

# YOUR KEY TO SUCCESS IN THE CLOUD

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HELPING YOU ON YOUR  
JOURNEY TO THE CLOUD





**By 2020, 78% of small businesses will be taking advantage of cloud computing, according to a recent Microsoft SMB study.**

**It's safe to say that more and more CIOs, MDs and CTOs are looking to expand their business and trust in the cloud. Smaller businesses have found it difficult to understand why the cloud is beneficial, often fearing the unknown due to the complicated technical nature of it. Their fears are particularly in focus when it comes to data, security and compliance, believing that if they can't see a physical server that houses all their company information, it's not safe.**

**In recent years, SMBs have come to realise the potential of moving their data into the cloud, safe in the knowledge that if companies like the Ministry of Defence, UK Banks and their competitors are storing data in there, they should be too.**

## WHY CLOUD COMPUTING IS IDEAL FOR SMALL BUSINESSES

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Cloud computing is the best thing for small business since the creation of the stapler, giving them access to data and applications, anywhere and anytime, from any mobile device at a reasonable price. The cloud gives small businesses access to technologies previously out of their reach and helps them compete with both small businesses and larger ones.

For small and mid-size businesses (SMBs), the benefits of cloud computing are endless. It saves them both time and money by boosting productivity, improving collaboration and promoting innovation.

In the cloud you can access files, work remotely as though you were in the office, and even collaborate remotely. Even if you're away from work, or your office server is inaccessible, data in the cloud is always up to date and available wherever, whenever.

**78%**  
OF SMALL BUSINESSES  
WILL BE TAKING ADVANTAGE  
OF CLOUD COMPUTING  
**BY 2020**

**82%**  
OF COMPANIES  
EXPERIENCED LOWER COSTS  
IN 2017 DUE TO  
CLOUD ADOPTION

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**When Office 365 launched in 2011, businesses were slow to adapt to the software as a service model, preferring to install physical discs on their machines. But now the cloud service is adopted by 120 million business users worldwide as they benefit from always-on security, continuous updates and many productivity apps in the Microsoft store.**

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## MAKING THE MOVE TO THE CLOUD

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**Chances are you aren't ready to move to the cloud or are still sceptical of how it can benefit you. According to a recent survey conducted by CRN, 40% of IT professionals said that less than half of their UK customer base were currently using cloud software-as-a-service (SaaS) solutions.**

While this isn't reflective of all UK IT professionals and their customers, some SMBs are reluctant to move their traditional on-premises solutions and migrate to the cloud due to several factors. The cost of migrating a small business can put a substantial dent in the yearly budget, there's also the potential downtime, and the technical expertise they'd need to employ or outsource. So, why should you embrace the cloud?

### REDUCED COSTS FOR ON-DEMAND FLEXIBILITY

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Operating on a monthly pay-as-you-go subscription removes the need to pay hefty upfront costs for IT resources and replaces them with a predictable billing cycle. Plus, users can be added and removed as and when required, so there's no need to pay for unneeded licenses.

### BOOSTED PRODUCTIVITY & COLLABORATION

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A modern workforce needs flexible, easy ways to communicate and collaborate with each other, specifically when working away from the office. A recent Frost and Sullivan report states that small businesses can boost their productivity by up to 400% by using cloud collaboration tools.

### IMPROVED SECURITY & COMPLIANCE

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A survey by the Federation of Small Businesses reported that approximately 90% of small businesses weren't ready for GDPR. The cloud allows businesses to remain up to date with government regulations, without the cost of upgrading and maintaining on-site hardware.

**SMALL BUSINESSES CAN  
BOOST THEIR PRODUCTIVITY  
BY UP TO 400% BY USING  
CLOUD COLLABORATION**

2 Frost and Sullivan report



## CLOUD SERVICES TAILORED FOR SMALL BUSINESSES

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We give you access to a range of cloud services from world-class vendors, such as Microsoft, Acronis and Exclaimer, all tailored to help you become more flexible, mobile and productive.

