# 5 Reasons to Leverage regional cloud services
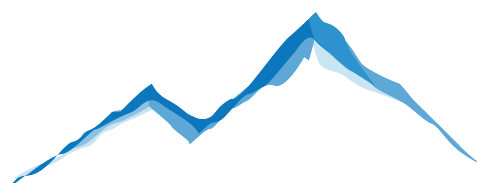
*Reduce Your Business's IT Risks & Costs While Adding Agility & Flexibility*

**Advanced Logic**
INDUSTRIES

BRUSH MOUNTAIN
DATA CENTER
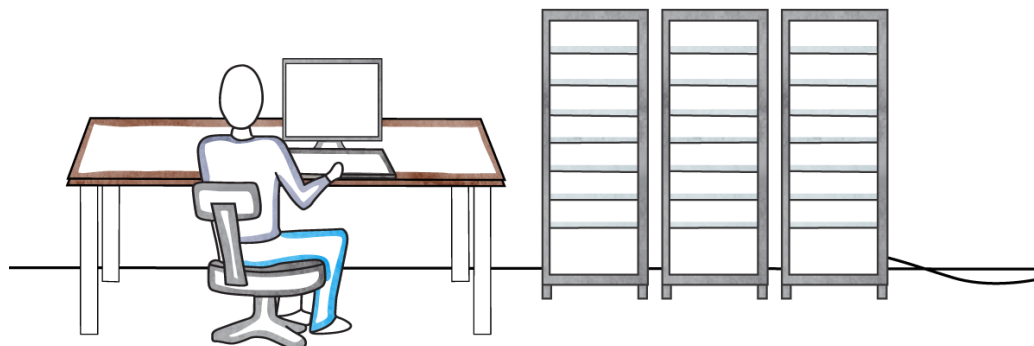
# Cloud Benefits:

Eliminates Complexity

Reduces Cost

IT Expertise on Demand

Reliability & Sustainability

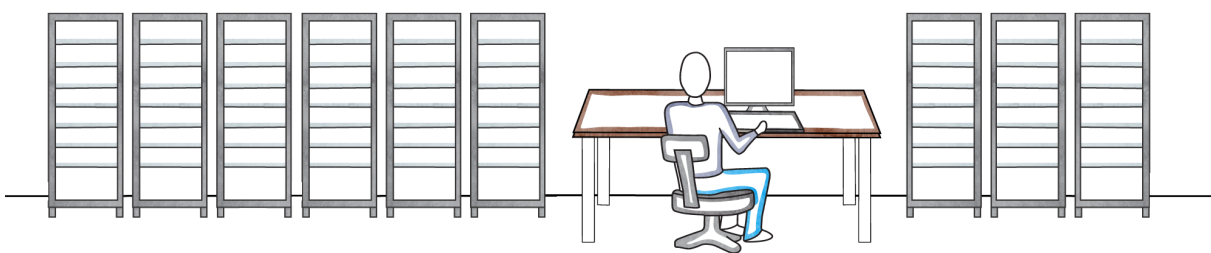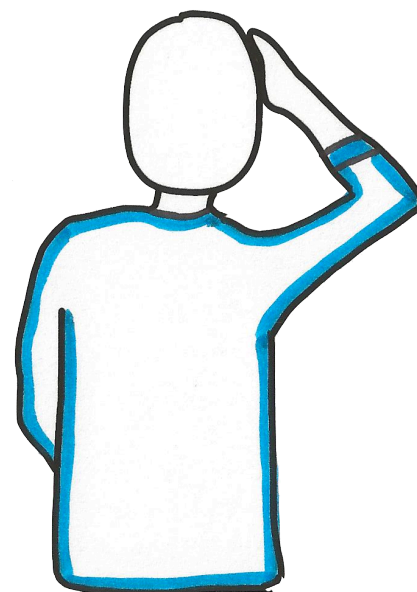Control & Choice

# Reason #1

*Complexity*

# IT Complexity

Today the IT systems that run even a modest sized organization have become incredibly specialized and complex. There is an underlying expectation that all these digital services should 'just work.'

The expectations and a complex tangle of technology support pressures now fall on the shoulders of the IT support staff. Unfortunately, it's no longer possible for 1 or 2 people to be technology "jacks of all trades."

IT complexity also includes your systems hardware. Keeping equipment secured, cooled and running efficiently has become a specialty unto itself.

