



*Cloud Computing Services*

## Thinking About Moving to the Cloud?

How you get to the cloud is as important as being there, because being in the cloud isn't enough. Your access needs to be synced with your overall IT and business goals. That's why you need a solutions provider that can help you develop a strategy for mapping out the best route to the cloud.

*You need Broadview Networks.*

Broadview can create a customizable plan for all of your cloud-based voice and computing needs, helping your business increase productivity and efficiency.



*Cloud computing increases flexibility, reduces the total cost of ownership, helps avoid disasters, increases productivity and ensures the safety and security of business data.*

**WITH BROADVIEW'S CLOUD COMPUTING SERVICES, YOU CAN:**

- **Deliver a corporate desktop anytime, anywhere in minutes while maintaining full administrative control.**
- **Outsource selected functions to a scalable environment.**
- **Publish a line of business applications and grant/restrict access with a few mouse clicks.**
- **Automate complex IT workloads through a powerful portal with application management.**
- **Stop focusing on the needs of IT and start focusing on the needs of the business.**



## *BENEFITS OF BEING IN THE CLOUD*

### *MOBILITY*

Cloud computing helps you untether your business and your employees from their desks. Because the software and infrastructure are in the cloud, employees' desktops are accessible from anywhere at anytime—enhancing the ability of teammates to communicate and collaborate and increasing employee productivity.

### *DATA SECURITY*

Cloud computing also increases the safety and security of your business data because it is housed off-site in SAS 70 Type II-certified data centers, thereby providing multiple copies of critical data and helping to adhere to regulatory and compliance standards. There's no need to worry about losing sensitive data due to misplaced laptops, natural disasters, inconsistent employee backups or hackers.

### *DISASTER AVOIDANCE*

Cloud computing offers complete disaster avoidance. Employee mishaps and premises-based incidents are the biggest reasons why data gets lost or corrupted. But cloud computing offers complete redundancy and off-site backup, so your data is always protected, always available—meaning your business is always open.

### *CAPEX AVOIDANCE*

Cloud computing eliminates capital expenditures. The cost of buying servers, cooling systems or power supplies (no matter what the reason) becomes the responsibility of Broadview. In addition, moving desktops to the cloud can extend the life of existing hardware, thus dramatically reducing the cost of hardware and capital investment.

### *LOWER SOFTWARE COSTS*

Because cloud services are offered on a monthly subscription basis, you can scale up services as you need them and scale back when you don't—and pay only for what you use. So you can eliminate the cost of software licenses for employees who are no longer there, while delivering the latest software versions to your staff without the cost of upgrades.

### *TOTAL COST*

Cloud computing lowers the cost of ownership. Broadview supports platforms in the cloud around the clock, freeing up on-site IT personnel to work on more valuable projects and saving money on on-going maintenance services. Plus, expenses are more predictable, making it easier to manage the IT budget.

## *Broadview's Cloud Services*

Cloud computing is not one service—it's actually an array of services available in different environments to meet your business needs.

### *OFFICE ANYWHERE®*

Office Anywhere® hosts your business applications, corporate e-mail, Microsoft Office® and Microsoft SharePoint®, providing secure, real-time interaction between the end user and the central cloud. Applications function as if they were running locally and, in some cases, performance can even be enhanced. Office Anywhere® offers your business improved reliability, mobility, flexibility and security. Office Anywhere® also supports more than 400 line of business applications, and all of the applications and data are stored in the cloud as they are used, so they can be accessed on virtually any PC anywhere in the world or from smartphones.

### *OFFICESUITE™*

OfficeSuite is Broadview's patented, hosted IP phone system. It includes everything your business needs to communicate over the phone and online—phones, Internet access, more than 40 features and a web portal for easy administration without capital investment or additional IT resources. Additional options include powerful mobility capabilities and hosted contact and call center services.

### *HOSTED BUSINESS E-MAIL*

Hosted Business E-mail offers Hosted E-mail and Hosted Microsoft Exchange® 2010. Hosted Business E-mail includes anti-spam and anti-virus protection and optional Outlook® integration. Because the e-mail service is in the cloud, the service is available 24/7 and offers complete redundancy. Broadview's Hosted Business E-mail also offers the ability to mesh both packages in a single domain—to “right-size” your organization based on specific employees' requirements. This unique hybrid approach helps to deliver significant cost advantages without compromising required functionality.

### *CLOUD BACKUP AND RECOVERY SERVICES*

Cloud Backup and Recovery is a network-based solution that creates a backup of the data on all of your company's servers and computers—regardless of location—and allows you to quickly restore files on demand. Cloud Backup and Recovery allows for secure backup over the network as well as physical seeding from your hard drive to speed your initial backup as necessary or return your service quickly should disaster strike.

## *HOSTED SERVERS*

Hosted Servers offer businesses secure, redundant and scalable server options with a 99.99% SLA guaranteed uptime. Hosted Servers operating in the cloud allow you to simplify operations without any new capital for equipment. Broadview offers two distinct types of servers: dedicated and virtual.

Dedicated servers are physically located in our data centers but built to your specifications—and 100% of the server is allocated to your enterprise. Dedicated Servers deliver increased security and faster access to the network, without any capital investment.

Virtual servers offer your enterprise the flexibility to scale up or down as needed in response to fluctuations in projects, employee needs and seasonal demands. Because the server is virtualized, it can quickly be created with the click of a mouse via an easy-to-use web interface. Virtual Servers deliver the capacity you need, when you need it, without increasing your capital expenditures budget.