 Office 365

Microsoft 365

 Azure

 Enterprise Mobility  
+ Security

 Microsoft  
Dynamics 365

Acronis

 Symantec

Bitdefender

 exclaimer

 cloudtalk

 DeliverySlip

TalkTalk  
Business

 nimble

GIACOM™





# INCREASED COLLABORATION AND EMPLOYEE FLEXIBILITY



As mentioned, cloud computing can make things significantly easier for your business. With Office 365, you and your employees can conveniently access applications and

collaborate easily even when on the move. You can also remain secure with always up to date productivity tools.

## GREAT FEATURES

From easy to use desktop applications to Outlook email, there's so many reasons to choose Office 365. Here's just a few of the features you can look forward to...



### EASY TO USE APPLICATIONS

Word, Excel, PowerPoint, OneNote, Access and Publisher that anyone can use



### MAILBOX MANAGEMENT

Outlook for business with great inbox management for users



### BUILT-IN SECURITY

Keeping your data safe, always



### GUARANTEED UPTIME

Always at the ready with a 99.9% uptime service



### WORK ON THE MOVE

Create, edit and share documents on any device and in any location for total flexibility



### COLLABORATE WITH EASE

Share content and calendars to collaborate with colleagues instantly

## PERFECT FOR SMBs

### FLEXIBLE PACKAGES

Choose from a range of Office 365 packages to suit your needs

### BOOST YOUR PRODUCTIVITY

The latest desktop office applications will keep you working efficiently

### ANYTIME, ANYWHERE, ANY DEVICE

Office 365 can be used everywhere you go and on multiple devices for flexible working

### SECURE DATA

Microsoft is top of the class when it comes to security, so you will always meet compliance needs

### ALWAYS ON THE LATEST SOFTWARE

You will always use the latest software with continuous updates to Office 365 applications and products

## MICROSOFT 365



# THE COST-EFFECTIVE HOTSHOT SECURITY TOOLKIT CREATED FOR SMBs



Microsoft 365 brings together the productivity of Office 365 and the security of Windows 10 and EM+S to help protect businesses against potential attacks. Created for SMBs, the cost-effective bundling in Microsoft 365 Business & Enterprise

gives companies everything they need to run effectively. Empower employee communication, protect data without needing complex IT management or expensive on-premise equipment, and meet compliance needs.

## GREAT FEATURES

Microsoft 365 brings together features from across Microsoft's offerings in a solution designed for businesses to run effectively.



### COMES WITH OFFICE 365

Stay up-to-date with the latest versions of Word, Excel, PowerPoint, and more



### DATA PROTECTION CONTROLS

Help secure business data on personal and company-owned devices



### SAFEST WINDOWS EVER

Upgrade to Windows 10 Pro from Windows 7 Pro, Windows 8 Pro or 8.1 Pro



### CYBERTHREAT PROTECTION

Help protect PCs from malware, viruses, and spyware



### ADMINISTRATION AND DEPLOYMENT

Manage new PCs and devices faster and more easily than ever



### FILE STORAGE

Manage your files from anywhere with 1TB of storage

## PERFECT FOR SMBs

### FRONT DOOR SECURITY

Allows you to better manage your identity and access controls, secure links and attachments in emails and stop breaches before they escalate in severity

### ALWAYS-ON SECURITY

Helps protect data and devices through one simple dashboard that is always up to date

### MOBILE WORKING

You and your employees can access work securely from anywhere. No wifi? Work offline and sync later

### SUPPORTS GDPR COMPLIANCE

Helps you employ tools to better protect business data, guard against accidental sharing of sensitive information, protect data, and improve compliance

### SIMPLIFIED FOR BUSINESS

Easy setup and deployment.

