **We Are One Of A Few Elite Microsoft Office 365 Partners In The Country.** They call us their "SMB Champions" (SMB stands for small-medium business). Migrating (or setting up) Office 365 and other cloud solutions is NOT something you want to attempt on your own. There are dozens of ways an improper setup can cause problems, systems that don't work, lost data and e-mail, and a host of other problems – you need someone with experience in multiple environments with a variety of clients. We have that experience – from small offices with a few employees to full Office 365 migrations for clients with over 100 employees, we can help.