RapidScale's Virtual Desktop

Meet the Next Generation Computer

RapidScale

Company Facts

Industry: Cloud Services
Founded: 2008 and Formalized as an S Corp in 2010
Headquarters: Irvine, CA
Cloud Facilities: Irvine, CA , Sterling, VA and Dallas, TX
Aqua Connect: Joint Venture Partner
2012 Revenue Growth: 338%
2013 Revenue Growth: 352%

Investors:
- Marvin Wheeler, former COO of Terremark
- Kevin Costello, President of Ariba Networks an SAP Co.
- James Perry, Managing Director Madison Dearborn
- Zaid F. Alsikafi, Managing Director Madison Dearborn
- Paul Johan, Partner Ballast Point Ventures
- Drew Graham, Partner Ballast Point Ventures
- Jim Patterson, former President of Sprint Wholesale
- Scott Luttrell, Luttrell Capital Management

Company Description

Description: RapidScale offers business freedom; your apps go where you are on any device, we are the "Next Generation Computer."
Specialties: Desktop as a Service, Infrastructure as a Service, Disaster Recovery as a Service, Business Apps as a Service, MAC App Virtualization

Cloud Services

1) CloudDesktop (DaaS)
2) CloudOffice (SMB Bundle)
3) CloudRecovery (DRaaS)
4) CloudServer (IaaS)
5) CloudMail (Hosted Exchange)
6) CloudApps (Business Apps & CloudCompliance)
7) iApps (Virtualized Mac Apps)
8) iDesktop (Mac Remote Desktop Services)

CloudDesktop: Desktop as a Service "DaaS"

What:

- Allows companies of all sizes to move their desktops into the cloud via one of the RapidScale options
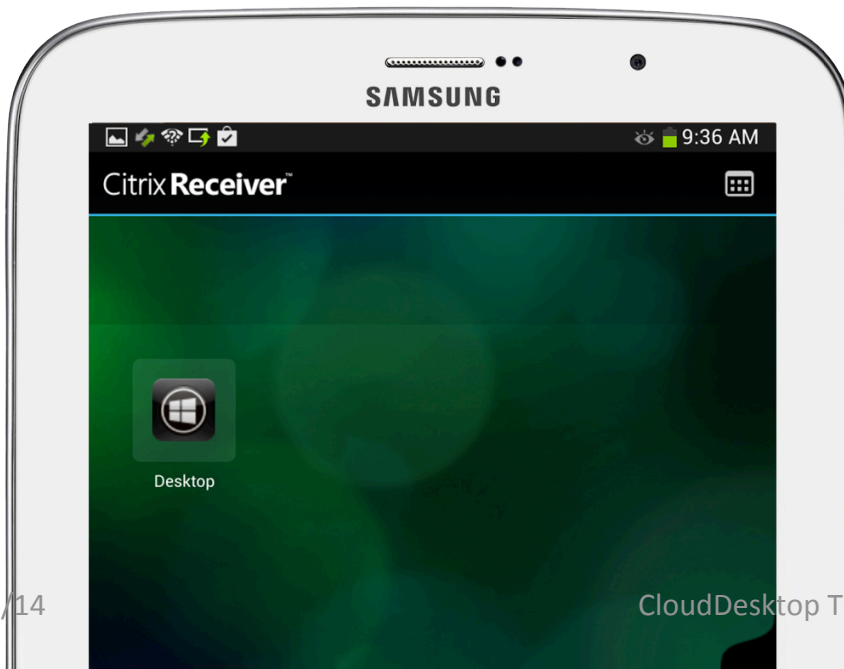
When:

- Time to upgrade PC's

- Employees want to bring their own devices

- IT Staff is always putting out fires

Why:

- Minimize PC maintenance, support, and life cycle management and enhancing data security, mobility and productivity.

