



Executing a Successful Cloud Strategy

James Taylor
Chief Executive Officer

October 2013

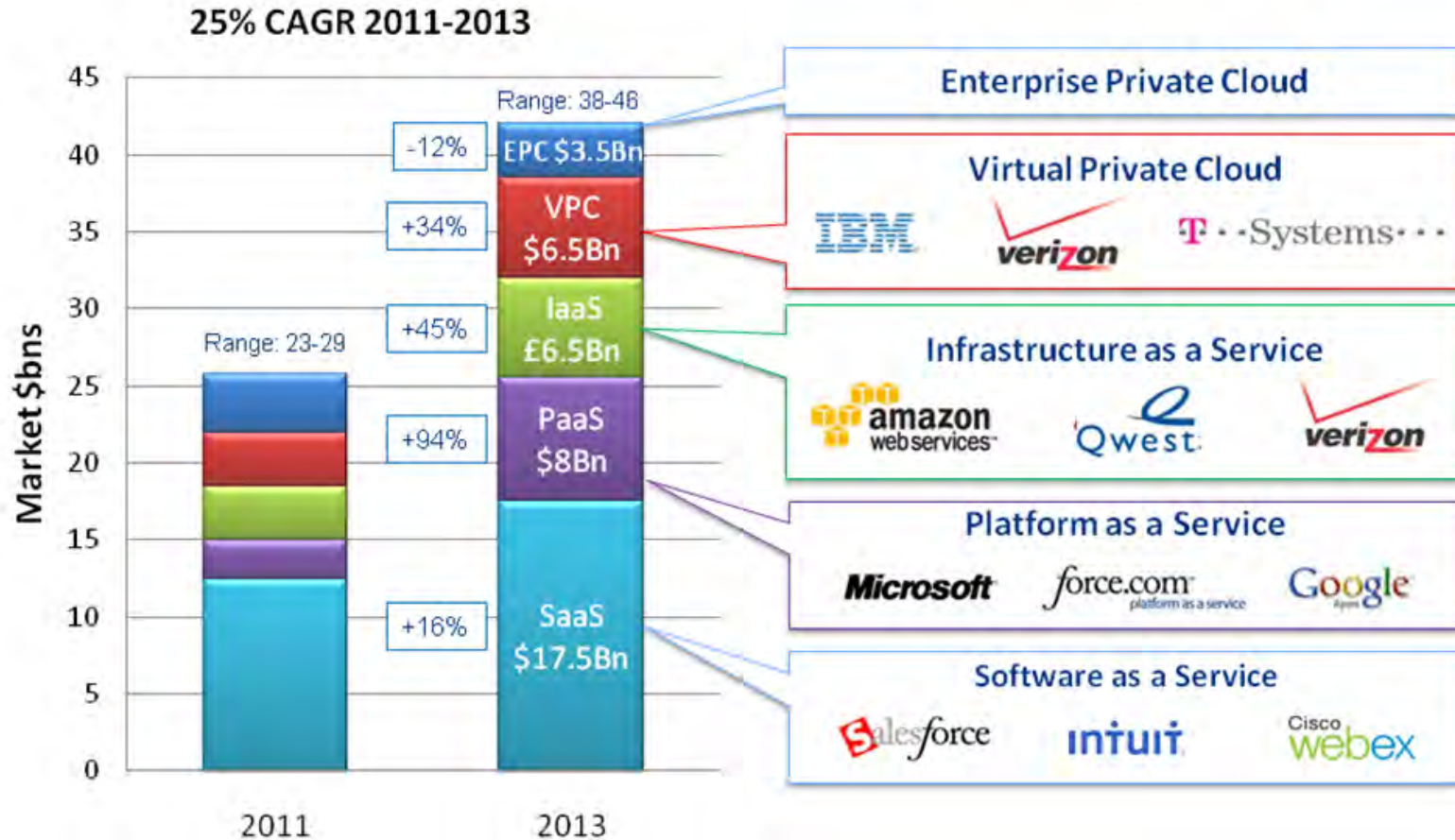
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Why cloud? Why now?

Cloud services: market forecast and current players



Source: Bain Analysis, Forrester, IDC, Gartner, William Blair & Co.

