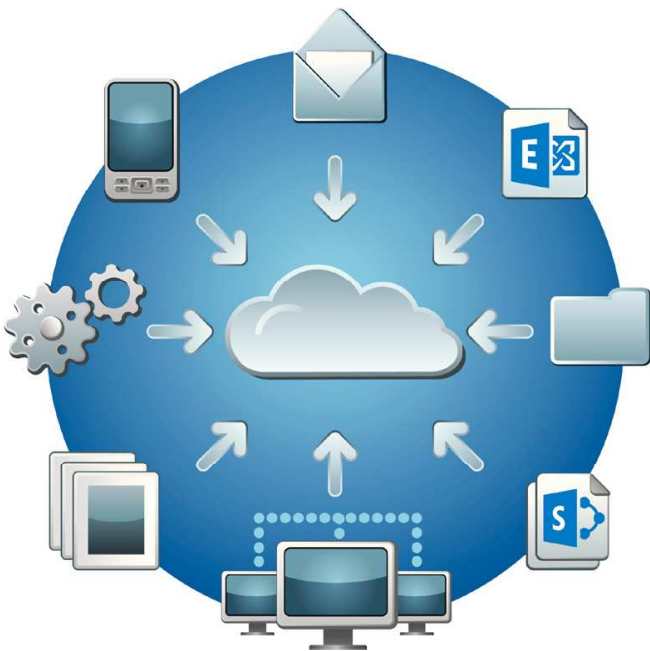


White Paper



True Business Cloud

You Know You Want It

By Doug Barney, Executive Editor
Cloud Computing Magazine by TMC

You want a cloud that truly unburdens your IT, an all-in-one solution with strong networking and great local support.



SMBs have the most to gain from the cloud and moving core applications to it. But it isn't always easy. Too often the customer has to gather all the pieces together themselves, the apps, the transport and related services, and even then the system isn't always perfect.

What if you could go to one source for all your core business apps, and at the same time get all the underlying pieces that make it work? And what if it was all secure, high performance, and basically ran itself?

If you went with TelePacific, you would get all that. You know you want it. Check that. You know you NEED what the TelePacific Business Cloud has to offer.

You Know You Want...A Cloud Done Right

The cloud is enticing. You get out from under the burden of capital expenses, and the far larger weight of managing hardware and network infrastructure to handle key applications.

But the cloud can come with its own host of problems. Performance can disappoint if the network connections are sub-standard, and often IT has to jump through hoops to migrate and configure applications. And if you have multiple providers, this hassle is all multiplied.

You want a cloud that truly unburdens your IT, an all-in-one solution with strong networking and great local support. And you want to move your core applications and at the same time be positioned to adopt leading edge new programs.

You want, and should demand, a business-ready cloud that is available, reliable, secure, fast, with top-notch local support.

Here's what you should demand in a cloud provider:

- High speed connections
- Modern, up to date applications
- Strong security through anti-virus/anti-spam, encryption and protected networks

You Know You Want...Easy to Manage Scalable and Secure Email

Email is the lifeblood of many IT shops. But growing legions of mail users makes it difficult for IT to keep up. And getting new features all too often requires a forklift upgrade.

The standard for business email today is Microsoft Exchange. Unfortunately, moving to new versions often involves new servers and related infrastructure as the Exchange architecture moves forward. That is why so many shops use older versions and therefore don't exploit all that Exchange potentially has to offer.

And on-premises Exchange can be expensive to buy and operate.

Hosting Exchange in the cloud changes all that. With Exchange in the Cloud, the provider does all the heavy lifting. They simplify the complex business of managing software licenses, and rip and replace the Exchange servers and the associated security software and appliances.

You gain the full benefits of Exchange without the troublesome care and feeding of an on-premises solution.



The advantages? Your IT is freed to be more strategic, access to email is now from anywhere and nearly any device, and your savings can be dramatic. And you can always be on the latest version.

