



Where Innovative Compute Solution Providers Connect & Collaborate

## Business Compute Forum

Date: **January 21**

Time: **1 EST**

Total Chat Participants: **20**

Total Duration: **40 minutes**

**BusinessCompute** 11:38 YOU do not need to log in to participate in the live chat. However, we will have a tablet drawing, and you'll need to register for that. We'll provide the registration URL later.x

**s coyl** 11:46 Good afternoonx

**BusinessCompute** 11:46 Hi, S , this is Peterx

**s coyl** 11:47 Hello Peterx

**ustreamer-44811** 11:50 Good Morningx

**BusinessCompute** 11:50 Hi, and welcome. We'll be getting started in about 10 minutes.x

**ustreamer-18391** 11:51 Hi allx

**BusinessCompute** 11:51 Welcomex

**ustreamer-44811** 11:55 Good Morningx

**BusinessCompute** 11:55 Hi, everyone, and welcome to a live channel chat with S Coyl of Netrepid. We'll be getting started in about 5 minutes.x

**thechannelcompany** 12:55 Good Morningx

**ustreamer-2647** 12:58 Good Morningx

**BusinessCompute** 12:58 Hi, and welcomex

**cph 4** 12:58 Hello everyonex

**BusinessCompute** 1:01 It's the top of the hour, so let's get started...x

**ustreamer-27731** 1:01 hellox

**BusinessCompute** 1:01 Good morning or good afternoon, depending on where you are, and welcome to today's live channel chat on Business Compute Forum...x

**BusinessCompute** 1:01 Our topic today: How smaller channel providers can sell cloud services and compete against the big guys like Google and AmAmazon...x

**BusinessCompute** 1:01 I'm Peter Krass, the site's editor. I'll be your moderator for today's chat...x

**BusinessCompute** 1:01 Our guest is S Coyl, president of Netrepid... x

**BusinessCompute** 1:02 Netrepid is based in Harrisburg, Pa. It provides virtual hosting, cloud computing and related services...x

**BusinessCompute** 1:02 Founded in 2004, Netrepid is today one of North Erica's top 100 MSP hosting service providers...so you're in good hands!x

**ustreamer-1461** 1:02 hellox

**s coyl** 1:02 Good afternoon everyonex

**BusinessCompute** 1:02 To start, S will answer a few questions from me. Then, after about 10 minutes or so, he'll be happy to take your questions... x

**BusinessCompute** 1:02 Welcome, S .x

**BusinessCompute** 1:02 Also, we are giving away a very cool Dell Venue tablet to one lucky person attending this channel chat. To be eligible, you'll need to register. We'll provide the registration URL later in this chat...x

**BusinessCompute** 1:03 Just to be clear, you do not need to register to participate in this chat. But you will need to register to be included in the tablet drawing.x

**BusinessCompute** 1:03 OK, any questions about the chat format?x

**ustreamer-18391** 1:03 Can U address the solution to clients still using DSL type of connection. Even got 10M download, upload still 110K. How to deal with the cloud implementation.x

**BusinessCompute** 1:04 As I mentioned, please hold your questions for S ...we will definitely get to them.x

**BusinessCompute** 1:04 I'm guessing there are no questions about the chat format, so let's start with my questions for S Coyl of Netrepid. My first question....x

**BusinessCompute** 1:04 S , to set the stage, can you give us a quick overview of Netrepid, and your job duties?x

**BusinessCompute** 1:07 (Looks like S 's connection was temporarily lost...please stay tuned, I'm working with him now.)x

**ustreamer-27731** 1:08 standing byx

**s coyl** 1:08 ok seems like we are goodx

**cph 4** 1:08 This is one of the biggest cloud concerns :- )x

**BusinessCompute** 1:09 Welcome back, S . I was just asking if you could give us a quick overview of Netrepid and your job role?x

**s coyl** 1:09 Netrepid is not really a cloud provider so much as a solution provider leveraging cloud and technology services...x

