

**THE EXPERT GUIDE TO**  
Maximizing  
Microsoft Cloud  
for Your Business





## NO MATTER WHERE YOU ARE IN THE CLOUD JOURNEY,

our cloud consultants have been there. This guide is based on Nortec’s first-hand expertise to help your business leverage Microsoft’s solutions and maximize your cloud ROI.

### WHO THIS EBOOK IS FOR

- ✓ Entry-level cloud user
- ✓ Experienced cloud user
- ✓ Small and medium businesses
- ✓ Larger enterprises

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# 10 REASONS TO MOVE TO THE CLOUD

- 1 You're concerned about your backup and recovery.
- 2 You don't have the resources to manage business continuity.
- 3 You're worried about security and viruses such as ransomware.
- 4 You've experienced too many outages and disruptions.
- 5 Your competitors are in the cloud and you need to keep up.
- 6 You want new app features when they come out.
- 7 Your servers or infrastructure components are end-of-life.
- 8 You want to effectively manage your mobile devices and apps.
- 9 You're experiencing IT pains like slow performance.
- 10 You need to comply with industry regulations.

"We've been with Nortec since 1996. Thanks to their responsiveness and the bulletproof backup and recovery plan they had in place for us, we were able to recover in **LESS THAN HALF A DAY** when disaster hit."

JESUS ROMERO, DATABASE AND TECHNOLOGY DIRECTOR, NPEA

# WHAT KIND OF CLOUD USER ARE YOU?

To make the most of this guide, take the quiz below to determine your cloud persona.

1

## How far into the cloud have you gone?

- A. We are thinking about the cloud.
- B. We have email and 1-2 major applications, like Office 365.
- C. Applications, email and some of our infrastructure (like servers and storage) are in the cloud.
- D. We've moved as much as we can into the cloud (apps, servers, storage, security, device and app management).

2

## What question is top of mind for you?

- A. Is it secure?
- B. What low-risk, high-value next step should we take?
- C. Do we have the skills to support the cloud?
- D. Are we doing the right things in the cloud?

3

## What would you like to pursue in the cloud?

- A. An easy entry way in to the cloud.
- B. To build on existing cloud technology success.
- C. To convert more infrastructure to cloud (i.e. backups).
- D. Adopt the next big thing.

4

## Where do you see yourself in the cloud a year from now?

- A. About the same/not sure.
- B. Will have a little more technology in the cloud — nothing too dramatic.
- C. Will be into the cloud as much as possible; it's the way to go.
- D. At the front of the cloud pack.

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## What is your current belief about cloud?

- A. Not too sure about it.
- B. The cloud has its place in our IT.
- C. Most IT investments are in cloud technology.
- D. Our technology currently is mostly or all cloud and it will stay that way.

# THE CLOUD-USER JOURNEY



**MOSTLY A'S:**

## **CLOUD WATCHER**

*Is the cloud right for us?*

You might be thinking about or adopting cloud-based email like Office 365. You're a little leery and concerned about your security up there. Ideally, you have a good IT partner by your side.

***Start on page 6. >***



**MOSTLY B'S:**

## **CLOUD ADOPTER**

*Holy smokes, the cloud is good stuff!*

You know the cloud is a good thing, you've gotten the basics, like Office 365 and you're hungry for more. Perhaps you're not sure that your next steps are going to meet your budget and have the best chance at success.

***Head to page 7. >***



**MOSTLY C'S:**

## **CLOUD EXPLORER**

*Wielding the power of the cloud!*

You've made the strategic decision that as much as possible needs to run in the cloud, and you are hungry for new cloud tech. Line-of-business apps, backup and disaster recovery, security — you want it all and you want it in the cloud.

***Skip to page 8. >***



**MOSTLY D'S:**

## **CLOUD FOCUSED**

*Are people really still not using the cloud?*

You're a mature cloud user and as much of your business runs out of the cloud as you can possibly make a reality. You're looking to gain more efficiencies, consolidate vendors, and adopt the next big cloud thing.