Network service providers and the cloud

- Verizon acquires Terremark for \$1.4B
- Cincinnati Bell buys CyrusOne for \$525M
- AT&T acquires USi
- PAETEC buys XETA
- Internap nabs Voxel for \$30M

81%

of businesses are either planning, experimenting or already have full-on cloud implementations

Source: KPMG

Why cloud? Why now?

Future Cloud Trends

- Global spending on public cloud services to reach \$677 billion by 2016.
- The market for public cloud services is on track to swell to \$131 Billion by the end of 2013.



Source: Gartner

How do I join the Cloud?

Barriers to entry

- Customer Experience Management
- Increased Need for Support
- Technical Expertise
- No Human Touch
- High Capital Investment



Key Operational Elements



- **Infrastructure**



- **Support Systems and Tools**



- **Expertise**



- **Best Practices and Methodologies**

Key Business Elements



- **Speed to Market**



- **Expanded Portfolio of Capabilities**

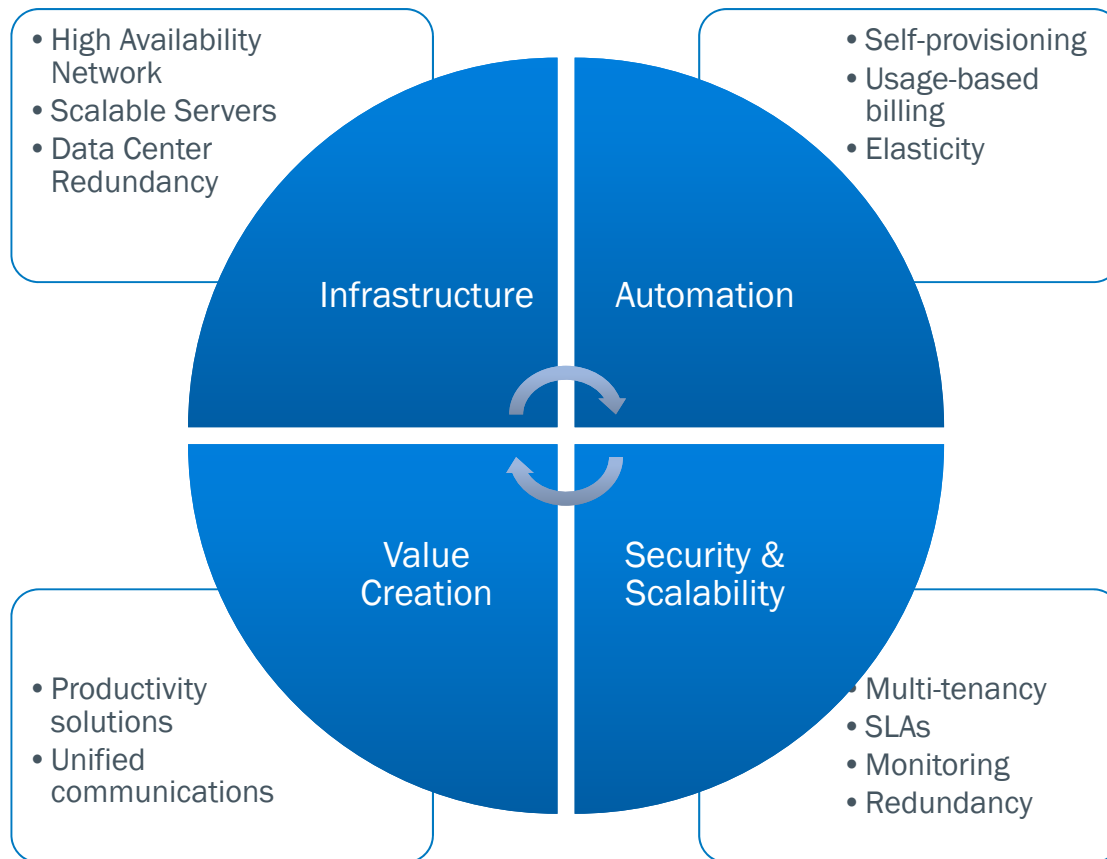


- **Enhanced Customer Experience**



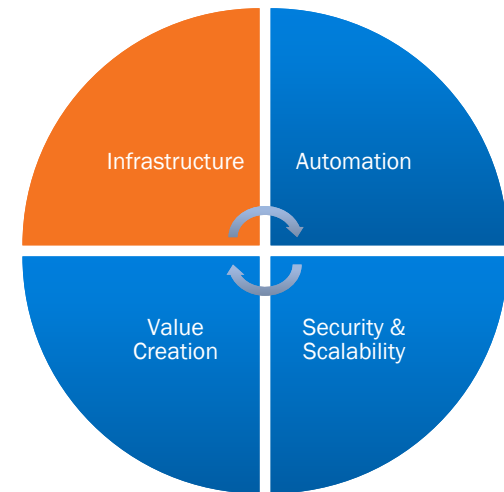
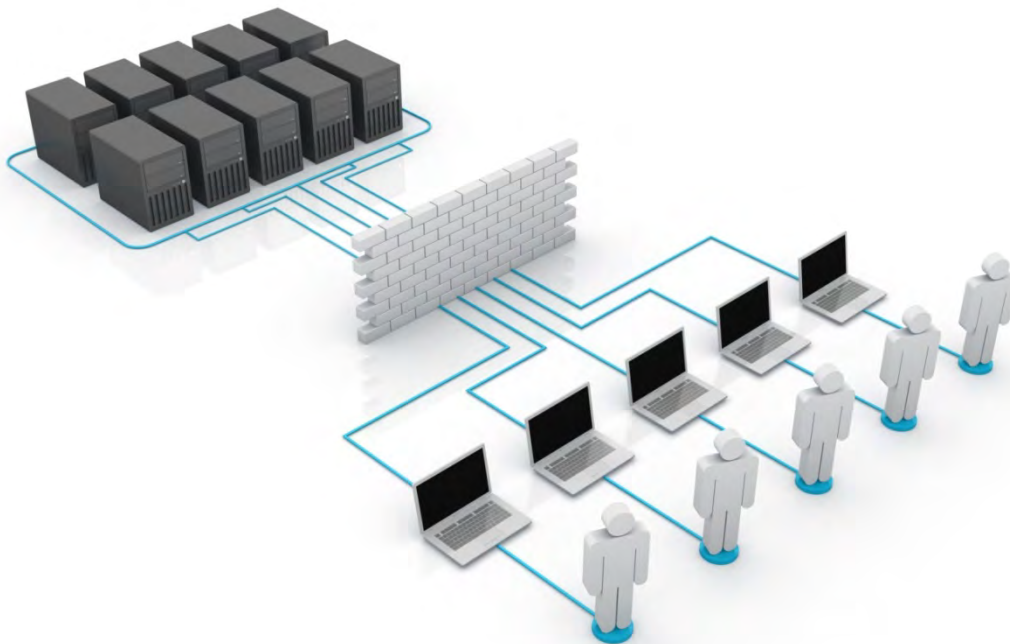
- **Reduced Financial Strain**