In many cases it is becoming cost prohibitive for some organizations to continue staffing and running their IT systems the same way they have been accustomed for the past 20 years.

For this reason, at Brush Mountain Data Center, we assist our clients in devising technology plans, our analysis routinely considers the potential benefit for hosted IT services for some, or all, of their infrastructure.

*Brush Mountain Data Center -FLxCloud - allows organizations to shift the burden of IT support complexity and resources to a more cost efficient and flexible option.*

# Reason #2

## *Cost*

# IT Cost

Business costs occur in several forms. Some expenses are easily quantifiable on a P&L sheet, while others are qualitative – where the impact can add to, or subtract from, an organization's performance – depending on how a resource is utilized.

Let's consider what you pay for IT and cloud hosting services. **Would you benefit from a private cloud, business continuity systems, or managed services?**

We recognize, data center services probably aren't for everyone. However, with the advent of the Regional Data Center model *(like Brush Mountain)* the benefits of these services – such as scalability and flexibility – work better for many organizations.

And, in addition to better controls, the single most compelling benefit for most organizations is the fact that a data hosting center has already made strategic investments in resource redundancy and expert staffing that are now shared – so no one organization bears as much cost as they would on their own.

So, with every potential engagement, Brush Mountain Data Center assesses the viability of a hosted solution via a set of guidelines to determine the business case and quantify the potential cost and impact for the organization.
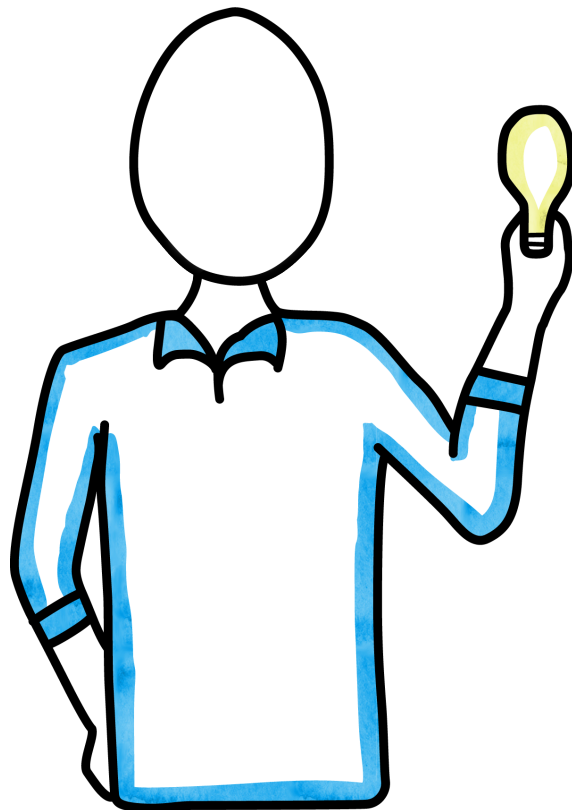
*Key data and systems; in a secure, managed facility; with fully redundant systems; and IT staff monitoring the site 24/7/365 ensures that you are informed and prepared with facilities and resources that would otherwise be cost prohibitive—that's Brush Mountain Data Center*
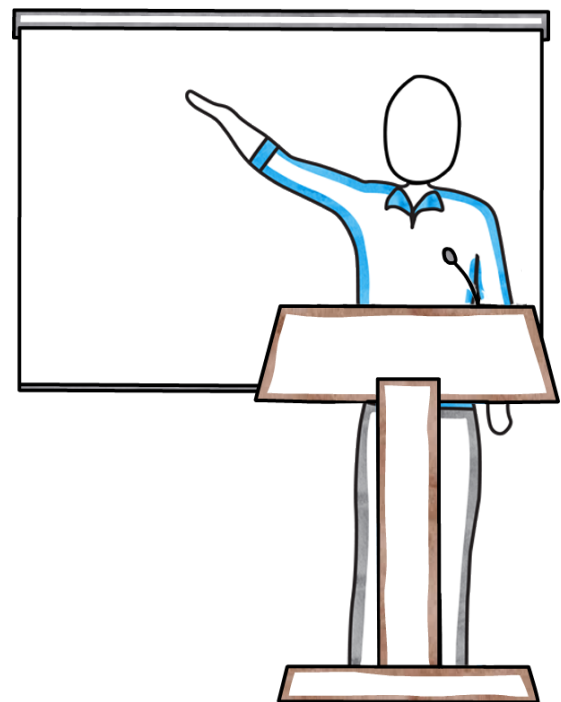
# Reason # 3