### FILE STORAGE

Enjoy a huge 1TB of storage

Microsoft 365 includes:  Office 365

 Windows 10 (upgrade)\*

 Enterprise Mobility + Security

\*Upgrade available from Windows 7 Pro, Windows 8 Pro and Windows 8.1 Pro

## MICROSOFT 365 PACKAGES

Features	Microsoft 365 Business	Microsoft 365 Enterprise E3	Microsoft 365 Enterprise E5
Office Apps	✓	✓	✓
Email & Calendar	✓	✓	✓
Microsoft Teams	✓	✓	✓
Skype for Business	✓	✓	✓
Outlook Customer Manager	✓		
Bookings, Listings, Invoicing and Connections	✓		
MileIQ	✓		
SharePoint & Yammer	✓	✓	✓
Audio Conferencing & Phone System			✓
Microsoft Advanced Threat Analytics		✓	✓
Windows Defender Antivirus	✓	✓	✓
Device Guard		✓	✓
Windows Defender Advanced Threat Protection			✓
Office 365 Advanced Threat Protection	Partial feature support		✓
Office 365 Threat Intelligence			✓
Azure Active Directory P1	✓	✓	✓
Windows Hello		✓	✓
Credential Guard		✓	✓
Azure Active Directory P2			✓
Microsoft Intune		✓	✓
Office 365 Data Loss Prevention	Available summer 2018	✓	✓
Windows Information Protection and BitLocker		✓	✓
Azure Information Protection P1	✓	✓	✓
Azure Information Protection P2			✓
Microsoft Cloud App Security			✓
Office 365 App Security			✓
Advanced eDiscovery			✓
Customer Lockbox			✓
Advanced Data Governance			✓
Delve	✓	✓	✓
Power BI Pro			✓
MyAnalytics			✓

## EXCLAIMER EMAIL SIGNATURES FOR OFFICE 365



## PROFESSIONAL, INTUITIVE, SIMPLE EMAIL SIGNATURE SOFTWARE FOR OFFICE 365



Exclaimer's multi award-winning Email Signatures for Office 365 is easy to use with a drag-and-drop editor, delivers a quick and simple design for brand uniformity, and provides full

compliance with email disclaimer law. Centrally managed from one online portal, it makes creating email signatures easy for any device.

### GREAT FEATURES

From integration with your Office 365 Directory to uploading custom fonts and banners designed for any marketing campaign and promotional offer, Exclaimer makes professional, consistent and compliant signatures easy.



#### INTUITIVE SIGNATURE EDITOR

Drag-and-drop editor for quick and easy design



#### UNLIMITED SIGNATURE CREATION

Build templates for individual users or departments



#### DELIVER BRAND CONSISTENCY

Create consistent company-wide signatures



#### GENERATE INBOUND MARKETING

Apply banners based on time-and-date



#### CHOOSE FROM OUTLOOK

Choose an Office 365 signature in Outlook as you compose a message



#### WORKS ON ALL DEVICES

Signatures work on all devices including Mac and mobile

### PERFECT FOR SMBs

#### COMPLIANCE COMES FIRST

All data processed is securely managed according to the standards of Exclaimer's ISO 27001:2013 Certification, ensuring your data is safe

#### PROFESSIONAL SIGNATURES, ALWAYS

Exclaimer is the market leader in Email Signature software. Used by more than 50 million people worldwide, your signatures will be created within best-in-class software

#### INSTANT SIGNATURE UPDATES

Any updates to a signature can be instantly applied

#### EASY USER MANAGEMENT

Manage multiple Exclaimer subscriptions using one account and easily add multiple users to a subscription, saving time and money

#### DIY DESIGN

If you like the idea of a designing your own company signatures, you can request access to your own user portal where we can give you or selected employees editor or admin permissions

## A PERFECT PARTNER FOR OFFICE 365

Features	Exclaimer Cloud Signatures for Office 365	Office 365
Add signature under most recent reply	✓	
Embed HTML images	✓	
Convert plain text emails to HTML	✓	
HTML signatures on mobiles and Macs	✓	
Include Office 365 Directory details	✓	✓
Assign signatures by group without additional rules	✓	
Hide contact sections with blank attributes	✓	
HTML signature editor	✓	
Preview signature while editing	✓	
Add user photo in signature	✓	
Apply banners based on time-and-date	✓	
See signatures in Sent Items Folder	✓	

## COMMON PAIN POINTS

- ✦ CREATION OF NUMEROUS TRANSPORT RULES FOR DEPARTMENTAL SIGNATURES
- ✦ COPY/PASTE HTML SIGNATURE DESIGNS
- ✦ NO SIGNATURES AVAILABLE FOR MOBILES AND MACS
- ✦ BLANK SPACES IN CONTACT DETAILS
- ✦ NOT ABLE TO PLACE SIGNATURES UNDER REPLIES OR HAVE REPLY SIGNATURES
- ✦ LACK OF CONSISTENCY WHEN GETTING EMPLOYEES TO USE ON-BRAND TEMPLATES