Key components of a winning cloud model

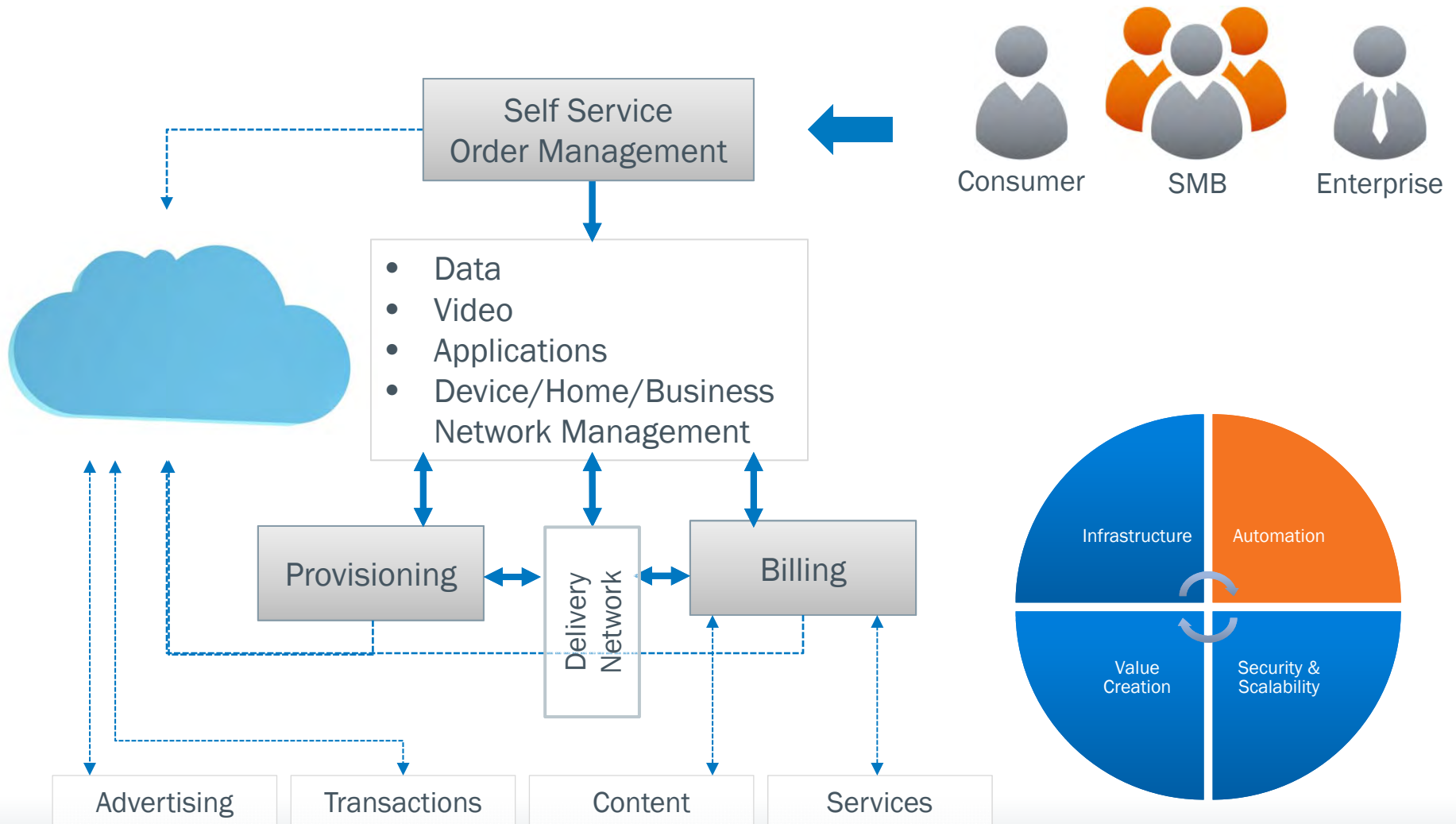


Monetizing Cloud Services

- High Availability Network
- Scalable Servers
- Data Center Redundancy



Monetizing Cloud Services



Monetizing Cloud Services

Scalability

Security

Multi-tenancy

Reliability

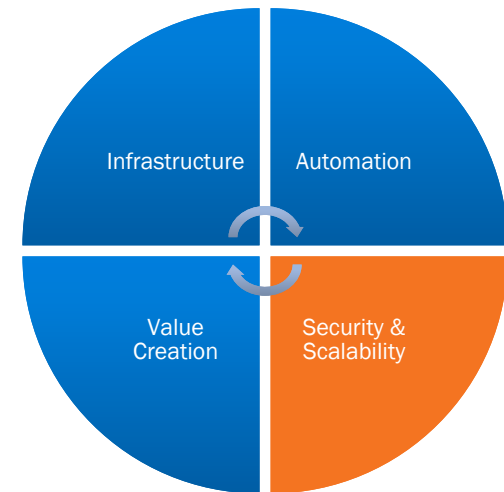
Availability

Governance

Compliance

Access management

BC/DR

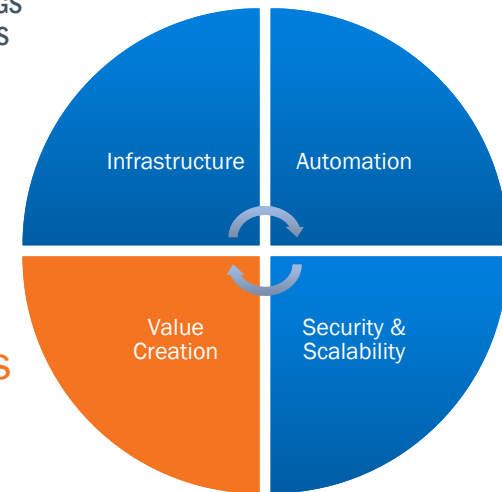


Monetizing Cloud Services



"**93%** of strategy execs said that exploring new business models is as important in this current economic climate as cutting costs and retaining customers."

