

How much of your business are you comfortable moving to “the Cloud”?

These days, you can't pick up any publication, IT focused or otherwise, and not see a story expounding about the wonderful benefits of the Cloud. It's as if End-Users are crazy if they don't rush to put all of their information technology into someone else's hands or they'll be called out as technology Luddites.

At Roundstone, we are what is considered by consultants to the industry to be a **Transitional VAR**. What that means is that our primary business is reselling and integrating solutions that primarily reside under the control of the End-User, whether located in their own facility or in a colocation facility. In addition to being a reseller, we are also in the process of developing a competence in hosted offerings. In our case, we are working on systems and network management offerings, which some define as a Managed Services Provider.

If we thought that all IT services should be provided through a Public Cloud offering, we would run towards that approach for Roundstone. However, we think that a hybrid approach of having your own systems along with some selected Cloud systems is the best approach. And that's what we're in the process of developing our business into.

For new businesses, using Public Cloud services can make good business sense, as there's no systems investment in IT infrastructure needed. Don't forget, however, that you will still need to invest in your network infrastructure. There's no way that everything can be in the Cloud, if you plan

to ever access the systems. Still, there comes a time, usually not long after inception, that using Public Cloud services becomes less economically attractive. Think about it; the Public Cloud makes money by charging you more than their costs...it's a profit model, and you're going to be the one paying that profit.

The net of it is, proceed carefully. Before you make a decision to move your systems to the Cloud, take a real hard look at what you'd be saving. You'll still need a network, and you'll still need all of the technical people you'd need to develop and run applications. So, you'll essentially be eliminating the guys that run the physical systems. Take a look at your organization, and see just how many of those guys there are. Not many, we'd bet.

So what's our position on the Cloud? We think that you should always look at ALL of your alternatives. We can help you do an analysis of the pluses and minuses of whether it makes sense to run your own systems in your datacenter, place your systems into someone else's data center, or move the whole thing into a Public data center.

Once you know the costs, then you should overlay factors such as security, simplicity, support, flexibility, and every other relevant factor you can think of.

Either way, Roundstone is happy to help. give us a call and let's get started.

We can be reached at 925-217-1177 or email us at sales@roundstonesolutions.com for more details.

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Join Roundstone at AT&T Park for a behind-the-scenes Private Tour On May 12th

Roundstone is sponsoring a great event on May 12th at AT&T Park. We're going to take a Private behind-the-scenes tour of the ballpark, including going on the field, the Giants dugout, visitors' clubhouse, and the Press Box.

We're jointly sponsoring the event with Nutanix and Brocade.

The event starts at 10AM, for a 90 minutes tour. Following the tour, we'll have lunch on the Club level and have a short discussion about Nutanix and Brocade's newest technology. We'll be done by 12:15 at the latest, in time for a full half day of work back at the office.

We hope you can join us. If you'd like to attend, please email us at sales@roundstonesolutions.com. Space is limited, so act fast. We hope to see you on the 12th for what promises to be a pretty different and fun event!



It's ProIntegrators for your IT infrastructure installation/integration

Almost every opportunity that Roundstone is involved in includes some level of installation and integration. As a result, we realized that there was a service that we could provide beyond traditional resale.

So, our CEO, Tim Joyce, partnered up with two (2) other guys who are experts in the field, and formed a new company called ProIntegrators. Tim is a part owner of the company, as are the others.

Tim's partners are Pat Ryan, who owns NetBinder, a network focused IT installation company, and Askia Howell, who owns Alpha Baller Technologies, a high level consultancy that specializes in systems and networks.

ProIntegrators is based in Northern CA, and provides installation services for networks and data centers. The types of equipment that we're expert in include networks, servers, storage, virtualization, security, and Microsoft. This pretty much covers a large part of the market.

Going forward, all of Roundstone's installations will be handled by ProIntegrators, and you can be assured that your installations will go well.

ProIntegrators offers its services to End-Users directly, through resellers/VARs (like Roundstone), and through distributors and manufacturers of IT equipment. The company has already been well received by customers and partners alike for its approach.

You can find ProIntegrators on the web at www.prointegratorsllc.com.

If you have any installations you need done correctly, just contact us at Roundstone, and we'll be happy to make it happen. We can be reached at (925) 217-1177 or sales@roundstonesolutions.com.

Let's talk about storage...what you should be looking at and why

If you haven't looked at the storage market in awhile, you should spend some time and get familiar with it. Or, call us and we'll be happy to get you up to speed on what's happening.