## A COMPLETELY FLEXIBLE SOLUTION THAT ELIMINATES HASSLE

If you've ever created an email signature from scratch you'll know how time consuming it can be. There's no real way to test designs with a preview function for upselling and cross-selling. With Exclaimer's intuitive editor, you can easily design and add promotional

banners, social media icons and custom fonts across signatures. With no limit to the number of signatures that can be designed, signatures can be selected by marketing campaign, seasonal offers or promotional events.

## NIMBLE CRM



# THE SIMPLE, SMART SOCIAL CRM THAT PARTNERS PERFECTLY WITH OFFICE 365



Nimble automatically builds your CRM in minutes by combining contacts from your Outlook and Skype with social information. It then works everywhere you work;

inside your inbox, across browsers and mobile, and integrates with Dynamics CRM and Salesforce. Work on any device and access information from anywhere with Nimble.

## GREAT FEATURES

Between its easy user interface and highly intuitive platform, Nimble CRM is built for users that need flexibility in the way they work. Whether that's contacting a lead, converting into a sale or just keeping your sales team in the know, Nimble makes it simple to build a CRM database.



### SMART SOCIAL SEARCH

Smart Segmentation makes it easier to find people and companies



### SMARTER PROSPECTING

Nimble delivers the context and insights needed to Prospect Smarter and help grow businesses



### GROUP EMAIL MARKETING

Group Messaging enables personalised group email sends with tracking, analytics and reporting for Office 365 mail



### BUILDS THE CRM FOR YOU

Nimble helps automate your data entry by building your CRM for you



### SEAMLESS COMMUNICATION

Nimble automatically ties your team's tasks, events, and communications to each sales opportunity



### WITH YOU WHEREVER YOU GO

Work on the move with mobile & browser apps. The only relationship manager and personal Agenda Tool needed

## PERFECT FOR SMBs

### ELIMINATE MANUAL DATA ENTRY

Pulls through contact information automatically and eliminates the need to enter details manually, saving you time

### INCREASE CUSTOMER REACH

Segment data and provide personalised emails where you can track and analyse the results, making business easier to manage

### BOOST SALES OPPORTUNITIES

View your sales forecast and use the deal tracker feature to connect all contacts and activities for full pipeline visibility

### EASY TO USE DASHBOARDS

Easily manage daily relationships through simple dashboards with access to real-time data for improved team collaboration

## FILES CLOUD

# Acronis

## THE COST EFFECTIVE ALTERNATIVE TO DROPBOX BUSINESS



Being able to keep files safe and secure while sharing them with others is a major headache for all businesses. This is where Files Cloud by Acronis comes in. A great alternative to

Dropbox Business it's an easy-to-use, secure sync and share cloud solution designed exclusively for small to medium-sized businesses.

### GREAT FEATURES

Files Cloud is great for business people on the move and works on any device – be it desktop PC, smartphone or tablet. There's also a smart way to access shared files from your mobile, with full support for Microsoft Office mobile applications such as Word, Excel and PowerPoint.



#### EASY TO USE INTERFACE

Acronis Files Cloud is so easy to use, there's no training required. You can start sharing files immediately



#### SYNC AND SHARE FROM SMART DEVICES

Supports all major Apple, Android and Windows smartphones and tablets so productivity will never be hampered when on the move



#### ENTERPRISE-GRADE AUDIT TRAIL

Experience a complete audit trail from beginning to end for data protection purposes and view document history with ease



#### INDUSTRY'S STRONGEST SECURITY

Files are ultra safe with Acronis' FIPS 140-2 certified encryption



#### POWERFUL FILES ANNOTATION

Edit or comment on files directly from popular Office mobile apps and annotate PDFs to streamline and approve workflows



#### CREATE PUBLIC LINKS

You can let external parties view public links then attach an expiration date to them, keeping files secure

