Which Flavor Of The Cloud Is Right For You?

Secure data backup, greater reliability, better resource and growth management options, and improved collaboration are just a few of the reasons to take full advantage of cloud computing today.

Yet understanding the choices you have can help you avoid some VERY costly mistakes you could wind up seriously regretting later. To help you move forward with confidence, here are some important points to consider.

Three “Flavors” Of The Cloud

Public Cloud Services Offer Flexibility and Lower Costs

A public cloud comprises a collection of data storage and software that can be accessed on an as-needed monthly basis, somewhat like an electric utility or fitness club. It houses data facilities outside the corporate firewall that you access through an Internet browser without having to make any initial or ongoing capital investment.

Well-known examples of public cloud services include Google Drive, Microsoft Office Online, Apple iCloud and Amazon Cloud Drive. They provide data storage and, in many cases, web apps. Public clouds are best used where a high level of privacy is not required. They can provide access to a growing pool of newer technologies that would not be affordable if developed individually.

Private Clouds Support Highly Specialized Apps

A private cloud resides within an organization’s firewall, and is
typically owned, managed, and supported by that business. IT resources are available to members of the organization from their own data center. Private clouds can support highly specialized and/or privacy restricted applications, like medical records software for a health-care organization concerned about HIPPA requirements, for example.

And, while it can be more expensive to set up initially, a private cloud may deliver a higher ROI in the long run since you’re not paying for ongoing shared services.

Hybrid Cloud: Balancing Complexity With Flexibility

Merging the flexibility of public cloud services with the control of a private cloud, a hybrid cloud can provide the ideal infrastructure for some organizations.

A hybrid cloud enables you to put some of your apps and data – archives and e-mail, for instance – in a public cloud, and the remainder in your private cloud. This provides the cost savings and benefits of the public cloud while retaining the customization and security advantages of a private cloud.

While it can be more complex to deploy and manage than a pure public or private cloud, a hybrid cloud may deliver the best blend of control, flexibility, and cost effectiveness for some organizations.

So Which “Flavor” Is Right For You?

There is no perfect solution - each type of cloud has its own pros and cons. That being said, here are a few key factors to consider when determining the best approach for your particular business:

Public cloud solutions are best suited for the flexibility and budget requirements of smaller businesses that want access to the kind of IT resources that bigger organizations can afford, without the cost of development and ongoing support and management.

A private cloud, managed and supported by an in-house IT team, or outsourced and supported by an experienced managed IT service provider such as ImageQuest, may be ideal for your organization if control and privacy are of paramount concern.

A hybrid cloud could be the ideal solution for any enterprise that wants to manage sensitive data in-house while availing itself of third-party software and data storage for uses where the data involved isn’t as sensitive.

While hiring a cloud-computing expert can prove extremely beneficial in the long run, it’s critical to work with a professional who has depth of experience in all types of cloud environments.

We’ve helped dozens of companies set up and run cost effective, powerful, and secure cloud networks. For a free cloud readiness assessment, contact us at (877) 517-6915 or info@myimagequest.com

“Each type of cloud has it’s own pros and cons”

The 7 Most Critical IT Security Protections Every Business Must Have In Place Now To Protect Themselves From Cybercrime, Data Breaches And Hacker Attacks

Cybercrime is at an all-time high, and hackers are setting their sights on small and medium businesses who are “low hanging fruit.” Don’t be their next victim! This report will get you started in protecting everything you’ve worked so hard to build.

Download your FREE copy today at www.myimagequest.com/freereport or call our office at (877) 517-6915
After being recognized for excellence for Managed IT services in CRN’s 2016 Managed Service Provider (MSP) 500 list in the Pioneer 250 category, ImageQuest’s partner, Continuum Managed Services, reached out to Milton Bartley, ImageQuest CEO, to find out what he attributed to their impressive growth. Here’s a sneak peak of the interview:

1. **What do you attribute to ImageQuest’s recognition for excellence in Managed IT Services?**

   “I think our story resonates. We are disciplined and deliberate about our business, and that has translated into some serious growth over the past three years. Not just revenue growth, but profitability and market footprint as well. It takes a team of committed individuals to build and grow a business in today’s world of rapidly changing technology, and we have that at ImageQuest.”

2. **What unique sales approach was ImageQuest selected for?**

   “We call it Chocolate Cake. We don’t sell any of the pieces and parts (ingredients) as it relates to IT as one-off solutions. We believe a customer cannot take the ingredients and make the cake taste as good. They simply don’t have the expertise; they don’t have the refined and perfected recipe; they don’t have the years of experience; they don’t have the dedicated team who does this day in and day out for every customer.”