In short, you gain the full benefits of Exchange without the troublesome care and feeding of an on-premises solution. Cloud Exchange from the right provider is non-disruptive, painless, and offers huge operational and cost benefits.

With TelePacific hosted Exchange, you get:

- Shared contacts and calendars
- Public folders
- Distribution lists
- Global Address List (GAL)
- Antispam/antivirus
- OWA (Outlook Web Access)
- Outlook client
- Active Sync and BES (Blackberry Enterprise Services) Options

Email Plus

TelePacific has other services that can add value to your email.

First up is Email Encryption. This service allows your email to be thoroughly secure as it is protected by encryption accompanied by digital certificate technology such as Public Key Encryption (PKI), X.509 certificates and S/MIME. Perfect for environments where compliance is critical, Email Encryption is easy to use requiring only one click to activate. Encryption can be based on policies so only the most sensitive items can be encrypted, if IT dictates.

Email Archiving is also available. Aimed at those covered by compliance regulations and those that simply value their email, the solution uses the cloud to store archived mail. This way the customer doesn't have to buy, implement and manage their own archival technology such as optical disks. And with a Web interface, access to archives is easy and always on.

The TelePacific Exchange solution includes:

- Email access from mobile devices including Smart Phones and Tablets supporting Android, Windows, BlackBerry and Apple/iOS
- 24/7 support from local experts
- Shared scheduling and calendars
- Hosting on a secure Tier IV datacenter



Once a full backup is made, regular backups are based on changed or new files, minimizing bandwidth used and increasing backup speed.

You Know You Want...An End to Your Backup Nightmare

Backups are such a pain that many SMBs neglect them. And if you use tape, there is a good chance your restoration will fail even if you faithfully followed your backup schedule. And data keeps growing in leaps and bounds, forcing IT to buy more and disks and arrays, or tapes, and manage this whole mess.

The cloud is the answer to these many hassles. With TelePacific Online Backup, you get proven technology from backup leader Mozy. TelePacific offers two options including enterprise Desktop and Server backup.

Let's start with servers. This is where your company's crown jewels reside. If the disk dies, your business could as well. Some shops use tape for backup, but this is time-consuming and the failure rate of tape is extraordinarily high. Backing up to disk is better, but IT still has to manage the whole process, and get larger disks every time they run out of room. The costs include hardware as well as associated backup software.

With TelePacific, once a full backup is made, regular backups are based on changed or new files, minimizing bandwidth used and increasing backup speed.

Desktops can be even more problematic as there are simply more of them to back up.

TelePacific Online Backup solves both problems. Both desktops and servers are backed up regularly and automatically to secure servers in the cloud where your data is safe.

For safety, the data is encrypted during transit. And TelePacific/Mozy data centers have a high level of physical security, increasing the safety factor.

The TelePacific backup solution includes:

- 448-bit Blowfish encryption
- Choice of public or private encryption keys
- HIPAA compliance via a written contingency plan
- Single admin console to track and manage backups

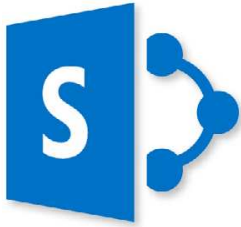
And for true disaster recovery, TelePacific offers data recovery services that are fully compliant with regulations such as HIPAA, Sarbanes-Oxley, and other rules.

You Know You Want...Better Collaboration

SharePoint really is the standard today for serious collaboration. The problem is SharePoint is a large, complex piece of software. IT not only has to set up SharePoint, but then spinning up applications can add a whole other layer of complexity.

SharePoint often requires IT to deal with other aspects of infrastructure, from Exchange and Active Directory, to sometimes SQL Server and more.

Even if all this is done properly, it is unlikely the process will be repeated every time a new version comes out. That means most shops are one or two or more versions back, some of which may no longer be actively supported by Microsoft.



A cloud SharePoint service lets SMBs exploit this amazing collaboration platform, and once up and running, scale easily as SharePoint use takes off.