### PERFECT FOR SMBs

#### SUPER SECURE SYNC & SHARE

Store data in the UK Acronis Cloud and benefit from secure over-the-air or on-device certified encryption methods (FIPS 140-2 / AES 256-Bit / AES 128-Bit)

#### BOOST PRODUCTIVITY & COLLABORATION

Enhance collaboration between teams with easy file sharing and editing of live documents

#### WORK FROM ANY DEVICE

Access files from the office or on the go, download and edit files from directly within popular mobile applications

#### SHARE WITHOUT WORRY

Select who the file is shared with and how long they have access to it, with full version history and audit trail available

#### NO NEED FOR TRAINING

Files Cloud's easy-to-use interface requires no additional training

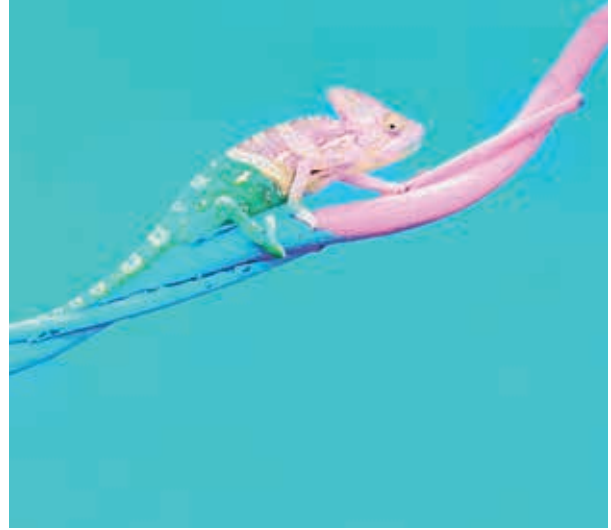
#### RESTORE PREVIOUS VERSIONS OF FILES

Easily restore accidentally deleted files and previous versions of files, should you need to access the original document prior to changes

**BITDEFENDER**

**Bitdefender**

## STAY AHEAD OF CYBER-ATTACKS WITH ADAPTIVE SECURITY



Ransomware is big business for hackers. Last year, approximately 22% of SMBs infected by ransomware\* ceased trading immediately. In the same year, customers using Bitdefender GravityZone as their endpoint protection were

guarded against high-profile attacks such as WannaCry and BadRabbit. We can easily defend your business with an industry-leading, trusted solution that gives peace of mind.

### GREAT FEATURES

From endpoint relay role for easy deployment to security and location-aware policies for users, the range of features found in Bitdefender GravityZone gives you protection without delaying productivity.



#### INTUITIVE FILTER SETTINGS

Provides you with supreme data protection



#### LOCATION-AWARE POLICIES

Security policies that adapt as users take their systems outside



#### EMAIL NOTIFICATIONS

Automatic email notifications when events occur



#### DEVICE & USB CONTROL

Minimises risks of infections and data loss with automatic scanning



#### TWO-WAY FIREWALL

Essential in blocking intrusion and hijack attempts



#### ANTIVIRUS AND ANTIMALWARE

Continuous process monitoring with a global threat intelligence network

### PERFECT FOR SMBs

#### GREAT SYSTEM COMPATIBILITY

Deploy on Windows, Mac, Linux, Virtual Machines and Servers for seamless control

#### HIGHLY CUSTOMISABLE

We set policies, rules and block access to certain websites for your employees

#### EASILY DEFEND FROM CYBER THREATS LIKE WANNACRY

Zero-day threat protection means you're automatically protected against threats like WannaCry, TeslaCrypt and CryptoLocker

#### GAIN POWERFUL REAL-TIME DEFENCE AGAINST SPAM

Protection against spam and phishing attempts with the Bitdefender Global Protective Network

#### BOOST BUSINESS PRODUCTIVITY

Prevent computer slowdowns and keep your employees working

\*Malwarebytes, Second Annual State of Ransomware Report



## EMAIL ENCRYPTION



# SEAMLESS EMAIL ENCRYPTION FOR OFFICE 365 AND OUTLOOK



Protect sensitive business or financial information over email with secure encryption from Cirius. Used by more than 10,000 organisations and 5 million+ users worldwide, Cirius

DeliverySlip makes it easy for you to hit send without worry by providing one-click email encryption directly inside your Office 365 or Outlook mailbox.

