



MARCO

CLOUD

CAPABILITIES

You need cloud services, but you don't even know where to start. How much does it cost? What do all the different services mean, and which is right for my company? Will my company actually benefit from cloud services? We want to answer those questions, and help you find the perfect solution.



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INTRODUCTION

Marco's cloud strategy is built on the fact that more and more organizations - like yours - are moving storage, email, collaboration and applications to the cloud. Marco can help you decide which cloud platform is best: public, private or hybrid. Each of these are explained in-depth below.

First, let's look at the cloud from a general perspective.

Cloud computing is the delivery of computing as a service rather than a product. Whereby shared resources, software and information are provided to computers and other devices as a utility, kind of like the electricity grid, over a network, typically the Internet.

A Marco Cloud Specialist will almost always be needed when working with you to determine the best fit for your specific application.

THE 3 TYPES OF CLOUD SERVICES

PUBLIC

The Public Cloud is also known as a shared cloud. Public cloud options are provided “as a service” over the Internet with little or no control over the underlying technology. The infrastructure is off-site with third party management. This option is appealing because it reduces complexity and long lead times in testing and deploying new products. Also, it is generally more cost effective.



PRIVATE

The Private Cloud is also known as an internal cloud or enterprise cloud. This also offers activities and functions “as a service” but is deployed over a company’s internal network and hosted in their own data center. It is managed with on-site staff or with third party management.

This is the most customizable of the three types of cloud services. Your servers and applications can be custom built from the ground up if you desire, or they can be based on a generic configuration and then customized from there.

HYBRID

The Hybrid Cloud approach combines the power of both public and private clouds. Custom rules govern things like security and the underlying infrastructure. In this option, activities and tasks are allocated to internal or external clouds as required.

This is basically the best of both clouds. You’ll get the flexibility of a private cloud and the easy setup and deployment of a public cloud. How far you decide to go in either direction determines the amount of flexibility and customization you’ll have access to.



HOW MARCO FITS IN TO EACH OF THESE OPTIONS

MARCO PUBLIC CLOUD

This option includes an Email Server, File Server and Application Server. These may or may not be separate servers. It all depends on what you need. This option is best suited for organizations with 75 or fewer users.

Three things come into play for Public Cloud Implementations:

THE PUBLIC CLOUD ENVIRONMENT

Marco will act as the integrator for different public cloud resources. This could be Microsoft's Office 365 (and Azure), Google Drive and Amazon Web Services, among others.

You may require assistance understanding the complexity and options of the public cloud. Marco can support you by managing the migration to the public cloud.

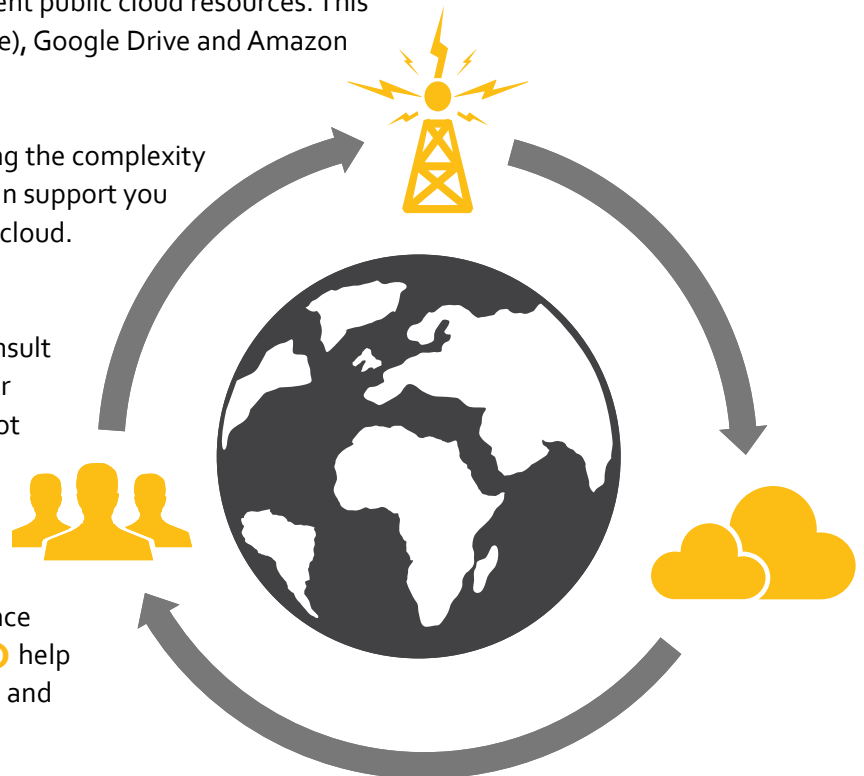
THE INTERNET

With **Marco Carrier Services**, we consult on the best approach for connectivity. For example, your current connection may not have the required bandwidth to handle your Public Cloud implementation.

