



Cost-Saving Ideas to Drive Your Company **Forward**



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Business owners are constantly on the hunt for cost-saving ideas which positively affect their bottom line without sacrifice. One of the most exciting cost-saving ideas is virtualization.

Virtualization offers your business more opportunities for growth and protection while keeping down costs. All businesses with the intent to succeed should have growth included in their business plan, and one great option to consider for growth is co-location. For productivity to stay on a constant – or better – quickened pace without sacrificing time, money, or quality is a business owner's dream come true. Let's look at a few of the best aspects of virtualization and co-location.

Cut Costs While Freeing Up Space

For decades, companies have been forced to deal with a major business expense in securing adequate data storage for their needs: servers were purchased and installed on-site. Each were then often dedicated to specific departments or needs within the company. When a new company department or need arose, a new server was often purchased for it in order to avoid co-mingling of data.





Small companies spend

6.9%

of their total revenue on IT

Midsize companies spend

4.1%

of their total revenue on IT

Large companies spend

3.2%

of their total revenue on IT

Less than half of the smaller guys

— Alinean Inc

While reliable, this practice made large changes within the company quite expensive. And the smaller you are – statistically – the more you’ll spend.

With virtualization, the purchase of new servers for every new need or department is no longer a necessity. Your current servers are analyzed, the available memory within is calculated and, once virtualized, a new “virtual” dedicated server is created.

For example, if you have three on-site servers but need five dedicated servers, virtualization can often use your existing memory to create five virtual servers from the three physical ones. Once you imagine the cost savings of three servers over five, you begin to understand why virtualization is one of the best cost-saving ideas out there.



Ensure Your Data is Safe with Co-location

One of the most expensive things which could possibly happen to a company is a major data loss. “Unprepared” is an important word, here. When your business ensures redundancies, your company is prepared. Especially if it plans for backup failure.

60%
**of unprepared
businesses close
within a year of a
major data loss.**

- In the event you suffer an on-site data loss, likely your first thought will be how to retrieve your data so you can get back to work. While not actually a feature of virtualization, co-location can work hand-in-hand with it.
- Co-location allows you to acquire space in an offsite – perhaps even remote – data center, so you can keep one copy of your data at a nearby location and ready for you, but if the worst happens and the nearby copy is damaged or unavailable, a second copy at the co-location facility is also available.

When you have enough redundancies to ensure business continuity, the amount of money you will save is immeasurable.

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Virtualization Offers True Scalability

As mentioned earlier, all businesses should be ready to become a success – perhaps even an overnight sensation. An incredibly important aspect of your business's success is exactly how prepared you will be when the opportunity arises to boost productivity and allow the company to grow. Lack of preparedness for success is one of the largest causes of organizational demise. Businesses often just can't handle growth when the opportunity arises.

Any company not adequately prepared will eventually plateau and stagnate at a certain level. Very few things are more exciting in the business world than to receive a chance to take the company to the next level, and to rise to the occasion due to preparation and ability.

An excellent quality of virtualization is its scalability. As your company's productivity increases, virtualization allows your data needs to grow step-by-step in pace with your company's

There are over

28 million

small businesses in the United States, according to the SBA, and the sad reality is that less than

50% will survive on the attempt to grow.



growth. If you add three new departments but run out of data storage, you could simply call Michell to virtualize the new departments to the Cloud, and purchase no new on-site servers. Each step your business takes, your data storage can take the same-sized step with it, granting you true scalability. And when you're ready to move to a larger office, your virtualized data follows you and can be accessed immediately.

Michell Consulting Group Are Experts in Virtualization

More and more businesses are seeing the inherent value in virtualization. According to Gartner, server virtualization market is expected to reach \$5.6 billion by the end of 2016. One of the largest pain points from business owners is having extremely large capital expenses. Virtualization seeks to do away with many of the largest technological capital expenses traditionally paid by businesses. MCG has been virtualizing office environments for years, and we are prepared to revolutionize the way your office works, grows, and rises to meet new challenges with our customized backup and disaster data recovery, Cloud computing, and ERP solutions to name a few. Let's talk about how Michell can virtualize your office and help your company grow.





8240 NW 52nd Terrace Suite #410
Doral, FL 33166
305-592-5433
sales@michellgroup.com

www.michellgroup.com