- Show an ROI on your PC's

- Eliminate upgrading hardware, memory and disk space

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- DaaS, Hosted Desktop, Virtual Desktop, VDI
- Virtualization of the Desktop Environment
- Gaining popularity because of Mobility, "BYOD", Cost Efficiency
- End user receives a virtual PC that works just like their current PC
- $1 billion Industry, $49 billion Industry in 2014- Gartner

CloudDesktop Training

Cost Savings:

- Allows organizations to consolidate the number of servers supporting desktops
- Central management and deployment of applications and updates
- Move to a Zero Client/Thin Client

Mobility:

- Employees are able to work from anywhere on any device
- Good for remote users
- All your files are stored in one place

BYOD "Bring Your Own Device"

- Employees want to BYOD
- Allows organizations to still have control over their data
- Standardization

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75% of Cloud services are for applications

SMBs are up to **15%** more likely to use cloud services than enterprise

Hot Industries
Insurance Services
Education
Bank and Securities
Healthcare

- DaaS is a differentiate solution that avoids commoditization
- DaaS creates customer loyalty and stickiness
- DaaS is a proven and scalable solution
- More than 50% of CSPs are delivering DaaS solutions

Control and Compliance

Predictable IT Costs

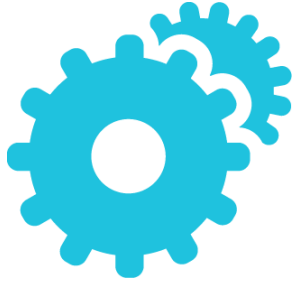Redefine the Role of IT

Business Continuity

Work-Life Balance

Business Agility

RapidScale

Increased productivity and innovation: Employees are more comfortable with a personal device and become expert using it — making them more productive. Personal devices tend to be more cutting-edge, so the enterprise benefits from the latest features. Also users upgrade to the latest hardware more frequently.

Employee satisfaction: Your people use the devices they have chosen and invested in — rather than what was selected by IT. 83% of users considered their mobile device more important than their morning cup of coffee. Allowing employees to use personal devices also helps them avoid carrying multiple devices.

Cost savings: BYOD programs sometimes save budget by shifting costs to the user, with employees paying for mobile devices and data services. However, this often results in little to no savings, so do not base your decision primarily on anticipated savings.

Zero Client: No O/S, Inexpensive, Long Lasting, Low Power Requirements, Easy to Replace. Supports Multiple Monitors

Thin Client: O/S (Linux or Windows Based). Supports Multiple Monitors, More Flexibility

RapidScale

	CloudOffice	CloudDesktop
Physical Infrastructure	• Multi-tenant	• Dedicated or high performance
Ideal Size	• Small and Medium Businesses, 10-50 Users with Multiple Locations	• 100-1,000s of users with Multiple Locations
Benefits	• Deploy On-demand • Avoid Purchasing Costly Servers • Processing, Storage, Networking, and Security • Automated Resource Balancing • Custom Management Portal	• Secure, Dedicated and Compliant Environment • Managed Utilization and Performance • Servers can be Partitioned into Self-Contained Virtual Machines with their own OS and Applications • High Availability Options
Storage	• Secure Storage at the Logical Level	• Fully Dedicated Data
Security	• Enterprise-Class Security • Virtual Firewall with Dedicated VLANs • Anti-Virus/Anti-Mal-ware • Intrusion Detection	• Highest Security Levels • Virtual or Physical Dedicated Firewall • Intrusion Detection
OS	• Windows Server 2008 R2	• Standard Windows Server 2008 R2, with Several Options: 2012 R2 and Linux
Customizable	• No	• Yes
Deployment	• Rapid	• Customized and Controlled by Customer

State of the Art Data Center Infrastructure:

FlexPod Cloud Stack

- Cisco Nexus Switches
- Cisco ASR Routers (10-Gigabit)
- Cisco & SonicWALL Firewalls
- Cisco UCS Blade Servers
- NetApp Storage
- Vmware
- Citrix
- Support the Majority of Operating
- Systems and Software

Cisco UCS
C200 M3 C-Series Server(s)

Nexus 2232PP FEX

Cisco UCS
5108 B-Series Blade Chassis
2204XP Chassis FEX Modules
B200 M3 B-Series Blade(s)