YOUR LOCATION

Marco can manage the end user experience with our **Managed IT Services (MIT)** help desk. We can deliver Virtual CIO Services, and provide on-site support as required.

You might need help understanding the complexity of the public cloud. That's where Marco comes in.

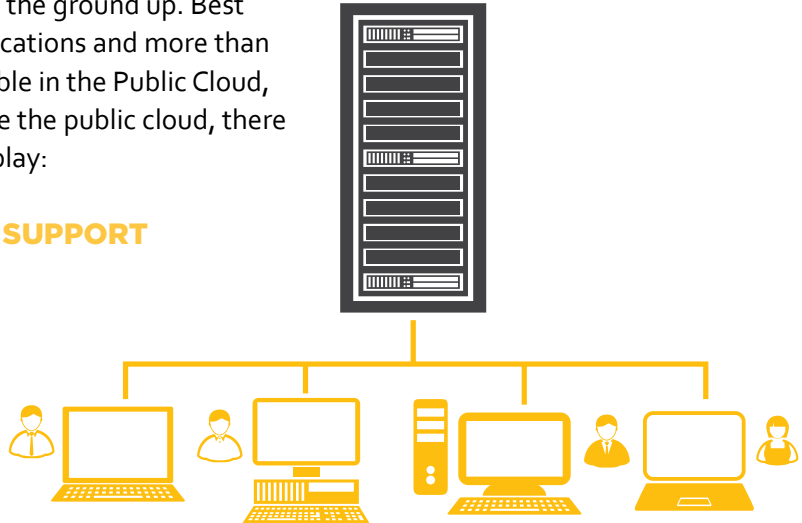


MARCO PRIVATE CLOUD

This is completely customizable from the ground up. Best suited for organizations with many locations and more than 75 users. It includes everything available in the Public Cloud, but more robust versions of each. Like the public cloud, there are several elements that come into play:

DESIGN, INSTALLATION, AND SUPPORT

Marco can design, install and support your private cloud environments. Marco has experienced network engineers and technicians in key geographical areas, and field based technicians that can perform on-site repairs to your on premise (private cloud) equipment.



REMOTE OFFICE OR WORKER

We can support your remote offices and/or users with our MIT Help Desk.

PRIVATE WAN (WIDE AREA NETWORK) OR THE INTERNET

With **Marco Carrier Services**, we consult on the best approach for connectivity. For example, your current connection may not have the required bandwidth to handle your Private Cloud implementation.

YOUR LOCATION



Marco can design, install and support your private cloud environment. We manage the end user experience with our MIT help desk and deliver Virtual CIO services. We also provide on-site support as needed.

MARCO HYBRID CLOUD

This is a combination of the public and private options. How far you go in either direction is determined by your business size, number of users and application requirements.

This option also integrates with third party resources like Office 365 from Microsoft, or Amazon Web Services, for example. Technically, every single cloud application is hybrid. However, the broad definition of hybrid is much different.

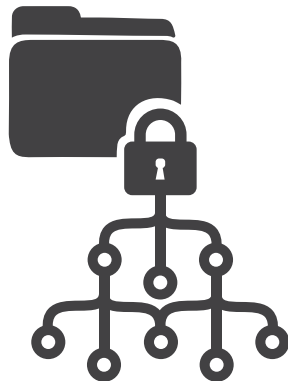
Here again, there are several levels where Marco provides support:

REMOTE OFFICE OR WORKER

We provide support for remote locations and users with our MIT Help Desk.

PRIVATE OR PUBLIC WAN (WIDE AREA NETWORK)

There are two WAN's that we work within...this is where the "Hybrid" takes place.