STL Partners Brainstorm Participant Survey



New Market Opportunities

- **Telemedicine**
- **Telehealth**
- **Machine-to-Machine**
- **Smart Communities**
- **Smart Grid**
- **Geographic Opportunities**



Market Examples



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Kalona Cooperative Telephone Company
Serving the Kalona community since 1905
Cloud Services Support : 1-800-651-3758



Home Hosted Servers Email & Collaboration Web Hosting Domain Registration Backup & Recovery Support



Select Domain Names or Web Hosting



Hosted Servers

Our hosted servers are made to grow as your needs grow. Each hosted server performs and executes exactly like a stand-alone server for its users and applications as it can be rebooted independently and has its own root access, users, IP addresses, memory, processes, files, applications, system libraries and configuration.



Backup & Recovery

A simple-to-use and cost-effective backup and disaster recovery solution. Backup, recover, and restore your files online with award-winning enterprise-class Cloud backup. We have multiple starter packages that you can always add more space to as you grow.



Email & Collaboration

Email Packages to fit every need. Not every email user has the same needs. So we offer 4 levels of Hosted Exchange email that can all be used under a single account! For many users, our Standard Email may be more than enough. And for others, our Outlook Email adds Outlook desktop software and sync. Since all mail accounts offered are Microsoft Exchange based, upgrading and downgrading at anytime is a snap!



Domain Registration

Your domain name is the basis for the rest of your web presence. Your domain name can tell your visitors a lot about you, whether it be your corporate identity, personal identity, product or service offering, or even your regional affiliation. Easy, fast, and secure .COM, .NET, .ORG domain registration.



Web Hosting

Keep your site up and running fast & secure. Our hosting plans include everything you need to get your personal or business website online and manage with ease. Both Linux and Windows based hosting are available.

About KCTC

Since 1905, Kalona Cooperative Telephone Company has helped the Kalona community stay connected with the latest advancements in clear, dependable telecommunications services. As a local provider, KCTC offers an expanding array of communications options along with responsive, personal service. Most KCTC customers now enjoy Fiber-to-the-Home technology, delivering the latest in home entertainment and Internet access right to the customer's door.

Important Notices

- Auto Draft
- Fiber to the Home Project
- Wireless Open Internet Rules
- Iowa One Call
- KCTC Internet Acceptable Use Policy
- KCTC Internet Terms of Service
- KCTC Section 512 of the DMCA
- Telephone Assistance Programs for Low Income Households

Our Affiliates

- Cloudburst9
- iTech – Technology Experts
- KCTC on Facebook
- KCTC on Twitter
- KCTC on YouTube
- Technology Services of Iowa
- TSI on Facebook
- TSI on Twitter

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Market Examples



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Hosted Servers Hide

Windows 2008 Hosted Server
 Powerful, easy-to-use, scalable Windows cloud servers with 1GB of RAM, 1Ghz CPU and 20GB Disk Space.

Subscription Period:

| | | | |
|------------|---|----------|-----------------------------|
| 1 Month(s) | - | \$35.95 | Add To Cart |
| 1 Year(s) | - | \$395.95 | Add To Cart |

[More details](#)

Windows 2008 Hyper V Hosted Server
 Ideal for advanced users wanting more control over their hardware with 1Ghz CPU, 25GB Disk Space, and 300GB Bandwidth.

Subscription Period:

| | | | |
|------------|---|----------|-----------------------------|
| 1 Month(s) | - | \$73.95 | Add To Cart |
| 1 Year(s) | - | \$813.95 | Add To Cart |

[More details](#)

Linux CentOS Hosted Server
 Powerful, easy-to-use, scalable Linux cloud servers.

Subscription Period:

| | | | |
|------------|---|----------|-----------------------------|
| 1 Year(s) | - | \$285.95 | Add To Cart |
| 1 Month(s) | - | \$25.95 | Add To Cart |

[More details](#)