Cisco UCS
6248UP Fabric
Interconnects

Cisco Nexus
5548UP Switches

NetApp FAS
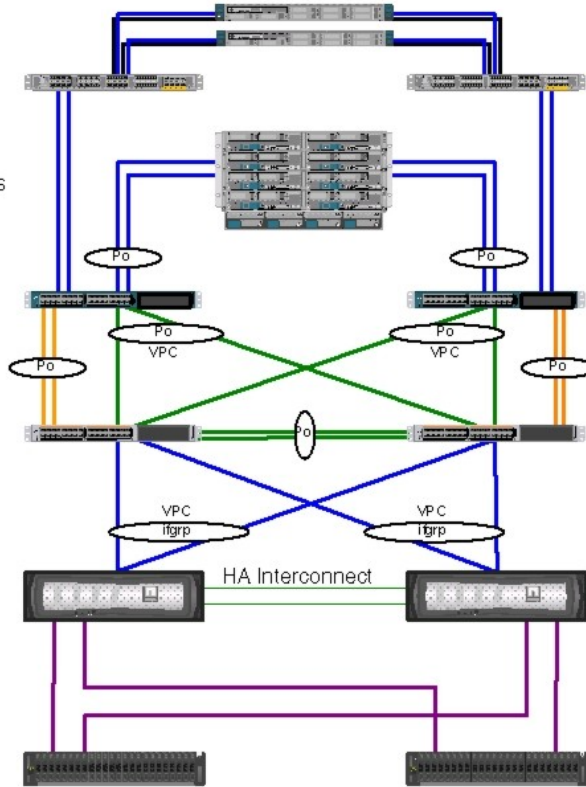3250 Storage
Controllers

NetApp
DS2246 Disk Shelves

Legend

FCoE only		Converged
1GbE only	SAS only	10GbE Only

LogicMonitor	Data center monitoring
vmware FRTINET	Firewall
vmware	Hypervisor
Windows Server 2012	Standard O/S
Double-Take by Vision Solutions	Backup / Replication P to V or Zerto for V to V
CITRIX Aqua Connect	Virtualized Desktop Tool Set XenDesktop XenApp
CloudPortal Services Manager	Email, Virtualized Desktop Orchestration, CloudApps Engine & AAP Protocol
Microsoft Exchange 2013	Email Multi-Tenant Private, Dedicated

Data Centers: *SAS70, SSAE 16 Tier 3, Class 1*

- On premise security guards, exterior security system, biometric system, including palm scanners and multiple badge security scanners with digital recorders
- All cages secured and locked
- Colo-hybrid customer only allowed with RapidScale employee

Transport/Access:

- Cisco Routers & Firewalls. Citrix XenApp using 256-bit AES encryption. SSL Encryption at 2048-bit.

Infrastructure:

- Enterprise Virtual Firewall or customer owned device

Storage: NetApp

- Encryption- all data encrypted in flight and at rest. All SANS have SED's (Self Encrypting Drives)

Compliance:

- HIPAA/PCI/Sarbanes-Oxley

CloudOffice:

- End-user password strength/resets

- Do you currently use a DaaS solution at your company?

- How much of your time goes to maintaining devices (desktops, laptops, zero clients, thin clients, tablets)?

- How many devices (desktops, laptops, zero clients, thin clients, tablets) need to be refreshed in the next 12-24 months?

- Do your remote users have issues accessing applications?

- How would you handle the loss of company data, hard drive crash, lost laptop, or employee theft?

- Have you experienced application crashes, sluggish performance, or other problems that lower employee productivity?

- What are your business goals around Total Cost of Ownership (TCO) for your IT infrastructure?

- Are you able to replace desktops/laptops fast enough to keep up with technology?

- Does your 2015 budget include replacing hardware for your IT infrastructure?

- How much do you budget to replace desktops/laptops?

- How often do you replace desktops/laptops?

First 5 qualified appointments for DaaS earn a

$50 Visa gift card

just for running the appointment with RapidScale

(min. 20 user opportunity)

Close any deal over $1,000 and get a

$500 Visa gift card!

Any deal over $1,000 MRR between September 1st and December 31st.

Gift Card will be distributed at completion of installation

Contact Information

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