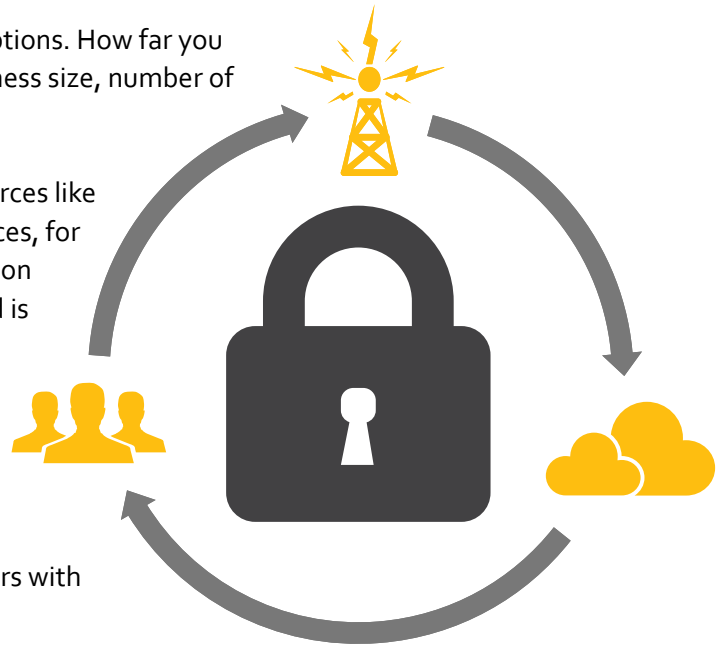


A. The first is the connection from private WAN to the Public Cloud. At this level, we consult on the best approach for cloud services. We can also take action by migrating applications and data, and managing cloud based servers and software. We can deliver Marco based cloud services and integrate disparate systems.

B. The second is the connection from the Private WAN to your location. At this level, we use Marco Carrier Services to consult on best approach for connectivity based on what you need.

YOUR LOCATION

Marco can design, install and support your private cloud environment. We can manage end user experience with our MIT help desk and deliver Virtual CIO Services. We also provide on-site support as needed for some of your data-center equipment.



REGARDLESS OF THE ENVIRONMENT...

- Marco can support the end user experience with our MIT Help Desk.
- You can utilize Marco's Carrier Services to access your private and public cloud resources. This may include connectivity to branch offices, remote users and the Internet.
- Marco has field based technicians in each area we serve that can perform on-site repairs to your on premise equipment.



REASONS FOR DIFFERENT CLOUD TYPES

You might be asking yourself, “Why would I choose any of these over the other? I don’t understand the differences!”

Each implementation of cloud services has its pros and cons. Let’s look at 8 of them:

1. All three can be paid for with OPEX – or Operating Expenditures.
2. You’ll see reduced implementation costs with Public Cloud and Private Cloud environments.
3. The Public Cloud and Hybrid Cloud are highly scalable...either up or down.
4. All Public Clouds, and many Hybrid Clouds, are easy to manage.
5. Upgrading the software and hardware in the Public Cloud is very easy. It’s also easy for some Hybrid Cloud environments.
6. You’ll get fast implementation of patches and security fixes in the Public Cloud; you’ll get that benefit with a Private Cloud if you partner with a trusted provider.
7. The Private Cloud is most secure; Hybrid Clouds can be very secure.
8. You’ll usually get the highest performance with a Private Cloud or a Hybrid Cloud.

PER USER PRICING

We like to keep things simple. So we use an all-inclusive per user pricing model. You pay per user each month, everything included. No hidden fees and no surprise invoices for “Advanced Support Troubleshooting.” We want your Marco Cloud invoice to feel like you’re getting total care. Our services are all included as a single line-item on the invoice: price per user per month.

Without knowing anything about your business, if you were to call and ask what we charge per user, our standard answer is \$150 per month per user. Generally speaking, the more users, the lower the price tends to be. So 100 users could be \$100 per month per user, whereas 25 users could be \$150 per month per user. We start fine-tuning our price quotes with horizontal licensing and vertical licensing.



HORIZONTAL LICENSING

You get all of this as part of your Per User Price

Marco includes horizontal licensing for nearly every single Cloud installation. These are things that every business gets regardless of business type. All of these items are usually hosted on a Microsoft Server:

- **Anti-virus Scanner**
- **Malware Scanner**
- **Email through Office 365 (in most cases)**
- **MS Office Suite**

VERTICAL LICENSING

What goes here affects the Per User Price

Your business provides vertical licensing for any third party applications that are unique to your individual business. Marco will then work with the vendors to install and configure the software per your requirements. Generally speaking, the more complicated, the higher the price.