3. **Why don’t you recommend MSPs offer network assessments for free?**

   “A free assessment is worthless. If you don’t place value on it, how can you expect prospects to do so? We conduct a professional business and IT security assessment for every client - and we charge for it. Most of our competitors will offer them a free assessment. In order to do it for free, they will likely send their least talented IT person to do the work. Our assessments are conducted jointly by a business analyst and technical analyst. That level of expertise and professional services has a real value, and prospects are willing to pay for it.”

Want questions 4-7? Read the rest by following the ImageQuest company LinkedIn page at: [www.linkedin.com/company/imagequest_2](http://www.linkedin.com/company/imagequest_2)

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**Shiny New Gadget Of The Month**

**New Printer Fits In Your Pocket**

So, what’s about the size of deck cards and prints instant photos from your smartphone - with no ink needed? Yes, there is such a thing, and if you guessed the new Polaroid Zip, you’d be right.

Selling for $129.99, it prints full-color 2x3-inch prints with an optional peel-off sticky backing. Each print costs about 25 cents and they look okay, all things considered – just don’t expect ink-jet print quality.

How does it not need ink? It uses Polaroid’s Zink zero-ink paper, embedded with cyan, yellow and magenta crystals. They turn into the appropriate colors when activated by a heat process. And since there’s no ink, there’s no stickiness, smearing or waiting for photos to dry. Connect to your smartphone via Bluetooth, then just shoot and print!

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**WONDERING WHAT CHOCOLATE CAKE IS ALL ABOUT?**

Watch this video on our website [WWW.MYIMAGEQUEST.COM/CAKE](http://WWW.MYIMAGEQUEST.COM/CAKE)

**The Chocolate Cake Story**

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Forget Something?

A while back I did a huge favor for someone and never heard anything from them… Zip, zilch, nada, nothing. Just a simple “thank you” would have been nice…but they acted as if it was expected of me. To say that I was disappointed is putting it mildly.

To me, disappointed is a very powerful and scary word. You see, disappointed can turn into other “dis” words, such as disgruntled, discouraged, disenthralled, disheartened and possibly even dissatisfied with our current personal or business relationship. I might start noticing that this relationship (business or personal) is really all about YOU and how YOU can benefit; the words reciprocation or gratitude don’t seem to be in your vocabulary.

Everyone likes to be remembered, thanked or appreciated for doing favors, going above and beyond, being courteous, considerate, thoughtful or kind. Being “taken for granted” stinks.

Forgetting to show any kind of appreciation for someone who did something for you…that they didn’t have to do…can end up causing you problems later on. You will never know when someday you may need a helping hand, and all those people you took for granted and/or never thanked might NOT be so readily available to help you out.

Francesca Gino, an associate professor at Harvard Business School, did some research on gratitude and looked at 41 fund-raisers at a university, all receiving a fixed salary. The director visited half of the fund-raisers in person, telling them, “I am very grateful for your hard work. We sincerely appreciate your contributions to the university.” The second group received no such expressions of gratitude. What was the impact of the director’s thanks? Gino said that “the expression of gratitude increased the number of calls by more than 50%” for the week, while fund-raisers who received no thanks made about the same number of calls as the previous week.

Organizations and leaders who miss chances to express gratitude lose opportunities to motivate people that actually cost them nothing. Simply stated: gratitude is free and profitable. People may not show that they are upset about not being thanked…but when the time comes for them to help YOU out again, they may just be a little too busy that day. You can transform your relationships, business and personal life with the Power of Gratitude! Never underestimate the power of a thank-you and never pass up on the opportunity to say those two words.

“If it is not happy people who are thankful. It is thankful people who are happy.” – Anonymous

Do You Know a Company Looking For or Needs IT Support?

At ImageQuest, we know that referrals are an important part of creating and building business relationships; understanding that we know that great leads can come from anyone at any time. Why not explore this opportunity and receive benefits for you and your company?

If your referral becomes a recurring client, then you or your favorite charity will get $1,000.

It’s easy to join our referral program and it’s a great way to earn additional income while helping companies benefit from ImageQuest’s vast IT service and support systems. You can be assured that our quality services and wide range of knowledge will increase the security, performance, and reliability.

What type of company would be a good referral?

A company in any professional industry with at least 20 computers, no internal IT support and has business problems that technology can solve.

How Do I Submit a Lead?

Simply call Milton Bartley or Jay Mallory at (877) 517-6915 or email leads@myimagequest.com