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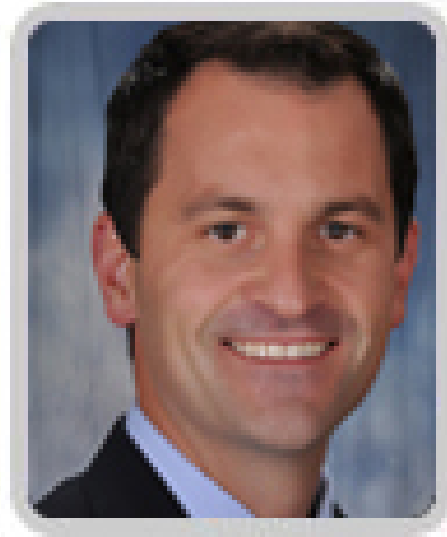


# Not on my Cloud! How to Differentiate your Cloud Offering

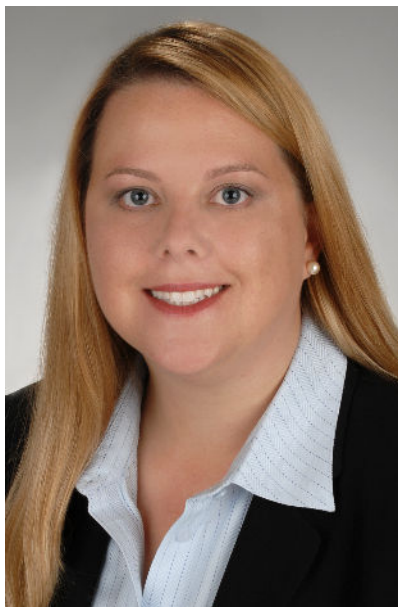




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# The Issue

Cloud is everywhere. Everyone, even consumers, are hearing the message of cloud. But, how do MSPs make money in the cloud? Is cloud really the next evolution or simply the next buzzword?

# Is cloud a fad or here to stay?

- Cloud is not a new term
- Combines elements of SaaS, ASP, and hosted solutions that have existed for years
- Does cloud harm or help MSPs?
- How should I be educating my customers about cloud?



# Private vs Public

- Do your customers know the difference?
- Do you want to be a private cloud provider?
- Should you resell public cloud offerings?



# Making money in the cloud

- Is cloud a long term trend & should I invest in the cloud?
- Is there enough margin in cloud solutions? Is it the same as managed services?
- Should my cloud service be different from my managed offering?
- What is my investment in the cloud going to cost?

# Cloud Myths

- All clouds are created equal
- All clouds are safe, available, and cheap
- Going to the cloud will save me money, even compared to managed services
- Private cloud is out of reach for many businesses

# Cloud Checklist

1. Public vs Private, or both?
2. Cloud SLA
3. Choose the right technology partners
4. Check with your customers
5. Design your cloud just like your managed services offering

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