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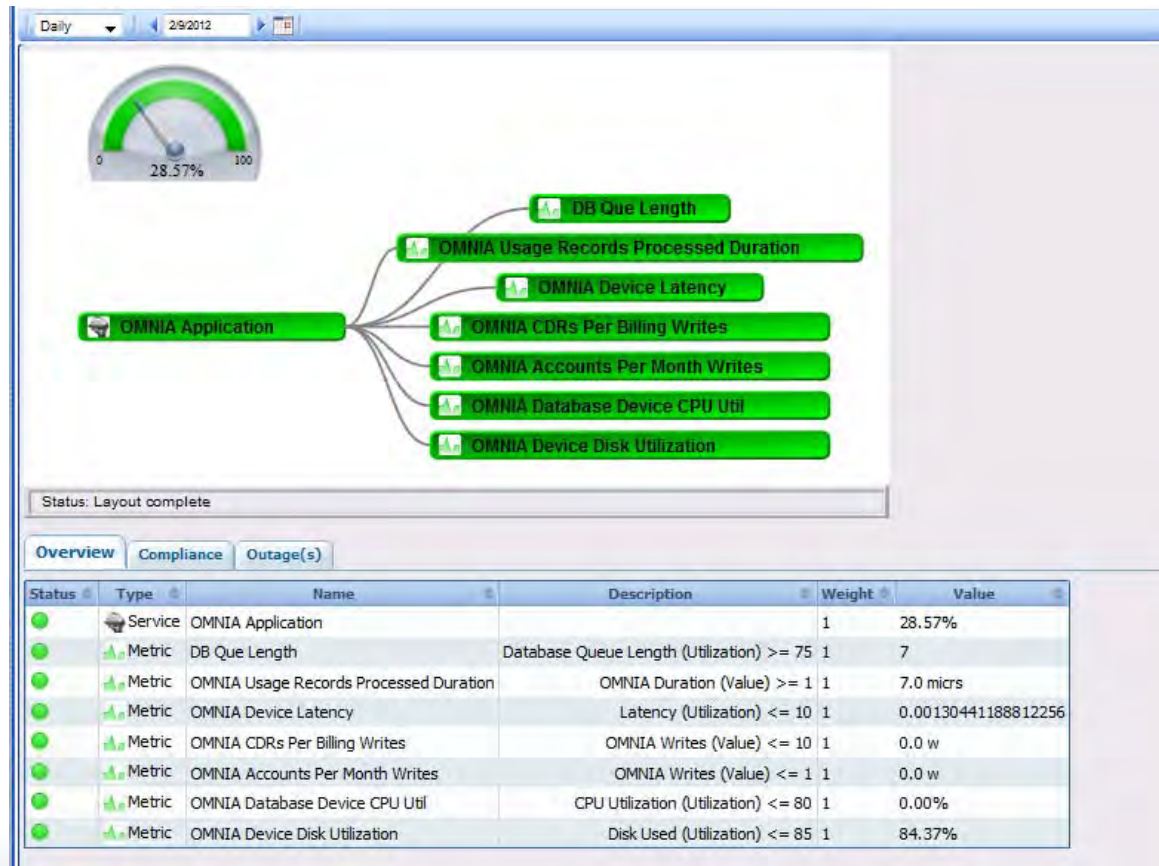
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Driving customer experience management



Automating support systems and tools

White Label Managed IT Services
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White Label Managed IT Services

Description:

CHR Solutions' White Label Managed IT Services deliver connectivity, productivity, and predictability for your small to medium business customers—all under your brand.

0 Reviews / [Write review](#)

Screen Shots

| Name | Part | SKU | Price | |
|--|--------|--------|---------|-----------------------------|
| White Label Managed IT Services CHR Solutions' White Label Managed IT Services deliver connectivity, productivity, and predictability for your small to medium business customers—all under your brand. With minimum investment, you can add new revenue streams while differentiating yourself from the competition. Most importantly, your customers will see you as a trusted partner, rather than "just another vendor." | CHR110 | SK1379 | \$90.55 | ADD TO CART |

CHR Solutions Partner Portal

The CHR Partner Portal is a collection of resources, tools and training all carefully designed to help our partners plan, implement and support their new White Label business offering. Together, CHR and its partners can focus on offering valuable solutions that drive profitability and sustain competitive advantage.

Welcome Fredel Thomas

- Marketing Tools**
Effective marketing collateral and tools designed for impact, awareness and customer response. With our deep knowledge and experience of Managed IT Services, we know exactly what to communicate to your target markets.
- Sales Tools**
What you need to start selling your new Managed IT Services offering immediately. No need to worry about developing SLAs or contracts, or even talking points. We've taken care of that for you.
- Training Programs**
Get your sales team up to speed on how to effectively sell your new Managed IT Services offering. These online, self-paced training courses ensure your sales team is certified and well-prepared.
- Sign Up New Customer**
Get your customer signed up to start using your Managed IT Services.
- Support Tools**
Make sure your customers feel confident in the support they will be receiving.