## GREAT FEATURES

Encrypting email has never been easier with Cirius DeliverySlip. Between the ability to transfer large files and encrypt them with a touch of a button in Outlook, there's so many great features that make your journey to compliance easier.



### ENCRYPT AND GO

Any messages you want to send can be secured right inside your Office 365 or Outlook mailbox. Simple



### LARGE FILE TRANSFER

Drag and drop any file, no additional software is required



### E-DISCOVERY AND E-AUDIT

Simplify e-Discovery, e-Audit, retention and shredding policies as well as regulatory compliance. Plus, get a unique message ID for every message attachment



### REAL-TIME TRACKING

Set deadlines and automatic reminders ensure you can easily understand what's happening with your emails



### SIGN DOCUMENTS ON THE GO

Request legally binding signatures for contracts (including sign on the line) or any 'Click to Approve' process



### SINGLE SIGN ON SUPPORT

Supports existing sign-on solutions including OAuth and SAML to facilitate integration into your infrastructure

## PERFECT FOR SMBs

### EVERYTHING IN ONE PLACE

No need to go outside of the inbox to encrypt an email, send a large file or track messages. Do everything from the comfort of the mailbox

### GO MOBILE

Take secure messages and files wherever you go and access them through a mobile browser or the Android, iOS or Windows phone apps

### RECALL MESSAGES WITHOUT HASSLE

Full message control allows you to recall messages, forbid the message from being passed on with forward freeze and set reminders or deadlines

### AIDS GDPR COMPLIANCE

Receive timestamps and unique transaction numbers, with notifications sent every time there is an interaction with message or attachments

### REDUCE RISK

Featuring bank-grade encryption, new recipients will be invited to view your email securely, reducing the risk of phishing, malware or spam

### CONTROL STORAGE LIMITS

Attachments are shared via the secure cloud, so content can be forwarded without having to download a local copy, helping to control storage limits on mailboxes



## A POWERFUL VIRTUAL PHONE SYSTEM DELIVERED AS SAAS FOR ULTRA FLEXIBILITY



CloudTalk is an all-in-one, cloud-based phone system for business. It brings your entire phone system together in simple, powerful desktop & mobile apps which allow you to work anywhere you like, without the downsides or

complexity of traditional telephony. With a huge range of numbers available you can create a local presence from any area of the UK, or port in your existing numbers free of charge.

### GREAT FEATURES

CloudTalk offers a variety of features, allowing you to easily connect to your customers anytime and anywhere. Discover call analytics, notifications, CRM integrations and more with the desktop and mobile applications.



#### HD CALL QUALITY

Audio runs at a far superior bit-rate to traditional systems, with high quality audio via desktop and mobile apps



#### A TRULY ANYWHERE SOLUTION

Switch between mobile and desktop applications and UK local and mobile numbers in an instant, in any location



#### BIGGER COST SAVINGS

You can consolidate business contracts and enjoy unlimited minutes to any UK 01, 02, 03 and mobile numbers



#### IMPROVES BRAND IMAGE

CloudTalk gives you complete freedom to choose unique numbers from hundreds of different geographic codes, national rate or even mobile



#### BOOST YOUR PRODUCTIVITY

Integrate business CRM software with CloudTalk to enable click to call directly from customer databases on the app



#### INSTANT WAYS TO CONNECT

Between call conferencing and CRM app integration, you can instantly connect with their consumers

### PERFECT FOR SMBs

#### FAST SET UP

With no legacy hardware to install CloudTalk deployment is super fast

#### WORK ON THE MOVE

Take advantage of a market that needs the ability to make, receive and transfer calls to colleagues while on the move

#### MODERNISED MENUS

Easy to use IVR menus with CloudTalk help you remain on brand and professional at all times