***You want page 9. >***

# IF YOU'RE A CLOUD WATCHER



## 3 WAYS TO GET STARTED IN THE CLOUD

*Master the basics before you do anything else.*

### 1. Loftier email.

Cloud-based email is an affordable first step into the cloud. You gain full control of your email, eliminating the administrative burden through the cloud. It gives your company more flexibility to access email anywhere, on any device — often at a significant cost savings to your company.

### 2. Always-current applications.

Instead of buying Office applications off the shelf, delve into Office 365. Your applications are always up-to-date, so you have the most current functionality at any given time. Office 365 also comes with a terabyte of ultra-secure cloud storage to help your staff collaborate and store files more securely.

### 3. Easier access for the right people.

Azure Active Directory offers a myriad of security enhancements that boost productivity. For instance, single sign-on for seamless secure access to all of your apps without having to type passwords for each application. Or multi-factor authentication, so you can make key programs and data more secure.

*Continue your journey through the cloud. **Turn the page.** >*

*“Our business moves so much and so fast, when Nortec moved us to Office 365 it really was a game-changer for us. We’ve taken what we’re able to provide our clients to **A WHOLE NEW LEVEL**, and we’ve improved our delivery time by a factor of 10 at least.”*

JOSEPH ZALOOM,  
PRESIDENT,  
EFFICIENCY3

# IF YOU'RE A CLOUD ADOPTER



## HOW TO SCORE A BIGGER ROI IN THE CLOUD

*It's time to lift and shift.*

### Move your infrastructure to the cloud.

Many environments today are primarily hardware-based, even though the hardware might be a ticking time bomb, loaded with your most critical data. Once the light work of email and business productivity apps are taken care of, it's time to start looking deeper into how you can really make an impact in your organization with the cloud.

### Move servers and storage into the cloud.

Cloud servers massively increases your agility to add processing power. Moreover, you get more storage space, flexibility and the assurance that a hardware failure will not be your undoing. They're also more secure. Your applications and systems are patched such that all known threats and vulnerabilities are immediately addressed. If you keep replacing hardware with hardware, it's an endless cycle of upkeep, system management, maintenance and cost. It's a potential disaster waiting to happen.

### Get backup and disaster recovery.

It used to be that disaster recovery and backups weren't financially viable for many businesses. Today it's much more affordable and essential to protecting your company's data from a variety of threats, like pipes bursting and ransomware. Not having backups is irresponsible. Using cost as an excuse to avoid having a disaster recover strategy is no longer applicable.

*Look to the future — explore the infinite possibilities in the cloud.*

**Turn the page. >**

*"The Azure servers are so much more economical for us. We now have **TRUE REMOTE CONNECTIVITY** with all email and files integrated with Office 365 and SharePoint."*

JULIE ISAAC, BUSINESS ADMINISTRATOR,  
ATLANTIC FINANCIAL, INC.



# IF YOU'RE A CLOUD EXPLORER



## WHAT SHOULD BE ON YOUR CLOUD HORIZON

*Explore different options for the cloud*

### Line of business applications.

Moving your core line of business applications to the cloud gives you more productivity, reduced costs, more secure applications and up-to-date versions of your most important applications.

#### **Already did that? Next step:**

Integrate LOB software to single sign-on with identity access management and get control of your workload. The bonus? Your employees can get more done from virtually anywhere.

### Enterprise mobility management.

All that mobile productivity means employees are likely accessing company data, emails, and calls from personal mobile devices. That can spell trouble for you.

**Already did that? Try this:** Your enterprise mobility suite offers you an untapped potential to develop and manage apps for your customers. *The bonus?* Big metrics with minimal investment often compliant with industry regulations.

### Beef up your databases.

With your SQL database in the cloud, you get built-in intelligence that learns and adapts to maximize performance and data protection. It's a dream come true for developers and an absolute must for taking your cloud into the future.

**Already did that?** *You're ready to graduate to the next level.*

**Turn the page.** >

"We now have a robust firewall, VPN access, and a backup routine. All set up by Nortec — all correctly. Now that we're using Skype for business, we **HAVE ALL THE CAPABILITIES WE NEED.** The response time from Nortec has been great! I'm no longer a middleman to getting a problem fixed."

