



Everything you need to know in order  
to select a cloud hosting platform.

(CEO version: plain English)



Your specialty may be anything in the world other than IT. You may have even developed an aversion to tech talk. If so, you're not alone. Most people who run companies very much prefer to focus on the things they most enjoy. Reading about new solutions to IT challenges is rarely on the list.

Today, however, will be different.

Today will be that rare occasion when you might actually enjoy reading about IT. (We'll peg the odds at 65/35. Not a given, but not bad.) In the least you'll find the information that follows enlightening, and there's even a chance that by the time you finish these brief few pages you'll know enough about cloud platforms, and their importance, that you'll spring from your seat, throw open the doors, call a meeting, and lead your company's charge into the new age of cloud computing.

The previous sentence may be a bit tongue-in-cheek, but we're serious about the need to understand something as fundamental, and critical, as the role of a cloud hosting platform and the importance of making a correct platform choice.

Let's start with the two most important things you need to know.

- 1.** The only type of cloud computing that makes sense is a solution that's built upon an IT unifying platform. This is the only approach proven to cut costs in a meaningful way while



enhancing a company's IT capabilities. A unifying platform takes all your IT applications and data and presents them to your staff in an easy-to-use fashion.

(The alternative is either an old-fashioned, expensive IT solution, or a cumbersome, half-in-half-out-of-the-cloud assemblage: A.K.A. "Hi-Ho.")

**2.** There are only two types of unifying cloud platforms for small to midsize business, traditional Hosted Desktop technology, and the OS33 Portal Desktop.

Make the right choice, and you're home free. Make the wrong selection and for the same or more money you'll end up with an improvement over where you are now (if you have a traditional IT solution) but come up short of where you would otherwise be.

How do you choose between the two platforms?

It's actually quite simple. All it takes is a quick features and capabilities comparison. And comparing won't require any of the usual IT-specs hair-splitting. Is this MacIntosh apples to Braeburn or apples to oranges? Once you add up the differences you may conclude that it's apples to an eight course meal at The French Laundry. See what you think.



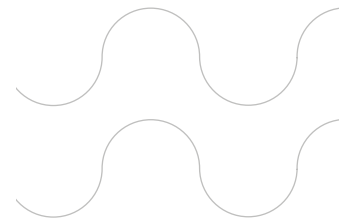
## COMPARISON 01: APPLICATIONS

Portal Desktop. The OS33 Portal Desktop works with any application, including industry specific, custom, Windows or Web-based.

Hosted Desktop. The Hosted Desktop was not designed to work with web-based applications. It was an exciting development, even a breakthrough, in the 1990s-- essentially the alpha test for a someday-cloud-computing world. A world that would be designed around (they thought) Windows applications.

Today, of course, there are hundreds of thousands of web-based applications that people are using. A browser can in fact be built-into a Hosted Desktop to give you access to the world of Web applications, but in this configuration you and your staff are required to first reroute yourselves through your main hosting data center before arriving where you want to go. A problem that leads to latency issues. You type, then wait a second for something to appear on your screen.

***“Yes driver, take me to Wrigley Field.”  
“Certainly. I’ll just head out to O’Hare first,  
then swing back around.”***



Your rerouting journey on the Internet will happen more quickly than a trip to O’Hare, but why should your staff be sent on any kind of detour?

## COMPARISON 02: INTEGRATED COLLABORATION TOOLS

Portal Desktop. All of your files and folders, Web-based and Windows, are available to share. Even in real-time. The OS33 Portal Desktop has SharePoint 2010 already built in. You have group folders file sharing in Windows, as well as Outlook public folders.



You're ready to go with an Employee Directory, Announcement Board, and Shared Shortcuts can be assigned to specific departments, or the entire company.

Hosted Desktop. There are no built-in collaboration tools. SharePoint is not built-in. Shared Shortcuts are not built-in. And Employee Directory is not built-in.

### COMPARISON 03: SELF-SERVICE USER & GROUP ADMINISTRATION

Portal Desktop. You can set up a new user in just minutes. Everything from assigning applications, establishing an email account, adding your new employee to the company directory, loading collaboration tools, selecting and deploying mobile connectivity options, and managing their permissions can be done in short order.

You can manage aliases. Reply-to addresses. Set up email address templates. Resource mailboxes, public folders and distribution lists.

You can also assign people to groups, such as their departmental group, to give them access to group file folders. You can designate an employee to be a Group Manager with little more effort than checking a box and hitting "send."

In Personal Folders you can choose whoever you wish to have access to personal files.

In literally a few minutes, you can give multiple groups their own file folders, email distribution lists, Outlook public folders, applications, shortcuts and announcements, and email aliases.

Hosted Desktop. Here again, "built-in" is not a word that applies. There are no built-in self-service administration capabilities. No built-in application assignment or provisioning tools. No built-in integrated-file-access-rights for groups. There are no built-in, productivity-enhancing, administration capabilities at all.



#### COMPARISON 04: SECURITY OPTIONS

Portal Desktop. You can control passwords, log-in access, privacy levels, password resets, time-based access rights, IP access rights. You can do all these things quickly, and easily, and without having any great technical skills. Essentially, you move down a list and make your choices.

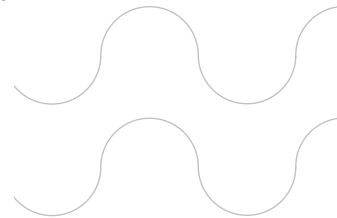
Hosted Desktop. There are no built-in capabilities for managing security options.

#### COMPARISON 05: CUSTOMIZABLE AND COMPANY-BRANDED

Portal Desktop. Your company can customize and brand your Portal. You can add links to any website, add gadgets, or give it an iGoogle look/framework, turning it into a business version of iGoogle.

Hosted Desktop. There are no built-in customizable capabilities.

*Are you sensing a pattern here?*



#### COMPARISON 06: BUILT-IN HELP DESK AND TICKETING SYSTEM

Portal Desktop. One click and you have a Help Desk ticket ready for you to fill in to report on your issue. The status of your request is also posted to your Portal Desktop, and company managers can see every request for their entire organization.

If need be, you can turn over control of your computer to a Support Technician and watch on your screen as he or she troubleshoots.

Hosted Desktop. As you've probably guessed, it does not come with a built-in Help Desk ticketing system. Because each Hosted Desktop is in fact organized a little differently,



any Help Desk technician trying to resolve an issue has to first figure out the design of your particular Hosted Desktop. Not the fastest way to help someone get back to work.

#### COMPARISON 07: [RECENT CHANGES, AUDITING & COMPLIANCE](#)

**Portal Desktop.** The OS33 Portal Desktop gives you an audit trail. This tracks users, groups, and the company as a whole. Every change is recorded and tracked to insure accountability and it gives you easy access to the information you need come audit time.

**Hosted Desktop.** Tracking is limited to Active Directory and there is no built-in feature set for doing this.

#### COMPARISON 08: [REAL WORLD PERFORMANCE](#)

**Portal Desktop.** The reliability of the OS33 Portal Desktop is very well proven. It has been in use for almost ten years now. Many thousands of people, on four continents, are working with it right now.

**Hosted Desktop.** Many thousands of people are also working with Hosted Desktops. The extent to which they are pleased is directly related to what features their companies went the trouble and expense to build into them. Rarely do these tools come close to matching the end-user, and administration capabilities that are already built into the OS33 Portal Desktop.

There you go.

Your company, of course, will still need to make a few more decisions prior to your moving to the cloud, but you now have the most important information in hand: everything you need to know to choose the most productive, cost-effective, forward-facing cloud platform. Call that meeting. Throw open those doors.



External IT

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