#### DATA REMAINS IN THE UK

Call data is stored safely in UK datacentres – so you can be assured it's secure

## GREAT FEATURES

Features	CloudTalk	Air Call	Bonline
Minimum Users	1	3	1
PC Softphone / Smartphone App	✓	✓	✓
Multi-Tenancy	✓	✓	✓
Free Reseller Demo License	✓		
Make, Receive and Transfer Calls	✓	✓	✓
Unlimited Minutes to UK 01, 02, 03 and 07 numbers on major networks	✓	✓	✓
Self-service Administration Portal	✓	✓	✓
Voicemail to Email	✓	✓	✓
Instant Setup Time	✓		
Apps Integration (including CRM)	✓	✓	
Call Recording	Optional add-on	✓	✓
Call Conferencing	✓	✓	✓
IVR Menus	✓	✓	✓
Free Number Porting	✓		
Settings & Analytics Menus	✓	✓	✓
Data Storage Location	UK	US	UK

## A MODERN OFFICE ON THE MOVE

The freedom and flexibility that CloudTalk offers businesses makes it easier for you to be more productive wherever and whenever you like. Seamlessly switch between desktop and mobile apps, as well as UK 01, 02, 03 and 07 numbers,

so you remain professional in any location. Plus, if you need to manage your calls and call settings, you can do so from within the apps. With high audio quality in all apps, CloudTalk means business on the move is smoother.

## DRIVE PRODUCTIVITY & GET MORE DONE

Nobody needs a phone system that takes ages to set up and manage. The chances are you're already using other SaaS-based tools for email, accounting, CRM and recognise the productivity and simplicity benefits that they give you. So why not with your phone system

too? With no legacy or line-based hardware required, you'll find that your productivity is boosted and cost-base reduced by allowing your co-workers to access CloudTalk using their own devices.

## AZURE



# MOVE FASTER, ACHIEVE MORE AND SAVE MONEY WITH AZURE



Bring the flexibility of the cloud to your business with Microsoft Azure. As the fastest growing cloud platform, Azure can help you save time, reduce your overall costs and allows you to benefit from a secure platform while

only paying for what you use. We can help you build, deploy and manage your infrastructure and applications in the cloud. It's your ticket to business growth.

## GREAT FEATURES

Azure is huge. And as there are so many features available within the platform, we've chosen a selection of the features you are most likely to need when provisioning Azure services. From disaster recovery and storage to security and compliance, Azure is the perfect platform for on-demand services.



### DISASTER RECOVERY

Offsite secure protection to safeguard apps, data and on premise workloads



### VIRTUAL MACHINES

Create Linux and Windows virtual machines in seconds



### AZURE BACKUP

Simple and reliable cloud-integrated backup as a service



### ID & ACCESS MANAGEMENT

Single sign on to any cloud and on premises web app



### AZURE STORAGE

Offload the heavy lifting of data centre management



### SECURITY & COMPLIANCE

Threat detection and prevention through advanced cloud security

## PERFECT FOR SMBs

### NO HARDWARE COSTS

You don't have to pay a single penny on hardware with a fully enabled cloud environment

### SCALE BUSINESS ON DEMAND

When your business booms, Azure services can be added in a pinch to cope with demand

### STORE DATA SECURELY IN THE UK

Your data stays firmly on UK shores with three active data centres

### PAY ONLY FOR WHAT YOU USE

Only pay for the services you need and remove services without incurring additional costs

### QUICKER TIME TO MARKET

Provision services in less time and use less resources to do so, gaining the competitive edge

## A GLOBAL NETWORK...

**With 50 Azure regions worldwide and more than one million servers in over 140 countries, Microsoft's cloud platform reaches more customers than AWS and Google combined. UK based customers using Azure can be safe in the knowledge that their data is stored in UK datacentres that are ISO 27001, HIPAA and UK G-Cloud compliant.**

While large businesses are benefiting from the trusted cloud platform, smaller businesses find it difficult to navigate. Even IT professionals can feel swamped with the sheer size of Azure. But it can be broken down into smaller, easier to understand chunks. Think of Azure as a very large room

with many interconnecting doors. Each door represents a separate function within Azure and it's your choice whether you want to go through it. Understanding the basics is your first step to utilising the massive opportunities Azure represents.

