



Succeed in a Down Economy With IsUtility®

In volatile economic times, resources are stretched to the limit. With budget and personnel constraints, the ability to deploy resources on demand is more critical than ever. This allows executives to not only do more with less, but also build capacity to withstand the unexpected and reinvent strategies as circumstances change.

Industry Analysts Agree: Utility Computing Saves in a Down Economy

- “The cloud model offers a much cheaper way for businesses to acquire and use IT - in an economic downturn, the appeal of that cost advantage will be greatly magnified.” (IDC)
- “Service provider solutions shift the funding requirement from a high initial capital cost for hardware, which needs to be depreciated, to a predictable per-seat operational cost. This will bode well for growth as budgets come under pressure due to the 2008 economic uncertainties.” (Gartner)
- “Companies continue to invest large sums in maintaining and even expanding their private, subscale data centers. Why? Because of the lack of a viable, large-scale utility model. But such a model is now emerging...” (Nicholas Carr, Harvard Business Review)

What our clients are saying...

“We’ve grown by 25% in annual revenue after switching to IsUtility®.”

- Debi Wexler, CEO, Whiteflash.com

“I’ve won business over competing firms because of where IsUtility® puts me in the technology world.”

- Ken Klingensmith, CEO Health Associates

“Sounds like we made the right decision - so glad we went with you. [Other company] have had a lot of headaches. You guys made me look like a hero. Thanks for all the hard work.”

- Jana Coleman, Moody Rabin International

Traditional IT

Unpredictable costs

Volatile costs due to unexpected IT costs due to recurrent equipment repairs and upgrades.

IsUtility®

Pay as you go. Adapt as you grow

Predictable monthly costs means clients never have to budget for unexpected issues.

Limited support

Clients typically wait for one individual to come out. Many consultants charge ‘on-the-meter’.

Unlimited 24/7/365 support

Clients instantly resolve issues by contacting their personal support team 24/7/365.

Significant capital investment

Risk lies with business once equipment is purchased. Continuous upgrades necessary.

Virtually no capital investment

No-cost hardware upgrades. No need to continually invest in equipment when growth opportunities arise.

Cost Benefits - IsUtility®

- No servers to purchase and maintain
- Scalability - only pay what you use
- Decreased capital expenses
- Lower energy costs than in-house servers
- Increased productivity, reduced downtime
- Operating expense instead of capital expense