WHAT MAKES YOUR CLOUD LESS COMPLEX?

Perhaps you have a program that is untested, unsupported, not very well documented, high system requirements for encryption, processor, RAM, etc. and lengthy install times. Things like that tend to increase your monthly per user price.

Other factors that adjust the price include more than one location, extremely high number of users and third party applications to be installed and configured.

EXAMPLES OF THIRD PARTY SOFTWARE

Let's say you're a manufacturing facility with laser guided cutting equipment. You might need that equipment to talk to the cloud. Perhaps you need an email sent when the laser gets too hot, or breaks down. Marco can figure out how to do that and then make it happen.

If you're a hospital or financial institution, you might have security requirements that make your cloud environment more complicated than the typical business. Perhaps everything needs to have a certain level of encryption that has to come from a third party encryption service. We can make that happen.

Once we dive into what you really need, we can put together a more formal and better-educated quote.

JUST GIVE ME A PRICE ALREADY!

As you can see, it's not possible to give a blanket price that covers all needs. Nor can we put together a "rate card" with different tiers of per user pricing. We have some clients who pay as low as \$75 per month per user and others who pay up to \$250 per month per user.

It really depends on what you need and how complex the implementation will be.

The previous pricing structure is based on data only. However, it's possible to include voice and video (discussed later) in the monthly price per user. That's really the ideal situation for our customers. You pay a single monthly fee per user and get the total package for voice, data and video.

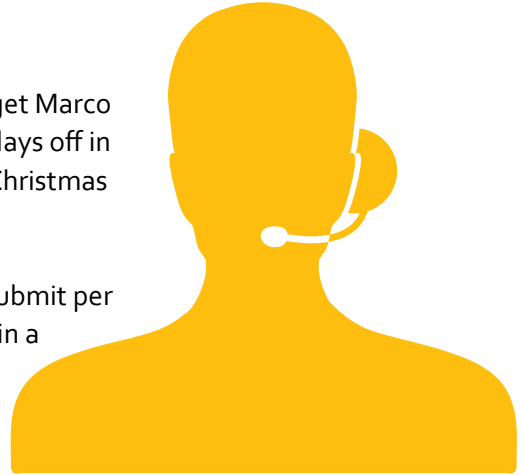


SUPPORT OFFERINGS

Our support is included with all of our Cloud Offerings. You get Marco support 24 hours per day, 365 days per year. We don't take days off in the support department. If you have a question at 3 am on Christmas Day, we'll be there to figure it out with you.

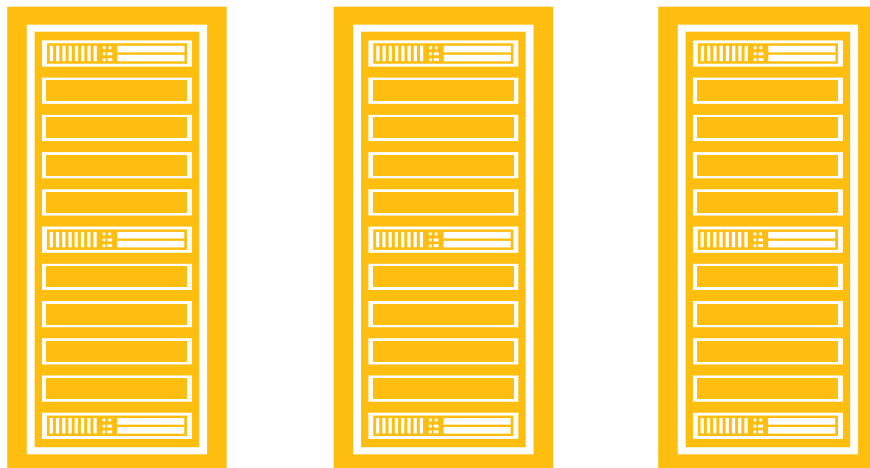
There's no limit to the number of calls or requests you can submit per month, either. The only thing we do require is that you obtain a support plan from any third party software systems that we integrate with. Then get us listed as an authorized agent for your business.

