



One Planet Computing
Cloud Overview

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What Is Cloud Computing?

"A hundred years ago, companies stopped generating their own power with steam engines and dynamos and plugged into the newly built electric grid. The cheap power pumped out by electric utilities didn't just change how businesses operate. It set off a chain reaction of economic and social transformations that brought the modern world into existence. Today, a similar revolution is under way. Hooked up to the Internet's global computing grid, massive information-processing plants have begun pumping data and software code into our homes and businesses. This time, it's computing that's turning into a utility."

Nicholas Carr, author of the 2008 Wall Street Journal bestseller "The Big Switch".

Cloud computing allows you to treat IT infrastructure just like any other utility. It allows you to grow when you need to, shrink when you need to, and puts you back in control of balancing increasing demands against decreasing budgets.

Cloud computing allows you to pay-as-you-go month by month, just like any other managed service, without any of the large up-front investments in servers, storage or expensive data-centres with integrated power, cooling and security systems.

You never need to buy new servers and you probably don't need to buy new PCs for your existing staff either.

The working life of your existing PCs and laptops can usually be extended for another 5-10 years when combined with cloud computing.

Over the next few pages we will explain how you can move from a traditional IT environment to a cloud infrastructure you can manage in-house, or ultimately buy as a utility from an external provider as a managed service.

For information aimed at business executives about the commercial incentives for moving to the cloud we recommend the following publication:



ISBN: 978-0393062281

"The best read so far about the significance of the shift to cloud computing"
Financial Times

The Traditional Desktop

Complicated, Messy & Expensive



In the traditional desktop PC environment each computer has its own copy of Windows, and its own copy of Word, Excel, PowerPoint, Outlook installed on the hard disk.

This complex mixture of applications and drivers has to be managed individually on each desktop PC or laptop. IT departments will often just replace the whole computer every three years rather than tackle the problem head-on.

The whole process is repeated again for servers which potentially hold much more sensitive information than desktop PCs and laptops. Additionally, a firewall and intrusion detection system are required to prevent unwanted programs or malicious hackers gaining access to our organisation from the network.

Anti-Virus, Anti-Spyware, Anti-Spam and perhaps other tools are also needed to encrypt or prevent the theft, corruption or loss of data using a removable USB storage device.

All of this has to be running 24x7, updated 24x7 and protected 24x7 which all requires power and cooling and goes on to create environmental waste and CO₂.

Cash



Carbon



Security



02

One Planet Desktop

Simpler, Cleaner & Cost Effective



Internal Cloud Server Based Computing

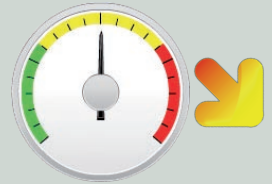
The move towards Virtual Desktops is happening primarily because of the reduction in complexity and cost. One Planet Desktop delivers substantial benefits when compared to the traditional model.

Desktop PCs and laptops were historically bought, managed and replaced every 3-4 years. Instead of scrapping these PCs and laptops, One Planet Desktop can be used to give them new life as Virtual Desktops suitable for use with Microsoft Terminal Services, Citrix Xen and VMware VDI solutions.

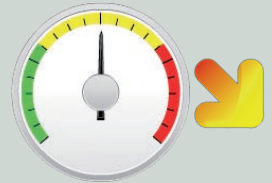
When combined with a Microsoft, Citrix or VMware Virtual Desktop server One Planet Desktop can reduce the time and effort spent managing computers and laptops in an organisation by a significant amount.

Some organisations can support over 250 Virtual Desktops per engineer once desktop support has been rationalised and consolidated centrally.

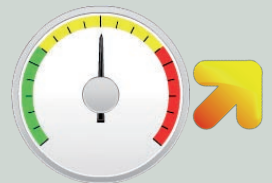
Cash



Carbon



Security



03

One Planet Computing

Simplest, Cleanest & Most Cost Effective



External Cloud Managed Service

With a true cloud solution the only IT technologies that the business has to worry about are the Virtual Desktop devices, which are simple enough to be installed by a facilities manager, or the end user themselves.

Once these Virtual Desktop devices are connected to a broadband router or leased-line Internet connection, the only other thing you need to provide your staff with is a desk or mobile phone. It is a simple matter to then increase or decrease the number of Virtual Desktops you would like to have on a month-by-month basis.

Mobile working, branch offices and Disaster Recovery are other headaches and overheads that are now taken care of by your managed service cloud provider.

Cloud computing can reduce the amount of cash and carbon that your business wastes, just to “keep the lights on”, whilst also improving data security and business agility.

Cloud computing lets you focus on growing your business, not IT.

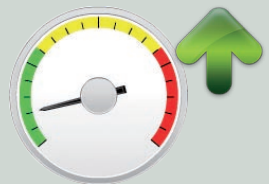
Cash



Carbon



Security



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For more information or to arrange a demonstration please contact us at

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