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Frame every business decision with these words,

**“In five years,
will this matter?”**

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Thank You

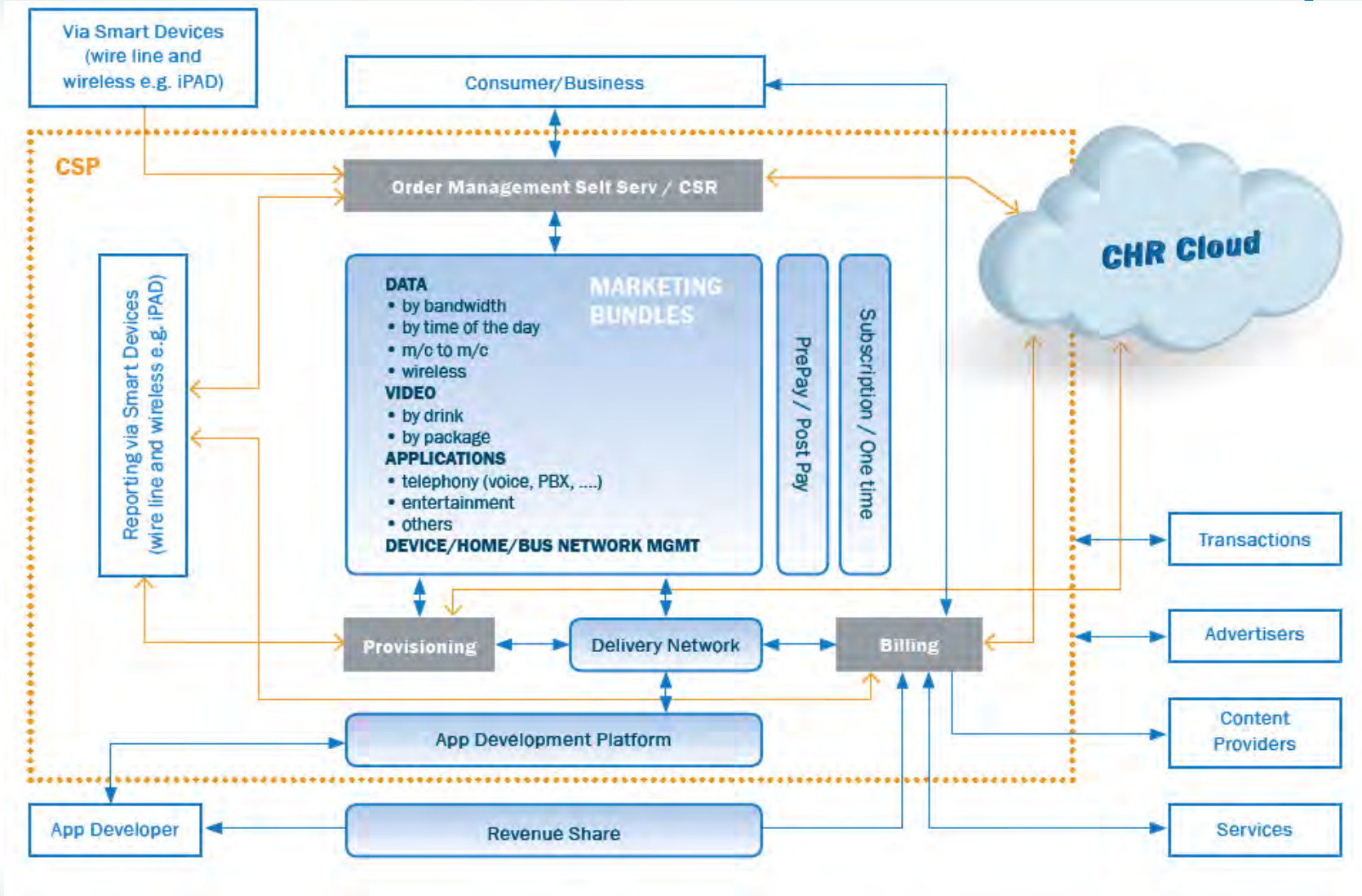


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Back Up Slides

CHR Cloud Strategy



CHR Cloud Strategy – Cont.

