

# Cloud Computing 101

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advance your mission

exponent  
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# Get into the Cloud...

- **What is cloud computing?**
- **Why should you care?**
- **Who is in the cloud?**
- **How do you get into the cloud?**
- **Q&A**

# What is Cloud Computing?

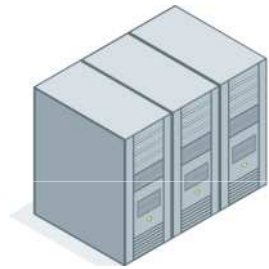


**Cloud computing** is a style of computing in which dynamically scalable and often virtualized resources are provided as a service over the Internet .

Three major components...

- **Applications:** The tools you use directly to run your NPO
- **Platforms:** The tools vendors use to build apps for NPOs
- **Services:** Pieces of common functionality you can mashup with your apps

# The Next Big Thing



digital  
IBM

1960's  
Mainframe



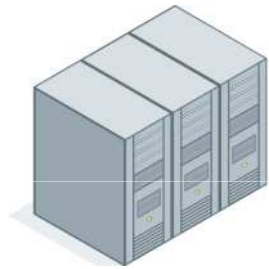
ORACLE  
Microsoft  
Blackbaud.

1980's  
Client/server



Today  
Cloud Apps

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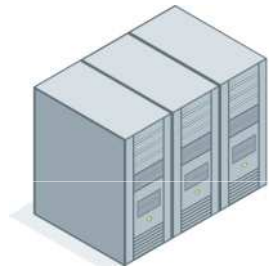
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Today  
Cloud Platforms

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Today  
Cloud Services

# Key Cloud Differences

- **No Infrastructure:** Any web browser gets you access.
- **Open:** Internet standards and web services allow you to 'mash up' clouds.
- **Quick Start:** 'Autonomic provisioning' ....i.e. 'Try before you buy!'

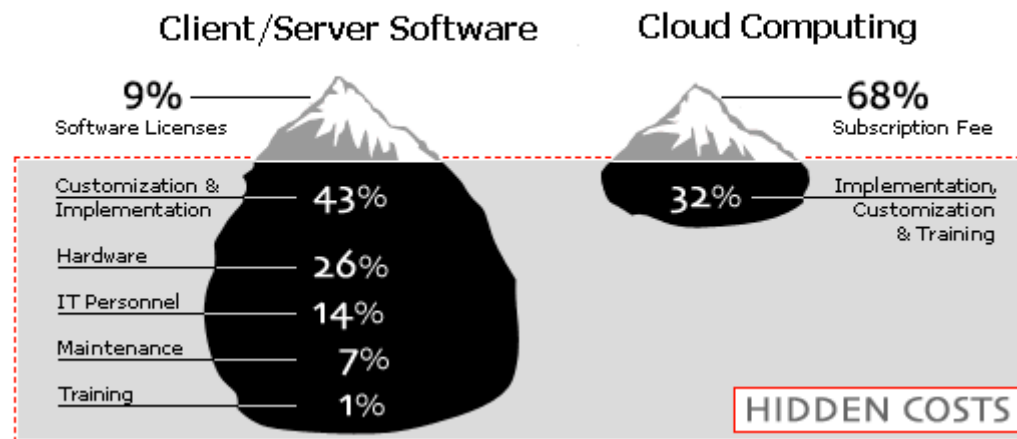
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# It Costs Less...Differently

Cloud Computing frees your organization of...

- Data back ups not required.
- Access anywhere in the world.
- Intermingle hardware (Mac and PC).
- Intermingle software (Windows, Linux).
- No network necessary.
- Enhanced security of data.
- Storage of documents online.
- Ability to avoid hidden costs



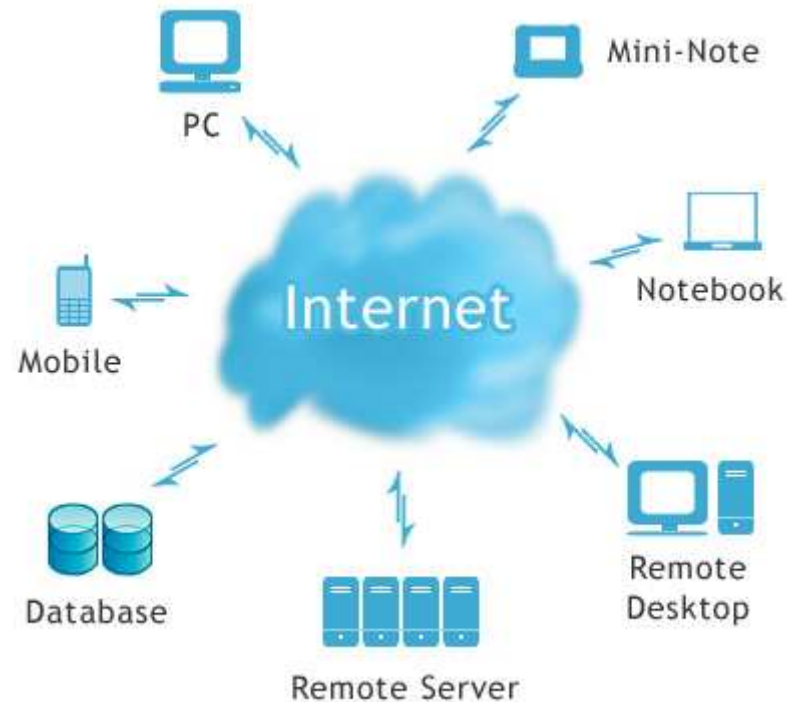
## Why else should you care?

- **Flexibility:** Scale up and down to your organization's needs
- **Choice:** You choose what apps and services you need as opposed to a vendor deciding
- **Capacity:** Skills and capacity needed are closer to your mission
- **Security:** Higher investment in state-of the art security
- **Upgrades:** Not a project, but rather automatic 'behind the scenes'
- **Ongoing Investment:** The vendors spread technology R&D over many clients

# What can you do with it?

Its all in the cloud...

- Email
- Web sites
- Database
- Mass email
- Project Management
- Snail Mail
- Storage of documents online
- Voicemail
- And more



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# Thousands of Nonprofits



# Leading Vendors...

...offer cloud computing solutions that provide event management, database, email, mass email, document sharing, mail merge, surveys, chat and more.



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# How do you get into the cloud?

1. *Strategic Planning*
2. *Understand your business process*
3. *Assess your capacity, budget and must-haves.*
4. *Review Options (trials, NTEN, TechSoup, Idealware)*
5. *Engage with a partner as necessary.*

Most cloud solutions offer trials – try them!

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# Support

Idealist Consulting and Exponent Partners are dedicated to supporting nonprofit organizations through technical, organizational and promotional development. Idealist Consulting and Exponent Partners has delivered Salesforce implementations to nonprofit organizations dedicated to *social services, environmental protection, business ethics, philanthropy, education, disaster relief, local government, theatre development, and others.*

To learn more contact us directly...

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