ROUNDSTONE SOLUTIONS

Straight talk about your IT infrastructure

Our company, Roundstone Solutions, is in the business of working with companies and public sector entities on evaluating and deploying newer, more modern technology platforms which offer great promise of improved Information Technology (IT) infrastructure operations. What this often means is that we have to convince end users that changing from comfortable, familiar platforms is something they should consider doing.

IT is all about change, and in most cases, change brings significant gains in performance, capacity, and lowered cost. So why, then, would an IT executive resist change?

Because of Newton.

Newton's Law of Inertia says "An object at rest stays at rest". In IT, that tends to mean "If I have a 3-tier legacy infrastructure that has worked for us, I'm going to keep on using it until I have no choice". Which is a shame, because there are much better alternatives.

As an IT solutions provider, our job is to make sure you and your IT organization have the tools to not only do your job, but do it better than others.

Studies that show over **70%** **of your efforts and money go into "keeping the existing stuff working"**. Wow! That means **only 30% (at best) goes into innovation** to make your organization better and more competitive. Seems to us that percentage is upside down.

How often are your existing VARs encouraging you to look at newer, better technologies? They probably introduce new stuff from time to time, but usually their primary interest is in keeping things on the same path, because they don't want to introduce different vendors and that might upset the status quo.

Roundstone is not beholden to the older, 3-tier world. Nope, we bet our business on newer platforms, like hyper-converged infrastructure, newer backup platforms, Unified Communications as a Service, to name three. It's harder work, but it's much more rewarding.

For example, when we deploy HCI from Nutanix, it's usually at least 40% cheaper than both legacy 3-Tier and public Cloud solutions. It's also simpler and under your control. Why wouldn't you want that?

Remember the second part of Newton's Law; "An object in motion stays in motion". Innovating with some of the more modern IT platforms Roundstone works with will help your organization start moving towards a much more effective IT Infrastructure, and keep moving forward.

We've got many examples of how we've helped our Clients deploy more modern IT platforms. We're happy to share references how Nutanix has helped with better IT infrastructures.

Roundstone Solutions specializes in Modern IT Infrastructures. We'd like to help you. Email us at sales@roundstonesolutions.com. Thanks!

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

IN THIS ISSUE:

Roundstone awarded State of California DGS contract for Nutanix

Roundstone Solutions partnered with Nutanix to win the State of CA contract for Hyper-Converged Infrastructure for State agencies, departments, local governments, and public education in the State. The contract runs through March 2022, and has the option for a 2-year extension to 2024. In other words, you'll be able to acquire Nutanix products and services at very competitive pricing for years to come.

For our NY/NJ area prospects, we're happy to provide similar pricing to public sector entities.

What is HCI and why you should deploy it?

Hyper-converged Infrastructure (HCI) has been being deployed for about 9 years, and Nutanix is the leader.

HCI combines compute, storage, virtualization, and networking into one appliance to create a very efficient way to run **ALL** of your applications. No longer do you need to run separate servers, storage arrays (SAN), and virtualization.

HCI provides much better performance due to data locality, it's easier to operate, and you only need to buy what you need. It's generally at least 40% less expensive than legacy architecture or Public Cloud. We'll prove it in writing.

With HCI, your systems people no longer need to manage the 3-tier mess, because most systems management has been automated. You can redeploy your talented team into more valuable roles without having to hire anyone else.

There are over 15,600 organizations which have already deployed successfully Nutanix. Let us help you be the next organization to get HCI benefits from Nutanix.

Gartner's Magic Quadrant for Hyper-Converged Infrastructure (HCI)

Nutanix pioneered the Hyper-Converged Infrastructure (HCI) platform business in 2009, with deliveries starting in 2011. They've been at it the longest, and they're the best at it.

Nutanix is the only vendor that completely rewrote the file system, which gives it a performance advantage over all comers. You'll also find pricing from Nutanix usually beats the others.

Nutanix is the leader in every report that's written about HCI; Gartner, Forrester, and others. You'll see Nutanix is ahead of all others in Gartner Magic Quadrant for HCI.

Let us help you with Nutanix. We're the experts.

Everyone Benefits from UCaaS

Remember when you were responsible for running your own email system? Remember how much a pain that was? You had to deal with procuring and deploying hardware, deploying Microsoft's Exchange, and then keeping it all patched and updated. Remember when it didn't work, and how much pressure that was? Seems like a lifetime ago, because you've since deployed either Microsoft Office 365 or Google Mail. It's simple…they provide email as a service, and all you have to do is use it and pay for it. You'll never go back to the old way.

