

INTRODUCING CLOUD POWER



WHAT IF YOU COULD TAKE YOUR EXISTING IT INFRASTRUCTURE AND MAKE IT MORE FLEXIBLE, MORE PRODUCTIVE, AND MORE POWERFUL—ALL FOR LESS MONEY THAN YOU'RE CURRENTLY SPENDING?

Introducing cloud power

Microsoft provides the most comprehensive approach to cloud computing on earth—delivering software as a service (SaaS), platform as a service (PaaS), and infrastructure as a service (IaaS) solutions across multiple environments using familiar tools and technology—so you can drive your business into the future.

Increase business productivity while paying only for the computing power you need with Microsoft Office 365. Take advantage of flexible, public cloud computing with Windows Azure® platform application development and hosting solutions. Reduce capital expenses while creating a more scalable and efficient private cloud infrastructure using Windows Server® 2008 R2 Hyper-V™.

IT and Communications Company is your cloud power authority.

We know that all this talk about cloud computing can sometimes be a bit confusing. IT and Communications Company can help you make sense of it all. When your business teams with us, you get...

- established, local service from a company you already know.
- professional, certified support professionals.
- the responsiveness your business needs to maintain its competitive edge.

IT and Communications Company can give your business the guidance and support you need to find your own cloud power.

The power of the cloud

Cloud power is a new approach to IT. What does it mean for your business?

Power that is COMPREHENSIVE

Enjoy a complete “IT as a Service” offering—the infrastructure, the application platform, the productivity applications—all delivered on demand for you.

Power that puts you in CONTROL

Harness as much cloud power as you want and remain in full control, whether your datacenter is on-premises, off-premises, or a hybrid of the two.

Power that is FLEXIBLE

Build, run, migrate, or extend an application to the cloud on your terms with flexible cloud technologies that leverage your existing IT investments.

Power that you can use NOW

Leverage your existing technology investments while taking advantage of the new value cloud computing provides. Cloud power means moving ahead—not starting over.

Power that will take you into the FUTURE

Future-proof your investment with a set of familiar identity, management, and development tools designed to help take you into the future of cloud computing.

Benefits of cloud power

Add real value to your business with cloud solutions.

Cost-Cutting

Reduce ongoing operational costs and capital expenditures on hardware, software licenses, and implementation services.

- Pay only for what you use.
- Accelerate time-to-market.
- Reduce data center facility costs.

Scalable and Elastic

Adjust to changing resource demands more quickly and with less effort.

- Provision and de-provision resources dynamically.
- Maximize resources for better efficiency.
- Reduce unused capacity.

Efficient

Benefit from shared hardware, automated processes, and familiar technologies.

- Increase peak-load capacity.
- Provide access from virtually anywhere, using any PC, mobile device, or browser.
- Centralize management of your infrastructure.
- Reduce energy use and physical footprint.

Reliable

Focus on developing your business, not on maintaining its infrastructure.

- Experience 99.9%+ uptime and 24/7 support with Windows Azure.
- Benefit from fast disaster recovery and data backup protection.
- Enjoy dependable data integrity, privacy, and access.
- Depend on unswerving regulatory compliance.

Pay-as-You-Go

Control your costs with the cloud's usage-based pricing model.

- Track usage by day, week, month, and year.
- Forecast costs more consistently.
- Know exactly how and where resources are used.

Flexible

Easily adapt to your business's changing needs.

- Scale up or down to meet the changing demands of your business.
- Choose among interoperable private, public, and hybrid cloud solutions as needed.
- Easily adapt to an ever-changing, distributed workforce.

Cloud power for all your IT needs

Only Microsoft offers a full range of cloud solutions—on your terms.

Software as a Service

Microsoft Office 365 is the latest evolution of the Microsoft Business Productivity Online Suite—bringing together cloud versions of trusted email, communication, and collaboration software such as Microsoft Exchange Online, SharePoint® Online, and Lync™ Online with the familiar Office Professional Plus desktop suite.



Easily meet varying seasonal or cyclical demands with built-in scalability, so the right level of technology is available for your users. Boost productivity by giving everyone new ways to work and collaborate—from any place, at any time, on any device—while maintaining the highest levels of security, control, and reliability.

Platform as a Service

The **Windows Azure platform** offers a simple, flexible, and reliable environment for hosting and creating web applications and services—so you can focus on business logic rather than operational hurdles.



The platform includes Windows Azure, for on-demand compute and storage, SQL Azure a cloud-based relational database service, and Windows Azure AppFabric, for developing, deploying and managing applications in the cloud.

Instantly scale up or down to meet the changing demands of your business while paying only for the services you use. You can always depend on your cloud power to be there when you need it most, with guaranteed 99.9%+ uptime and 24/7 support.

Infrastructure as a Service

Windows Server 2008 R2 Hyper-V and **Microsoft System Center** products bring you an efficient and agile virtualized infrastructure with pools of computing resources, automated management, high-availability, multitenancy, self-service provisioning, and scale-out capabilities.



Drive down operational costs and know exactly which resources were used where by automating the management of IT resources. Seamlessly move applications between the private and public cloud, and increase or decrease resource use with a wave of your hand.

Whether you set up your own private cloud or have a partner host it for you, Hyper-V technology and System Center solutions offer cloud power that opens the door to new IT capabilities and lower costs.

Is cloud power right for you?

- Are you able to provide effective communication and collaboration services to all employees, no matter where they're located?
- Is your IT infrastructure flexible and agile enough to adjust to frequently changing demands?
- How effective is your disaster recovery solution?
- Do you plan on making IT cost reductions while maintaining or increasing service levels?
- Does your IT infrastructure provide a strategic foundation to help make your company more competitive?

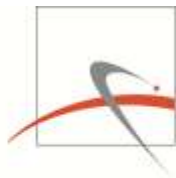
“WE GET A HIGHLY SCALABLE ENVIRONMENT, PAY ONLY FOR THE RESOURCES WE NEED, AND RELIEVE OUR IT STAFF OF THE SYSTEMS MANAGEMENT AND ADMINISTRATION RESPONSIBILITIES OF SUPPORTING A DYNAMIC INFRASTRUCTURE.”

—JIM GRAHAM
TECHNICAL MANAGER, 3M

Get cloud power on your terms.

Cloud power is about creating new technology solutions that help drive your business forward. Contact us today to find out what it can mean for your business.

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IT and Communications Company
• We can help •

For more information about Microsoft cloud solutions, visit: www.itcc.net/cloud