

SIMPLIFY IT THROUGH MODERNIZATION



Cloud Power

WHAT IF YOU COULD GREATLY SIMPLIFY IT WHILE SAVING MONEY AND SETTING UP YOUR BUSINESS FOR GROWTH? WE CAN HELP.

THE JOURNEY BEGINS WITH YOUR BUSINESS GOALS

It is often said that small and midsize companies are the growth engine of the economy. As market conditions improve, these companies need to assess the critical factors necessary to support growth – the common “growth ingredients” are often people, processes, and technology.

Cost-effective approach to growth

Over the past three years we have all learned a lot about doing more with less and being smart about keeping costs down. At the same time, many companies have relied on aging infrastructure and technologies and are now at a place where some decisions need to be made to support growth objectives.

At GTcentral and Microsoft we believe you can cost-effectively improve technology to help you grow your business – and we have a plan to help you get there.

Big Benefits to Modernizing Your IT

A recent study conducted by Techaisle on small and midsize business IT goals concluded that the number one priority was migration from older technologies.

The reasoning was simple:

- Older technologies are more expensive to maintain
- May no longer be supported
- Don't provide the necessary flexibility to support growth

Believe it or not, but the simple task of upgrading your aging servers and operating systems can significantly reduce costs but also set you up for some amazing benefits, including virtualization.



60%

of mid-size businesses think that it is time to refresh their PCs and Servers.

Source: US Small Business IT Priorities and Marketing Report, Techaisle, 2010

THE NEXT STEP IS VIRTUALIZATION



Virtualization is all the craze. It's nearly impossible not to hear about the benefits of virtualization. What's the big deal? A lot of talk of virtualization has been around cost savings, consolidation of servers and applications, and power reduction. These are all true. Virtualization represents a major transformation opportunity for companies and that the trend will be heating up in midmarket.

Microsoft's approach to virtualization

Microsoft's virtualization approach is unique: build it into the operating system – integrate it deeply with the other valuable services such as high-availability, live migration, and branch office support. When you upgrade your older servers to Windows® Server 2008 R2 SP1 with Hyper-V™ you get virtualization built-in.

“PREVIOUSLY, SOMEONE WOULD COME INTO MY OFFICE AND ASK FOR NEW SERVERS TO SUPPORT A PROJECT. IT WOULD TAKE US A WEEK OR TWO TO DELIVER THAT. BUT WITH HYPER-V, I CAN SAY, ‘SURE. GIVE ME 20 MINUTES.’”

Josh Howell

System Administrator
Totem Ocean Trailer Express

CENTRALIZED IT MANAGEMENT

The perfect accompaniment to virtualization is centralized management. This might sound complicated but it isn't. Microsoft developed Microsoft® System Center Essentials 2010, a systems management tool designed specifically for mid-size business that puts the emphasis on:

- Ease of use and the ability to centrally monitor your systems
- Management of physical and virtual systems, as well as desktops and servers

- Automate common repetitive tasks to give you more time back

“WITH THE SIZE OF OUR ENVIRONMENT DOUBLING, WE COULDN'T HAVE CONTINUED TO MANAGE IT WITH TWO PEOPLE WITHOUT HYPER-V.”

Ben Faulkner

Information Communication Technology Officer
Liverpool Institute for Performing Arts

HOW GTCENTRAL CAN HELP

The next step in understanding how IT modernization and virtualization can help your business is to assess your current environment: your servers, applications, and network. From there we will provide recommendations on how to best upgrade, virtualize, and consolidate your infrastructure.

We can help you all along with the way to ensure you and your team are best prepared to support the next wave of growth.



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