

Reducing CAPEX Keeps More Cash Flow in Your Business

Cloud computing offers medium and small businesses unprecedented access to the tools that make modern business tick and keep employees engaged and productive, while providing cost savings that reduce capital and operational IT budgets.

Hard Costs:

- Hardware and infrastructure expenses
- Software upgrades
- Break/fix support
- Gross salary and administrative costs

Soft Costs:

- Establishing strong business value
- Employee satisfaction
- Collaboration
- Employee mobility
- Inclusive business continuity plan (data backup and disaster recovery)



Return on Investment:

Distribution/Mix of End Point Devices:

According to Gartner, in traditional IT models, an average mix of PCs to laptops is 70% to 30%. Changing the distribution by adding less expensive thin client devices, as well as permitting the use of BYOD reduces the number of expensive devices (CAPEX vs. OPEX).

Reduction of Administrative and Support Efforts:

Cloud computing outsources end point, software, and hardware management. Streamlined, pooled resourcing reduces new user setup time. Dedicate internal IT staff to business development goals and projects.

Eliminate or Scale Down Onsite Servers:

While some business models lean towards a hybrid cloud model that requires maintaining onsite servers for some operations, many SMBs can eliminate expensive, energy-inefficient servers in exchange for cloud servers maintained and monitored by their cloud service provider.

Data Backup and Disaster Recovery:

It's difficult to pinpoint how data loss affects a business over time. WebTop insures business critical data against the common forms of data loss: theft, equipment failure, human error, natural disaster, virus, etc. and ensures your business will work wherever, whenever on any device.

Strategic Value

- * BYOD/Mobility
- * BYOA/Application Hosting
- * Anytime, Anywhere Data Access

Qualitative Value

- * CAPEX to OPEX model
- * Inclusive Software Upgrades
- * Remote Support
- * Business Continuity

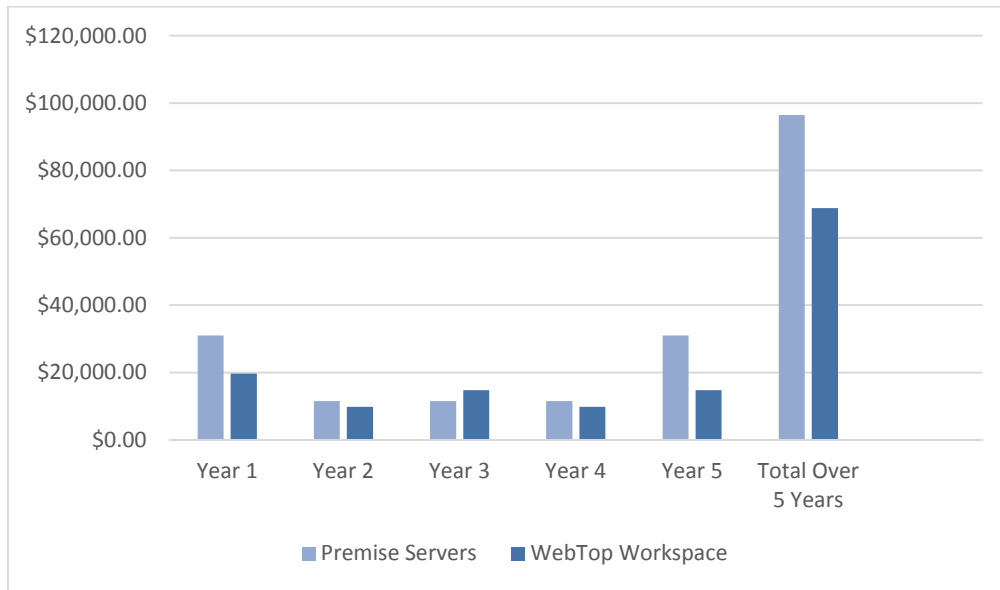
Quantitative Value

- * Return on Investment
- * Total Cost of Ownership
- * Cost Optimization
- * Cost Per Seat

Field-Tested, Business-Approved

WebTop has been vigorously field-tested and business-approved for 10+ years by over a million users daily. Implementing WebTop has saved our clients 20-30 percent over their previous in-house solution. They don't know why they wasted so much time and money maintaining their own servers for so long.

Use Case: WebTop vs. New Server Purchase



WebTop vs. System Upgrades

Initial Cash Out of Pocket:
 Systems Upgrades: \$172,500.00
 WebTop: \$24,190