The cloud changes everything here. First, IT is released from the grunt work of installing and handling the collaboration platform. And the software can always be the latest version.

SharePoint is all about collaboration, and with the cloud deployment, even small workgroups can have any easy time spinning up a new application, even to support a short-term project. And the cloud means everyone, employees, partners, even customers, can easily share the application.

While most large enterprises are on SharePoint, the cost and complexity have kept it out of reach of many SMBs. A cloud SharePoint service lets SMBs exploit this amazing collaboration platform, and once up and running, scale easily as SharePoint use takes off.

The TelePacific SharePoint solution includes:

- Hosted/Multi-Tenant with Web Parts, Team Collaboration and Site Builder
- Dedicated SharePoint farms with options such as Office Web Apps, ControlPoint, Power Pivot
- Integration with Lync and Exchange
- Mobile access to SharePoint data

You Know You Want...Better Communication

Microsoft Lync is a terrific communications tool, but this complex, multi-faceted piece of software isn't like loading Office. There is lots of configuration required before you can even begin to exploit its base level features.

But there is a way to get the best of Lync without the trials and tribulations of installing, configuring and running it all yourself. TelePacific offers Lync Instant Messaging and Web Conferencing in the cloud. And it is tightly integrated with your Hosted Exchange environment.

Lync can literally transform and revolutionize your business with unprecedented degrees of rich communications capabilities. Imagine what it would be like if all your employees could know where other workers are and reach out instantly, through IM, chat, or even call up a quick Web conference. And what if all the while you were sharing, in real-time, presentations, applications, documents, and whiteboards? That would be a massive productivity boost.

Well, you can do all that with a Hosted Lync service. And Lync is enterprise grade. This way you know your IM is secure, unlike free consumer IM tools. More than that, Lync features are available to your employees over their mobile devices, so they can be productive all the time, no matter where they are.

The TelePacific Lync solution includes:

- Presence
- The ability to search for subject experts within the company
- Tight integration with Outlook, which can also be hosted
- Secure and robust IM (which is also available on mobile devices)
- Encryption of critical corporate data





TelePacific cloud services are delivered with speed, security and reliability — when and where you need them.

You Know You Want...To Compete with the Big Boys

Large enterprises have the best — the best IT staffs and the best computing tools. They maintain their competitive advantage with up-to-date software and by adopting leading-edge new applications. With an on-premises approach, you could never hope to keep up. The cloud, especially from a provider such as TelePacific, levels that playing field, allowing you to keep up with the big boys. No longer will your IT infrastructure hold you back.

With TelePacific business-ready cloud solutions, your IT can focus on new strategic applications and doing work that provides true competitive advantage. Meanwhile your IT will hum along thanks to high speed, secure network connections. And your core applications will be reliable, available, and up to date. And you can use the best collaboration and communication tools in the form of Microsoft SharePoint and Lync.

Just as good, you can get out from under the burden of managing your telephony, and at the same time future proof your phone system. Step one is a Hosted PBX from TelePacific that lowers yours costs, and removes one more thankless task from your technical staff. Better yet, this Hosted PBX can support your new Unified Communications capabilities from Hosted Microsoft Lync.

TelePacific has a cloud suite your business can truly trust. All the important pieces are included — the apps, the network, and local support. And because it is all from one vendor, there is one bill and one place to call for help. TelePacific cloud services are delivered with speed, security and reliability — when and where you need them.

So Why TelePacific?

TelePacific is the perfect cloud choice for companies anchored in California, Nevada and Texas. And TelePacific has a network you can trust. Its private IP network is driven by the best gear Cisco, Tacqua and Juniper have to offer.

Here are some reasons to consider TelePacific Cloud Solutions:

- A total focus on small and medium sized businesses
- Software and technology that are always 100% up to date
- A company built around customer service, with local help desks and technicians
- Enterprise-grade security
- Hosted PBX with guaranteed 99.999% performance and a broad suite of business productivity solutions
- A single point of contact, single provider and single bill for all your communications needs
- Peace of mind