*Talent Availability*

# IT Talent

**Take a candid assessment of your IT staff.** Then match them against the systems, needs and future expectations of your organization. While this sounds easy, it takes true technical assessment skill *(i.e.- what skills do they <u>really</u> have?);* operational understanding *(i.e. - what's the systems impact?)* and vision towards supporting the big picture *(i.e. - where are the critical path problems and skill gaps?)*

**So, where does your organization stand?**

**Are you <u>really</u> okay with your findings?**

Now consider that finding staff with the very specific in-depth technical skills to support a specific system is often hard enough; but expecting that person to also have the experience and very different skills to zoom their focus out to a holistic view of your systems is just setting yourself up for expense, disappointment and turnover.

At Brush Mountain Data Center, we close skill gaps by giving clients access to our staff of skilled resources–*from break/fix specialists, up to CIO level consulting.* This allows each organization to staff the right team for their needs. And because we have the resources at hand, we do this cost effectively. So now you can focus your IT staff on specific organization and strategic needs, and leverage a utilization model to ensure support in the gap areas.

*Brush Mountain Data Center's technical talent ultimately takes responsibility for certain functions, reducing organization redundancy and without the need for staffing or management expense.*

# Reason #4

## *Sustainability & Disaster Readiness*



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# Disaster Readiness

Like a staffing assessment, assessing your organization's disaster readiness can be uncomfortable. Frankly, it's another reason why clients ask us to help them. No one likes to plan for a crisis. And whether we help you, or you take a stab at it, of vital importance is to understand–and assess–the risks and projected financial consequences of losing data and critical information.

Consider **these critical data points...**
What information is critical to keep your organization running? Is it secure and available - always? What systems and processes are in place currently to ensure backup, redundancy and continuity in case of a crisis or system failure?

So once critical questions are quantified , you have the beginnings of a business continuity plan. And, once ALL the issues are known, you can plan for anything. And we have found that in an increasing number of IT Sustainability cases, considering Brush Mountain's Regional Data Center model makes a great deal of business sense.

Having key data and systems in a secure, managed facility; offering fully redundant systems and IT staff monitoring on site 24/7/365 ensures that you are informed and prepared with facilities and resources that would otherwise be cost prohibitive.

From reducing costs, to reducing risks, for many businesses hosting data through a Regional Data Center is a solid solution.

*It is vital to understand – and access – the risks and projected financial consequences of losing critical data. Brush Mountain helps manage these risks, and our state-of-the-art facility can serve as the core storage center for all your IT related services.*

# Reason #5

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## *Control & Choice*

# IT Control

Data centers range in size from small IT closets to very large facilities. Essentially a data center is the place where all your IT systems and critical data are located.

**So, where to start?**
In every potential engagement, as we assess the viability of a hosted solution, we use a set of guidelines to help us determine the business case and quantify the potential impact.

Located within the **Corporate Research Center at Virginia Tech** in Blacksburg, Virginia, **Brush Mountain Data Center** is a Brush Mountain is a *Flexible, Locally housed and operated Data Center.*

**Our full service data center features:**

✓ *cost effective options for organizations looking to reduce risk, overhead and expense*

**PLUS**

✓ *a fully secured location w/ full access control protocols*

✓ *redundant power, HVAC & Internet access*

✓ *24/7 proactive system monitoring*

✓ *highly trained staff*

✓ *Locally accessible IT equipment*

✓ *Scalable access to IT Support Services*

*Brush Mountain understands that the decision to move into a hosted solution can feel risky. Our team guarantees expertise, billing predictability and a clear process: from the initial move through ongoing support.*
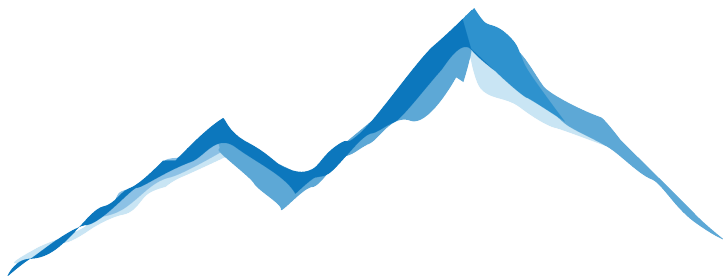
# IT Choice

## _Make the Call – Ask Questions._

Let's Have A Conversation

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