CAMILLE JONES,  
COMPLIANCE DIRECTOR,  
PAC OUTSOURCING, LLC



# IF YOU'RE CLOUD FOCUSED



## THE NEXT GENERATION OF THE CLOUD

If you're cloud-focused, chances are you're ready to take the next step and stay well ahead of your competition.

### **Business intelligence.**

Power your decision making with the facts. Your company's data can give you deeper insight into trends so you can think and act intelligently at the speed of business.

### **Internet of things.**

Your business can leverage the IoT to enhance operations, service, support and intel. Remotely monitor workstations or client sites, run predictive maintenance on equipment or report back on user trends.

### **ERP in the cloud.**

Cloud-based enterprise resource management (ERP) puts business intelligence into every facet of your operations, driving your growth, customer satisfaction and performance in every department.

## Your Enterprise in the Cloud

Larger businesses face unique challenges moving to the cloud. Here are some essential questions to ask:

- 1 Can we support a new way of working?
- 2 How are responsibilities divided?
- 3 What's different about our environment?
- 4 What can/should we move to the cloud?
- 5 Are we concerned about compliance?
- 6 Do we have mobility and security issues?

At Nortec, we understand the unique challenges of Mid-market enterprises and SMB businesses at all stages of cloud integration. **Contact us for help answering these questions.**

## WHY MOVING TO THE CLOUD IS NOT D-I-Y

Without expertise, a number of things could go wrong when you implement the cloud, costing you money and souring your company unnecessarily on the cloud.

Here are 6 all-too common blunders we see when companies move to the cloud on their own:

- 1 Wrong license.** This happens more times than you might think. An expert can guide you in selecting the license that makes the most sense at the least cost for your needs.
- 2 Not using the features you're paying for.** You might have the right licensing, but find yourself paying for features you don't know how to use.
- 3 No replication.** When you get Microsoft Office 365, make sure you set up OneDrive to replicate your desktop automatically, so you don't have to worry about where you save files and how to access them.
- 4 No backups.** No matter what you do in the cloud, not having backups courts disaster, data loss and downtime. Make sure you have backups. P.S.: Replication is not a substitute for backups.
- 5 Communications less than unified.** When companies purchase new phone systems, they can buy the wrong system or set it up with the wrong configurations. The result is anything but unified.
- 6 Not addressing on-premise issues.** Cloud experts know to look for issues with equipment and building infrastructure to ensure your transition into the cloud is smooth and you maximize your cloud investment.

If you're in the cloud and experiencing issues, it's not too late.  
Contact us at **866-531-1990** or **online** for assistance.

# THE BEST WAY TO KNOW WHERE TO GO IN THE CLOUD

## A Simple, Custom Assessment

Nortec can help you understand the total cost of ownership for everything cloud-based, whether you're just getting started with email or you're looking to do some heavy lifting in the cloud. See where your investments make the most sense for your business and what tools will have the biggest impact on your business.

Contact us today at **866-531-1990** or online: **[www.nortec.com](http://www.nortec.com)**



## ABOUT NORTEC

Nortec is a premier managed IT services provider with offices in Washington D.C., Pittsburgh, PA, and Philadelphia, PA. As a Microsoft Gold Partner and Microsoft Cloud Services Provider, we are the region's foremost experts on all things cloud, but offer clients solutions that are either on-premise, cloud-based or hybrid. Our services and solutions include Unified Communications, Messaging, Server, Desktop and Mobile Management, Storage, Security and Virtualization.

At Nortec, we do business differently. We get to know each client personally in order to offer personalized, hands-on customer support and customized IT solutions. Whether you are concerned about budget, security or scalability, your priorities are our priorities. Our engineers are continually ahead of the curve with training in the latest cloud technologies and can usually resolve issues before they ever affect the end user.

"We were able to shift some of the processes that we previously hadn't been able to do. Nortec really changed the game for us — it has been a **HUGE BENEFIT.**"

CHRIS STETTLER, CHIEF INFORMATION OFFICER, FORTESSA, INC.