Our support is across the board: from end-users to servers in our rack room to the hardware at your location.



Regardless of how you implement your cloud, there will always be a secure hardware firewall at your location. This is used anytime you connect to Marco's Servers through the Internet. That entire connection is encrypted, along with any data passing through it.

Marco owns the firewalls and servers. This means we will replace or upgrade them for free if they become outdated, break down or your business outgrows their limitations. This won't raise the monthly price, either. In fact, if you're adding users (in the case of a company outgrowing the needs of the system) the price per user might actually go down!



SERVER OPTIONS AND IDEAL USES FOR EACH

Our servers are custom tailored to match the use they're intended for. We build out servers per customer. We choose the RAM, CPU Speed and Hard Drive Space based on your business requirements. You don't have to worry about any of the technical stuff in order to setup a cloud environment for your business. A Marco cloud is available in two ways: the predefined Marco Cloud offering or the custom cloud development. These can be further customized to meet your usage requirements.



DATA CENTER LOCATIONS

We currently have two Tier III data centers in Minnesota. By the end of 2015, we'll have one data center in Minnesota and another in either Colorado or Texas.

The beauty of the cloud is that we can migrate to another data center and you won't notice a thing on your end. In fact, you won't even know a migration took place!

TIER III DATA CENTERS

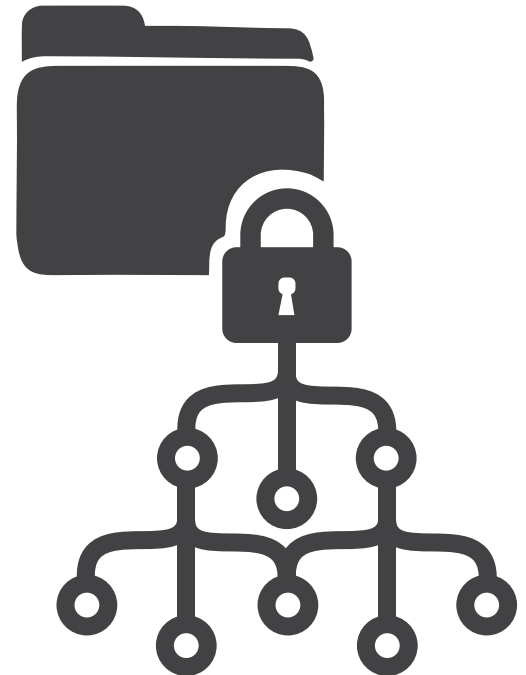
Data centers are ranked in tiers I through IV. Tier IV is the most secure. Tier III is a very high ranking data center.

WHY DOES THIS MATTER TO YOU?

If you're in a highly regulated industry, like health care, banking or financial, you'll need to abide by certain regulations.

Health Care, for example, has to abide by HIPPA Regulations. These laws require a certain level of compliance that refer to how patient data is stored and accessed. A Tier III data center will be able to undergo an SSAE (Statement on Standards for Attestation Engagements) Compliance Report and pass along the results to the appropriate entity. Here are the requirements for a Tier III data center:

- **Multiple independent distribution paths serving the IT equipment**
- **All IT equipment must be dual-powered and fully compatible with the topology of a site's architecture**



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- **Concurrently maintainable site infrastructure with expected availability of 99.982%**

CLOUD OPTIONS BY PRODUCT CATEGORY

VOICE

For voice in the public cloud, Marco has a hosted option that is built and delivered by Marco staff. This is a great fit for companies with less than 50 users, or many remote users.

As far as private cloud voice, Marco provides on premise voice systems. Private or on premise voice platforms are a fit for more complex and larger organizations.

There aren't many hybrid voice applications available today.

Two different hosted voice offerings right now are **Mitel** (for complex environments) & **Marco Managed Voice** (for simple environments).



DATA

When it comes to data in the public cloud, Marco has a hosted desktop option. Currently, the offering is delivered via Windows Terminal Services. This is hosted out of our data centers in Minneapolis, MN.

A private cloud environment can be built just as Marco has built their own. Marco provides on premise private data solutions. Private or on premise data solutions are good for more complex and larger organizations.

As for hybrid data in the cloud, Marco has many options for hybrid data. Most of the mid-market will require some sort of hybrid approach because of their line of business software requirements. Many software applications don't work well in a cloud or hosted environment. As you can imagine, this can get very complicated. A pre-sales expert will almost always be required when talking about a hybrid data approach.