A quick look at the last 20 or so years:

In the mid-90's, for most storage, you typically acquired a large refrigerator sized "box" that was a standalone system, not in a rack. It was Fibre Channel connected, probably came from EMC, IBM, or HDS, and had capacities that were measured in GBs, not TBs.

The use of inexpensive disks accelerated a change in the way companies sold disk storage. The more of those small drives you could fit into a box, the bigger the capacity that you could sell. And that's the way the business stayed through the 90's.

Then, along came file storage, and NetApp came on the scene. Connectivity was no longer just FC; you could now attach via SCSI connections. But the business stayed pretty much the same; you bought a "box", and then paid separately for the data management software that you needed. And you paid a lot for all of it, when you added it up.

Towards the end of the 2000s, we started to see a new type of storage come on the market; hybrid storage arrays. These boxes combined the physical disk storage with all of the software that you might need. Oh, and for performance, storage companies added some kind of RAM or Flash drives to speed up some of the action.

So where are we now? Well, you can't read an article about storage without reading that Flash storage arrays are the only way to go. We think that's not true.

Few companies really have a need for all-Flash arrays. For the vast majority of users, a combination of Flash

for performance and spinning disk for colder storage capacity is just fine.

Roundstone represents most of the major vendors; they are all good. EMC, HP, and HDS all make good products. But, if you're looking for a real difference in performance and cost, you need to look at some of the newer companies.

Two of the companies we think have made a huge difference are Nimble Storage and NexGen Storage. Both companies have similar products, but different ways to deploy them. Overall, you're going to get great performance and a much better cost structure with these vendors than most others.



There's also another company that's taking it to another level; Nutanix. You should also get up to speed on what that offering is...you'll find it to be very compelling.



In short, you owe it to yourself to get a refresher on what's happening in the storage world. Let Roundstone give you the low down on storage. We're happy to come by and take you through what options make the most sense for you and your IT environment.

Roundstone is a primary partner of all the vendors listed in this article (except NetApp). We'd love to introduce you to these technologies and companies. Give us a call at (925) 217-1177 or email us at sales@roundstonesolutions.com.

Our customers love working with us...you probably would too

As a new business, it's tough getting the attention of prospects in various companies and public sector entities in Northern CA. It's no surprise, but it's hard work to get new customers to see just how good a job Roundstone does in its business.

To date, our business is making good progress getting new customers. The best way to do that, of course, is to be introduced by other satisfied customers. That's happening, but we want to do more.

As the business of selling technology has changed, some things are still relevant/important. One of those things is the personal touch. We can prove this by disproving the opposite (remember this from HS Math?). If acquiring technology was only about buying the lowest priced deal, then everyone should just look for the cheapest site on the internet and acquire from whoever is cheapest. But we don't all do that. Why?

Well, it's because of a few things. The first is we want someone to be "in the boat" with us if something goes wrong. The second is that we still appreciate expertise and the personal touch. After all, being a human being is about interacting with others, and that goes for

business too. It's far more fun dealing with people than a faceless web page.

Finally, others might actually have some valued advice that they can offer. Sure, here in the Northern CA market, many IT professionals think that they are the smartest guys in the room, and who knows, maybe they are. But, the rest of us appreciate expertise that others might have that they are willing to share. We value breath of experience, since we know that resellers are seeing many different companies and are involved in many types of technologies. In short, we're able to see more than many by nature of our business.

Why wouldn't you want to take advantage of that? Our customers seem to like working with us. Almost every one of them has done more than one deal with us, having had a positive experience with the first deal.

Give us a chance to show you just how much we can help you and your company. Give us a call at 925-217-1177 or email us at sales@roundstonesolutions.com for more information.

We look forward to working with you!

About Roundstone Solutions

Roundstone Solutions is an IT solutions provider, based in Northern California. Roundstone is focused on the network and data center environment for small, medium, and large enterprises. As more and more workloads move to the Cloud, we specialize in helping companies and public sector entities implement IT environments that are higher performing and lower cost than their previous environments.

Roundstone Solutions was founded by Tim Joyce, an industry veteran who has run similar companies for many years, always with an eye towards earning the highest level of customer satisfaction.

Please see more about Roundstone Solutions at www.roundstonesolutions.com
Our blog can be found at www.timjoyce-roundstonesolutions.blogspot.com

We look forward to helping you achieve your business goals!

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