



# For best results, focus on your business more than the technology

We've been around IT for a long time. We were at IBM when the business was all about getting customers to automate processes that were primarily manual. IBM taught us how to have conversations about a customers' business, not about their IT. The idea was to understand how the customer did things, and show them how the use of IBM technology could make their business run better, more efficiently, less expensively.

You know, that was the right way to approach customers then; from the business perspective. It's also the right way to talk to customers and prospects now. It's not about the technology, really. It's about the value that the technology can bring to the customers' business.

For customers, it's got to be hard to keep a focus on business when you're speaking with a computer manufacturer's vendor reps. There are competing interests there, make no mistake. The sales reps make money when they get you to buy something, even if it's not the best fit for your business. It's your job to make sure that the technology that you invest in is the right technology to generate the business results you need.

As a partner to a number of major manufacturers, we are able to represent various technology solutions in each of our discussions. We're not tied to one solution, nor are we beholden to one manufacturer. And by the way, what might be a great solution for one customer may not be the same for another.

Roundstone's Account Managers reps are expected to first be business advisors that have knowledge of how to apply the right technology to a customers' business challenges to produce the best result. They are Sales Reps second.

We know that every company we work with gets called by CDW on a regular basis. Their claim is that they can get the lowest price on any solution. Most solutions involve more than just hardware sales; there are many factors which determine success of a project. Remember, the sweetness of low price is gone long before the sour taste of a failed project.

The best run companies spend their time learning about available technologies (old and new) that can give them an edge over the competition. They plan carefully, and work closely with their partner to get the solution deployed properly. And, they measure the results from the change. That's probably the most important part; you gotta know if the move you made got you closer to your goal.

Roundstone understands all this and would love to work to help give your business the best advantage it can. You'll find working with us to be easy, we're very responsive, we're direct, and to the point.

Give us at call at 925-217-1177 or email us at [sales@roundstonesolutions.com](mailto:sales@roundstonesolutions.com) for more information. Thanks very much.

*We send this email version of the Roundstone Solutions Quarterly Newsletter to about 20,000 contacts every quarter. We try to keep our lists current, and only wish to send it to those who will find it useful. If you're getting this newsletter and you like it, please let us know. If you're getting it and you don't wish to continue to receive it, let us know. We'll remove you from our mailing list right away. Thanks.*

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# How does a company like Roundstone get to work with you and your Company?

This section is intended to be direct and to the point.

Roundstone Solutions is very good at what it does, just as we assume you and your team are. We have more experience than most VAR/Resellers in the business, and more than that, we understand the business reasons behind most acquisitions of IT infrastructure. Believe me, you'd be pleased working with us.

But here's the rub; you'll never know just how much easier we can make your life with regards your IT infrastructure unless we get a chance to work together.

We've reached out to you and your company many times, through emails, this newsletter, phone calls, and the like. We understand sales is often about timing and persistence, and we're very persistent. If you were on our side of the equation, you'd see what we mean. We're ready to provide great advice, solutions, pricing, and service, but first we have to crack through the defenses you and your firm have put up.

What if your company's prospective clients never gave your sales reps a chance? Your business would only grow as fast as your existing customers had a need for more of your products and services.

Think about dating. At some point, you needed an opportunity to connect with that special person. If you never got that opportunity, or didn't ask for or create that opportunity, you missed out. So did the other person. The point is, you had to give someone an opportunity to approach you by lowering your defenses, in order to get to someplace better.

At some point, you let someone get close to you. And it wasn't all bad. The same will happen if you let Roundstone talk to you...it won't be bad.

All we're asking for is an opportunity to talk. We're not going to sell you anything in a conversation. All we want to do is see if there's a fit between us and between our companies. If not, you can tell us to get out and never bother you again. But, I'm betting something will connect. The only way we'll know that is if you give us a chance.

What have you got to lose? Nothing. What have you got to gain? Potentially, something good.

We'll keep trying to reach you, but it's getting harder every day. Any help you can give us is greatly appreciated.

In the meantime, we can be reached at (925) 217-1177 and [sales@roundstonesolutions.com](mailto:sales@roundstonesolutions.com).

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## What does the HP split mean to you?

Not to be flippant, but the answer is "Nothing". HP's issues aren't yours, and you don't represent the solution to them. The end result of their split should be a collective yawn. This is not a knock on HP, which we think is a good company, just an acknowledgement that the split doesn't really mean much overall. It's business as usual.

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## What does the acquisition of EMC by Dell mean to you?

Probably nothing, at least for the near term. It's far from certain that this deal will get done in its present form; time will tell. It's probably easiest to just stay clear of this discussion. There are other great storage options available that are better performing and lower cost than EMC and have none of the static surrounding them.