ACCESSING YOUR CLOUD DATA

There are multiple ways to access your data in the cloud:

REMOTE DESKTOP SERVERS

This shared server provides individual virtual desktops and resources for all users. This is less expensive, but not ideal for applications requiring high performance.



VDI (VIRTUAL DESKTOP INFRASTRUCTURE)

Provides a dedicated virtual desktop. Each desktop is assigned its own set of individual resources committed to each virtual machine. This is more expensive, but provides the best performance.

LOCAL DESKTOPS (COMPUTERS) AND MOBILE DEVICES

These are pretty self explanatory.

WEBSITES/INTERNET

Access to applications or full desktops is provided via a webpage interface, either hosted on a generic name, like marconet.com, or a private name such as your company's website.



VIDEO

When it comes to video in the cloud, we break it down into 2 distinct categories:

1. Person to person or person-to-many. For example, WebEx, Lync or **Marco Managed Video.**

2. Room to room, also known as Telepresence. We use this in many of our own conference rooms today.

For video in the public cloud, Marco has a hosted video option that is built and delivered by Marco staff. It's called **Marco Managed Video or MMV** for short.

As for video in the private cloud, we provide on premise video solutions for Telepresence. As far as hybrid video is concerned, there aren't many hybrid options available. For all three services: Voice, Data and Video, performance and security are typically best when the equipment is hosted on premise.

CONCLUSION

Marco has developed a robust suite of cloud services as a proactive response to the evolving needs of the business world.

If you can pay a single monthly fee per user so your computer works when you turn it on, your printer prints when you send a file to it and your phone works when you pick it up, then we've done a good job.

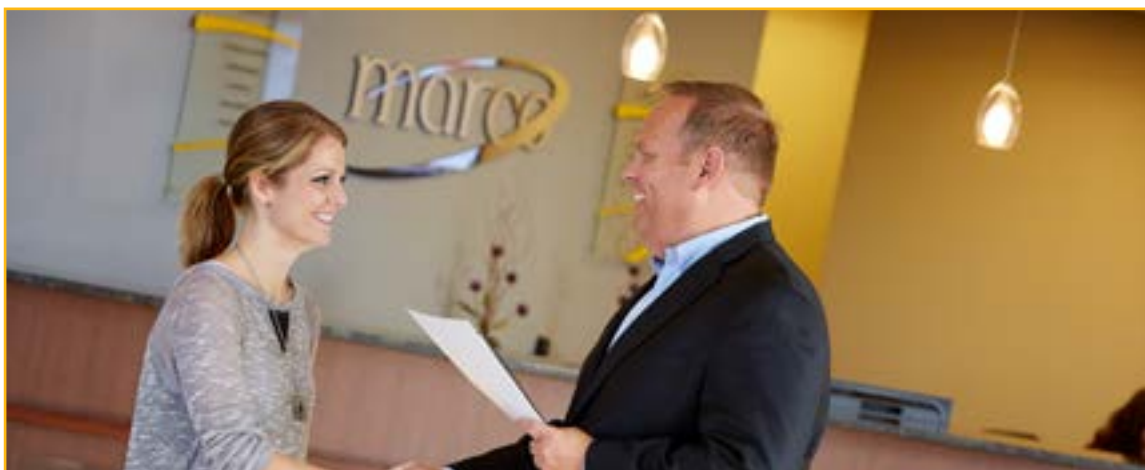
If we do a good job, you're going to be happy. It's that simple.

To learn more about our cloud services, start by **requesting a consultation** with one of our cloud specialists.



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Technology is a different animal. It can be expensive. Hard to wrap your head around. Overwhelming to keep up with. And yet it's usually critical to the success of your business. It's not the kind of purchase you make once and forget about. Because like your business, it's **always changing**. That's why choosing the right technology provider is so important.

At Marco, we know how immense and fluid technology can feel. So we do everything we can to match you up with the right technology and keep it running smoothly day in and day out. We'll keep an eye out for products and processes that could save you precious time and money. And, we'll help you avoid the ones that won't.

We're big enough to offer you premium quality and selection. And we're small enough to give you **personalized service** grounded in Midwestern values. As your technology partner, we offer you the perfect mix of both worlds.



Connect with us to learn more about Marco, our services, and how we do business.