

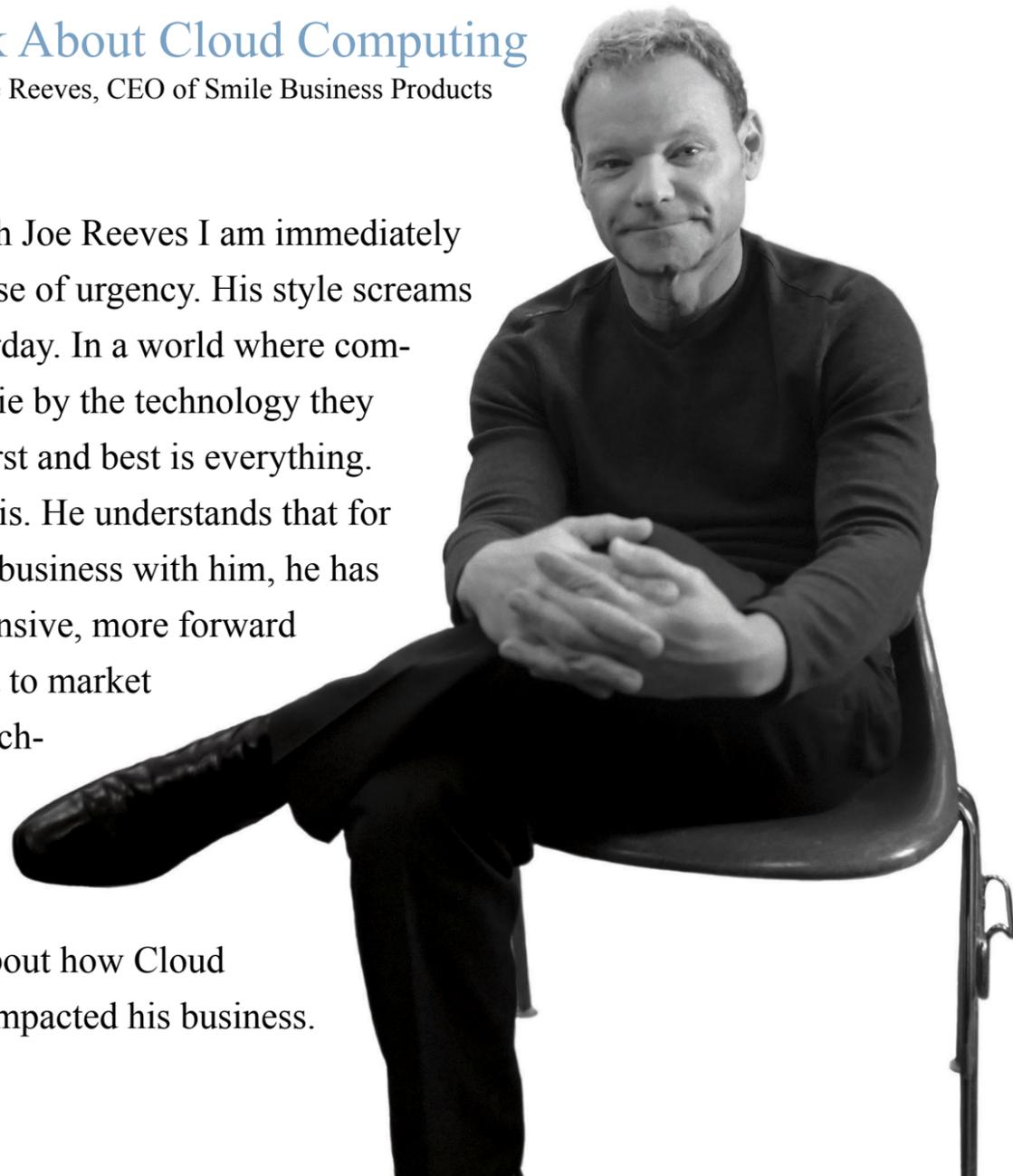
# Smiling in the Cloud

## Straight Talk About Cloud Computing

An interview with Joe Reeves, CEO of Smile Business Products

By Tony Rishe

Sitting down with Joe Reeves I am immediately struck by his sense of urgency. His style screams get it done yesterday. In a world where companies live and die by the technology they provide, being first and best is everything. Reeves knows this. He understands that for businesses to do business with him, he has to be more responsive, more forward thinking and first to market with the better technology. This is why I asked him to speak with me today about how Cloud Computing has impacted his business.



TR – Thanks for meeting with me today, Joe. You have told me that you have been actively providing Cloud Computing to your clients for several years now. In what way?

JR – Since 2007, through our off site co-location, we have been filtering spam for thousands of email accounts and providing off site data storage for many of our clients.

TR – Just about everyone offers those services now. What is different with Smile when it comes to Cloud offerings?

JR – The space has become crowded and noisy, and most of the other Cloud offerings out there continue to be of the data storage or security variety. With Google, for example, the user interfaces with an online application that the business owner is responsible for setting up. When I went online to educate myself, I found a link “Activate Google Cloud Storage” with other links labeled “sign up here”, “troubleshoot”, etc. I don’t think CEOs have the time or desire to figure this stuff out, and that’s where Smile can help. What makes Smile different is that we have a local Network Operating Center (NOC) staffed by certified network engineers that provide expanded outsource options. When comparing Google to what we offer...there’s a big difference.

TR – So I am not going to be speaking with someone in a different country when I call or be greeted by some subcontractor if I need on site service?

JR – Exactly, additionally you can expect a visit once a quarter from your Smile Networking Professional to review your account in person, and proactively talk about the future.

TR – What is on the horizon for small businesses with respect to Cloud technology?

JR – Technologies that were once only accessible by large corporations are now being structured for the SMB world. Many CEOs of small to medium-sized business are still under the impression that they need to control their own server, either in-house or in a data center, and either employ or contract out for IT support. This is no longer true.

TR – Isn’t it all about control?

JR – To a degree, yes. But when CEOs understand what outsourced support and cloud technologies can do to maintain and protect their businesses, I am certain that every CEO will at least want to take a closer look.

TR – You make it sound almost like insurance.

JR – Actually, that is how I think of it. In my business, I spend hundreds of thousands of dollars each year to insure my business and protect it, but not one penny of that money goes to protecting the technology infrastructure that runs every business day to day. If that technology failed and could not be restored immediately, my business could be destroyed, and I don’t think I am alone here. Cloud technologies offer built in redundancies both in data and operating systems, offering unbeatable disaster recovery options that are affordable, and as my business grows or contracts my space in the Cloud can shift with me. And probably the best part...I never have to think about investing in a new server ever again!

Once they understand what cloud technologies can do to protect their businesses, I’m certain every CEO will want to take a closer look.

TR – Sounds fantastic. Can a CEO just go to your website and download this service and get started?

JR – No, consulting with our IT professionals is essential for doing it right. Smile takes the fear and mystery out of Cloud computing for SMB CEOs.

TR – So how would one of our CEO readers get started?

JR – Go to our website at smilebpi.com and request an IT assessment. Smile will present a side-by-side comparison of traditional IT with Cloud IT, along with pros and cons specific to your business and a complete cost comparison.



For more information, visit [smilebpi.com](http://smilebpi.com) or call (916) 481-7695

*About Tony Rishe: Tony is a sales technology consultant who assists companies in deciding on which technologies to employ in their companies to make them more focused on their sales operations. During his 35 year career in corporate America, Tony held senior management sales positions with Xerox and AT&T.*