# Converged Infrastructure is the hottest topic in the market right now...here's why

For years, customers have been virtualizing their server environments, but not their storage environments. SANs still persist, along with the complexity and costs associated with them. That's changing.

The promise of converged infrastructure is that you can combine servers, storage, and networking together into one rack. Magically, that's supposed to give you the ability to scale. For the most part, most converged vendors are about a reference architecture, and not a true solution.

EMC storage, Cisco UCS servers, VMware for the hypervisor, and Cisco network switches packaged in a rack, with a single SKU. If you have an issue, you call just one phone number. Yet behind the scenes, it's three (3) companies trying to make it all work. A reference architecture, and an expensive one at that.

HP is the same way, although they can provide all of the hardware from HP. Still, it doesn't just work together easily. Why? Because it wasn't designed from the ground up to run as one system.

The best example of the way converged infrastructure is supposed to work is Nutanix.



Nutanix has been around for about 6 years, has installed more systems than all of the other vendors combined, and is a solid company valued at over \$2 Billion. They're in a ramp-up to an IPO, so they're going to be around for the long term.

The key to Nutanix is the file system. Nutanix does away with SANs, something none of the other vendors mentioned does. That allows their customers to focus on the applications themselves, without regards for where the storage will reside.

Since one of the biggest costs in a virtualized environment is your cost of VMware, Nutanix created Acropolis, using KVM, and it's free. In other words, you get to drop your cost of VMware to ZERO. That's worth a lot.

Roundstone is one of Nutanix's partners in Northern CA. We're experienced with Nutanix, we know the technology well, and we'd like to show it to you.

Call us at 925-217-1177 or email us at [sales@roundstonesolutions.com](mailto:sales@roundstonesolutions.com) for more details.

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## The Cloud...what does it mean to you?

Most companies have already deployed some applications to the Cloud. The most commonly deployed application, at least for the Small-Medium Business (SMB), is email. Both Microsoft Office 365 and Google Mail have made it a no-brainer.

Another use of the Cloud is for data backup. We're seeing this as one of the biggest areas of immediate growth, because customers are focusing on this area. Rather than just buy products, customers are focused on getting the backup done.

Roundstone is about to come to market with our Cloud offering. It will be a combination of offerings, giving our customers the ability to get most of their Cloud offerings under one roof. Stay tuned.



# ProIntegrators provides Clients with experienced Professional Services expertise for IT infrastructures

Back in February, one of the principals of Roundstone Solutions joined with two other individuals to create a new Professional Services company called ProIntegrators LLC. The results thus far have been nothing short of impressive. ProIntegrators has gained over a dozen customers, and has been involved in some very impressive deployments...with 100% satisfaction of our Clients.

In the course of our business at Roundstone, we've regularly been asked to provide some level of Professional Services on most of our transactions. It seems that many organizations have limited depth of expertise with a lot of the newer technologies that are being deployed. That makes sense; if you've never deployed a new technology, how could you be expected to be confident enough to deploy it successfully?

At Roundstone and ProIntegrators, we get exposed to a lot of different IT infrastructures and technologies, simply through the course of working with multiple accounts every day. We see a lot; some of it good, some of it not so good. We've been able to compile what are best practices for installing and troubleshooting most IT infrastructures. That goes for traditional IT infrastructures as well as what are being called Next Generation IT infrastructures.

ProIntegrators focuses on these technologies; Networks (wired and wireless), the Data Center (Servers, Storage, and Virtualization), Security, and a few others. We'll only engage if we're sure we have the right talent for the engagement, as our goal is to have 100% success each time we work with a Client using our Professional Services. Put another way, we don't use Clients as a test bed for inexperienced Engineers; you get the right Engineer capable of solving your issue.

If you'd like help with design and architecture, installation/integration, problem determination/remediation, or management of your IT infrastructure, please give Roundstone a call and we'll get ProIntegrators involved. Call us at 925-217-1177 or email us at [sales@roundstonesolutions.com](mailto:sales@roundstonesolutions.com).

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## About Roundstone Solutions

Roundstone Solutions is an IT solutions provider and integrator based in Northern California. We are very active helping End-Users transform their IT infrastructure through the use of newer technologies as well as Cloud deployments. The end result is much higher performing, lower cost, enabling infrastructures.

Roundstone Solutions was founded in 2012 and continues to grow. Our relentless focus is to be the Northern CA VAR/Reseller with the highest level of customer satisfaction. We accomplish this by understanding our customers' business objectives, and then we match the appropriate technology solution to get the job done right.

Please see more about Roundstone Solutions at [www.roundstonesolutions.com](http://www.roundstonesolutions.com). Our blog can be found at [www.timjoyce-roundstonesolutions.blogspot.com](http://www.timjoyce-roundstonesolutions.blogspot.com) and is updated regularly.

**We look forward to helping you transform your IT infrastructure!**

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