## *Getting to the Cloud*

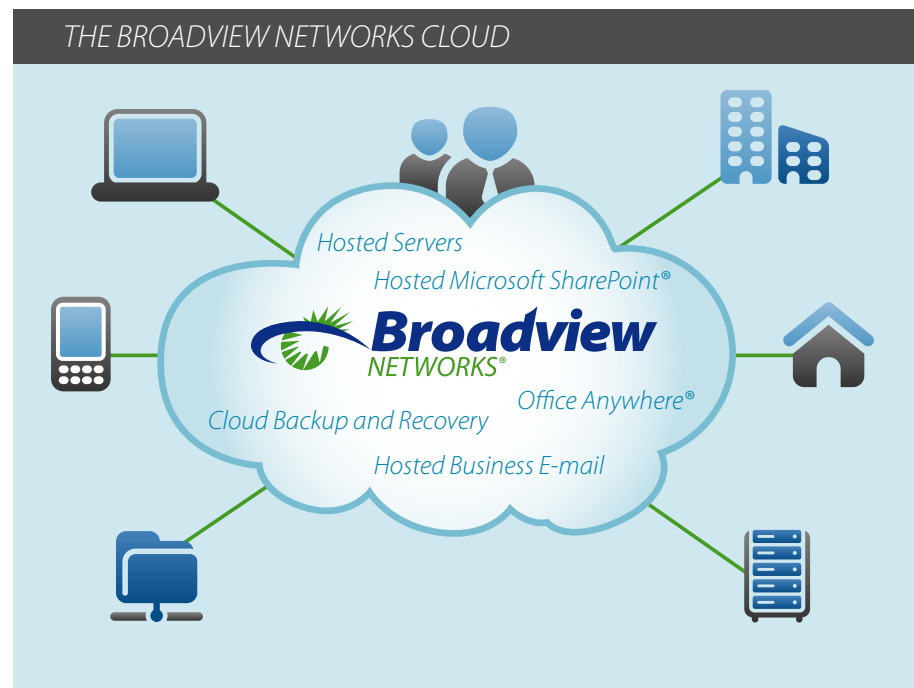
Broadview's Cloud services leave the access, resources and flexibility in your hands—and the responsibility in ours.

Broadview's Cloud Computing services are accessed via a simple, easy-to-use interface that allows you to add and delete users, publish new applications, set up rights and restrictions, spin up new virtual machines, dynamically add CPU or storage resources and provide corporate network access to new employees within minutes, as well as a number of other functions, all at the click of a mouse.

Broadview can provide a cloud array for your business, depending on your needs. Contact your Broadview sales team for a discussion of your specific business needs.

## Experience Matters

Broadview stepped into the cloud when it launched OfficeSuite, the award-winning hosted IP phone solution in 2005. Our experience shows as OfficeSuite is now used by thousands of businesses across the United States and has won awards as product of the year for telephony excellence and for customer service.



## About Broadview Networks

Broadview Networks is a national provider of cloud-based solutions, linking next-generation services with traditional technologies to deliver a complete portfolio of voice, data, Internet, hosting, messaging, mobility, collaboration and managed services. Broadview owns and operates its own advanced, converged network, built on a redundant fiber-optic backbone, allowing it to guarantee SLA quality for many of our services. Our cloud applications are built on the quality we've offered for years.

### CONTACT US

If you want to increase productivity, avoid disasters and lower your total cost of ownership, then you need to get into the cloud. Call Broadview today at [1-800-BROADVIEW](tel:1-800-BROADVIEW) to find out how.

## Technology Providers



## CLOUD COMPUTING GLOSSARY

### *CLIENT-SERVER*

The communication between a computer (requester) and a server (provides services). The computer has software that allows it to connect to a server.

### *DATA REPLICATION*

This is the process of sharing information between sources to improve reliability and redundancy. Data is said to be “replicated” when the same data is stored on multiple devices and, sometimes, in multiple locations.

### *HOSTING*

Housing and serving of data or voice by an outsourced entity.

### *INFRASTRUCTURE AS A SERVICE (IAAS)*

Infrastructure as a Service (IaaS) includes the racks, servers, power, data storage, bandwidth etc. that sits in a cloud environment and is provided as a monthly service.

### *SERVER*

A higher-capacity/performance computer that multiple people can access.

### *SERVICE LEVEL AGREEMENT (SLA)*

A service level agreement (SLA) is a contractual agreement by which a service provider defines the level of service, responsibilities and priorities and guarantees regarding availability, performance and other aspects of the service.

### *SOFTWARE AS A SERVICE (SAAS)*

Software as a Service (SaaS) is a single application or service delivered via the web or other secure manner.

### *THIN-CLIENT*

A computer or terminal-like device that depends heavily on another computer to perform its processing. It looks and feels exactly like a full PC, but with all the applications, storage and computing happening on another server. This is where you commonly hear that there are just screen updates and mouse clicks happening on your local machine.

### *VIRTUAL MACHINE (VM)*

A server that can be segmented into many virtual servers or virtual machines (VM). A VM operates exactly like a dedicated server, but sits on a larger secure shared machine.

### *VOICE OVER INTERNET PROTOCOL (VoIP)*

There are two categories of Voice over Internet Protocol (VoIP) service providers: one uses the public Internet to transport calls and is known as Internet Telephony. The second category routes voice calls over private IP networks. This enables the service provider to manage the call from end to end, ensuring voice quality and allowing the carrier to provide service level agreements (SLAs).

For more information, contact your Broadview Networks representative or call [1-800-BROADVIEW](tel:1-800-BROADVIEW).

You can also visit us online at [www.broadviewnet.com/cloud](http://www.broadviewnet.com/cloud) for additional information.

*Beyond Service. Beyond Software. Beyond Solutions.*



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