## MOVE FASTER, ACHIEVE MORE AND SAVE MONEY

### EASY TO SCALE

Imagine you receive a sudden influx of traffic to your website due to one of your social media posts going viral. But your website can't handle the sudden spike in enquiries and crashes as a result. With Azure, it's easy to generate more power to cope with user demand by utilising the virtual platform. It's smart enough to find patterns in usage too, and will keep track of the traffic associated with your website so it can adjust faster to meet your needs.

### GREAT FOR BACKUP & DISASTER RECOVERY

We can implement a disaster recovery solution by using Azure Site Recovery. It replicates workloads running on physical servers and VMs from a primary site to a secondary location, so, should an outage occur, your business will be transferred to the failover site. On-premises servers, VMs, SQL servers and SharePoint servers can also be backed up by Azure. Your data will be placed inside the Recovery Services vault, which is integrated into the settings menu for easy access, and backup policies can be configured to schedule how often and the exact time backups should be taken.

### SECURE IDENTITY MANAGEMENT

If you're already using Office 365, Azure Active Directory (AD) is built in natively. It provides a much easier way to access thousands of cloud-based apps with single sign-on (SSO) as your login details remain the same everywhere you go. Not only does it increase company security, Azure AD identifies users based on their activity, so IT admins can pinpoint anything suspicious without hesitation, and set permissions based on centralised policies.

### SPEED UP TIME TO MARKET

The Azure PaaS model can be used effectively to quickly roll out an application built within the cloud architecture. For example, you want to implement a Chatbot on your website to create an automated conversation between a sales rep and customer. Developers can utilise the Azure Bot service together with the Language Understanding service to create a dialogue and enhance interactions by validating a customer via Azure AD. As the application is managed within Azure, it includes easy scalability and a hands-off approach when it comes to management and configuration once deployed.

## USING AZURE TO AID GDPR COMPLIANCE

Microsoft Azure meets a broad set of international and industry-specific compliance standards, owning more certifications than any other cloud provider, including but not limited to ISO 27001, HIPAA, UK G-Cloud and ISO/IEC 27018. With the new data protection and privacy regulations, it's important to understand that security in the Azure cloud

is stringent and subject to rigorous thirdparty audits from the British Standards Institute. If you're looking to improve your GDPR compliance journey in the cloud, Azure can help protect and safeguard corporate and personal data with many functions – all in association with the Microsoft Security Development Lifecycle.

## PROTECT AGAINST EXTERNAL THREATS

When using Azure as a backup and storage solution, you can automatically encrypt your data on all types of file storage. Microsoft will handle the encryption using 256-bit AES, one of the strongest block ciphers available, along with decryption and key management. For VMs hosted in Azure, running either Windows or Linux OS, all data inside is automatically encrypted through Azure Disk Encryption. You can also encrypt an entire database and help protect against malicious threats by using Transparent Data Encryption with Azure SQL Database to perform encryption, decryption, backups and transaction log files at rest

## PROTECT DATA

We can define rules and conditions allowing you and your employees to easily classify, label and protect documents and email messages, ensuring corporate or personal data doesn't get into the wrong hands. Using Azure Rights Management to encrypt data, we can define who can access the data, and where they can access it from, by adjusting identity and authorisation policies. For example, we can configure emails to prevent the use of 'Reply All' so conversations remain one-to-one. Or, similarly, restrict access to a management report controlling users rights to edit the document.

## DEFINE AND LOCATE INDIVIDUAL SUBJECT DATA

We can easily search, export and delete portions of data at any time within Azure. By using the Azure Data Factory, we can help you trace and locate personal data, as well as understand where it came from and the date you obtained it. If we need to perform a deeper dive into your data, Azure HDInsight provides us with the platform to deploy various search techniques. Importing HDInsight into Excel and using the Power Query functionality gives software analysts the ability to find specific data quickly and efficiently. we can even use the Azure Data Catalog to manage the metadata, remaining GDPR compliant.

## SECURE CUSTOMER DATA

By far one of the best ways to secure data in Azure is to utilise the Azure Key Vault. It's essential to protecting data in the cloud as it manages cryptographic keys and secrets used by other cloud apps and services. We can easily safeguard storage account keys, certificates, .PFX files and passwords within hardware security modules (HSMs). These hardened containers use FIPS 140-2 to encrypt the data – one of the most secure methods of data encryption.

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