We've found that most companies and public sector entities are still running their own PBX systems (which are mostly over 10-20 years old) or are running an expensive Cisco UC system. Both of these approaches are similar to your previous email example, in that you have to maintain the hardware, deal with issues, and keep the software patched and running. Some of your systems are no longer under support because they're so old.

As important, if not more so, these system don't deliver what your staff and customers are looking for today. Voice is only one part of modern communications. People these days want the ability to use video, they constantly message (usually texting) and they collaborate. It's why you've been forced to deploy WebEx, GoToMeeting, Zoom, Slack, and various other disparate tools.

But, those products don't easily integrate with each other, so it's created an even bigger support issue for you and your team. *But isn't technology supposed to make lives simpler?* It is. Here's now to make communications work better for your users and your team.

Unified Communications as a Services (UCaaS) can do for your communications what Office 365 did for your email. You no longer need on-premises hardware or software…that's all in a Private Cloud that you don't have to manage.

Fuze is the leader in enterprise class UCaaS. Roundstone Solutions works closely with Fuze to help organizations migrate to a simpler communications approach. All of the functions your users want (voice, video, messaging, collaboration, and contact center) are combined into one easy to use platform.

Fuze can be used on a hardwired desk phone, a soft phone, or as an app on the user's Smart Phone. Think about it…your can provide a much higher level of service, with a minimum of effort or hassle for your team, while well-positioning your organization for the future.

But, you have to be willing to make changes. Changes isn't easy, but rest assured that it will be easier than continuing to struggle with your old, antiquated PBX or on-premises UC system.

Roundstone awarded SPURR contract for UCaaS with Fuze

In early 2019, Roundstone Solutions was awarded a contract to provide Fuze UCaaS to public education institutions in California. This contract, which is pre-negotiated and priced very aggressively, is open to every public sector in the State of California.

Contact us at 925-217-1177 for more details. For the NY/NJ area, contact us at (201) 704-2190 for similar pricing.

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A Better Way to Acquire the right Technology

The principals of Roundstone Solutions have been involved in the sales of IT infrastructure products and services for many years. We've seen everything there is to see, and are now seeing a big change in how products are sold.

The biggest change in sales of IT infrastructure products is due to the wealth of information readily available on the Internet. It used to be that end users needed to engage with a vendor sales rep to get information on existing products and future direction. No longer. Vendors place most of that information on their websites, in hopes that prospective Clients will automatically read what's online and draw the correct conclusion about how the Vendor's products can offer value to them. Nice idea, but that's not always how it works.

We find the consultative approach that Roundstone follows is still one that works. Sure, our prospective Clients read about products and services on the Vendor's websites, but we don't think it's an automatic that the proper connection is made. After all, Vendors don't list their competition on their websites, so in order to understand competitive offerings, prospective Clients have to visit multiple websites. There's no real independent source to evaluate which vendors' products are superior. It's all marketing.

We have a suggestion. In addition to getting information from vendor websites, give us a call early. We'll help you compare alternatives, and put you in touch with companies that have already acquired the products so you can get real feedback. The less you rely on marketing and more you can rely on actual data, the better.

You're still going to have to engage a Sales rep at some point to get pricing and complete an acquisition. Engineered IT products are not conducive to buying online, despite what CDW would have you believe. By the way, rarely is CDW the least expensive source to acquire from…just sayin'.

Roundstone would like to work with you as you look to evaluate new technology and make your acquisition. We're going to be the most competitively priced alternative, as well. Call us at 925-217-1177 to email to sales@roundstonesolutions.com. We look forward to working with you.

About Roundstone Solutions

Roundstone Solutions is an IT Infrastructure Solutions Provider. We help our Clients deploy much higher performing, lower cost, scalable, simpler, and modern IT Infrastructures.

Our relentless focus is to be our Client's leading VAR/Partner/Reseller with the highest level of satisfaction. We accomplish this by using our deep experience in the IT Infrastructure business, then by understanding our Clients' business objectives, which includes understanding their current state IT infrastructure and what the desired state is. We then match appropriate technology solutions to get the job done right.

We succeed when our Clients modernize their IT infrastructures, resulting in better business outcomes.

Please see more about Roundstone at www.roundstonesolutions.com. Our blog can be found at http://timjoyce-roundstonesolutions.blogspot.com, and is updated regularly. We can also be found on Twitter at @TimRoundstone.

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