**ustreamer-27731** 1:09 Our cloud concern is connection drops and must be stable and there when we need itx

**s coyl** 1:09 My role is largely focused on strategy and solution planning for the organizationx

**BusinessCompute** 1:10 OK, let's talk about selling cloud services. S , as I understand it, you believe that the key for smaller channel providers is finding niche opportunities? Is that right? And if so, why is it so important for channel providers looking to sell cloud services? And where are these niches? x

**s coyl** 1:10 Niches is really more about finding ways to sell and lead with solutions that are solving problems. Too many service providers are leading with a vendor brand or technologyx

**s coyl** 1:11 This is less successful than finding a way to interact with the applications and usersx

**s coyl** 1:11 Often the most successful way is through a niche vertical market applicationx

**s coyl** 1:11 Trucking is a great example...x

**s coyl** 1:12 They have huge technology needs and not a lot of technology staffx

**s coyl** 1:12 Helping them implement that technology more successfully than the client can focus on the business and not the technologyx

**BusinessCompute** 1:12 I know you also emphasize the importance of integration. What does integration mean in this context? And why is it so important for channel suppliers selling cloud solutions?x

**s coyl** 1:13 Simply standing up a server is not that complicated....x

**s coyl** 1:13 The true value to these clients is helping them implement the service and then tie that into the other systems whether that is AD, exchange, accounting systems, etc...x

**s coyl** 1:14 The ability for service providers to make data accessible faster and more globally will enable businesses to leverage the access to data and improve their business...x

**s coyl** 1:14 This is even more successful when they can then leverage that data across multiple platforms and multiple applications and data sourcesx

**BusinessCompute** 1:14 OK, thanks, S . Audience members, I'd like to now open the floor to your questions for S Coyl of Netrepid.x

**BusinessCompute** 1:15 S , we had an earlier question...x

**BusinessCompute** 1:15 "Can U address the solution to clients still using DSL type of connection. Even got 10M download, upload still 110K. How to deal with the cloud implementation."x

**ustreamer-5421** 1:15 nicex

**s coyl** 1:16 That is a real challenge. The issue is that the data is available more readily than ever before but the network is still an absolute, and often overlooked, elementx

**s coyl** 1:16 One of our first questions to clients is what their internet isx

**s coyl** 1:16 how fast is it and how reliable is it...x

**s coyl** 1:16 Then what is their plan for redundancyx

**BusinessCompute** 1:17 Is that what you would recommend in this case?x

**s coyl** 1:17 Remember that cloud services are PART of a solution. It is not THE solutionx

**s coyl** 1:17 You can't drive a Ferrari at top speed with a lawnmower enginex

**s coyl** 1:18 Planning for more adequate bandwidth is an absolute mustx

**ustreamer-27731** 1:18 redundancy can be as simple as two ISPs to a router that can handle two ISPs for a small businessx

**s coyl** 1:18 exactly...x

**s coyl** 1:18 it does not need to be expensive...but it must be adequate for needs and reliablex

**BusinessCompute** 1:19 S , while we wait for other questions from the audience, I have another of my own...x

**BusinessCompute** 1:19 I know you talk about the "building blocks" of cloud services. What are they?x

**s coyl** 1:19 The infrastructure is obviously the foundation...x

**s coyl** 1:20 integration services is the ultimate key thoughx

**s coyl** 1:21 planning for things like user authentication....x

**s coyl** 1:21 Basic productivity...x

**s coyl** 1:21 Application services....x

**s coyl** 1:21 Database services...x

**s coyl** 1:21 User driven scalability and ultimately capacity...x

**s coyl** 1:22 This comes back to the point on bandwidth. You have to plan for all elements....not just a VPSx

**BusinessCompute** 1:22 OK, thanks. I want to loop back to an earlier question about niches. Why do verticals represent a good opp for the channel? Are the verticals too small for Google, Amazon, et al? Too focused? Something else?x

**s coyl** 1:22 The larger players are most interested in commodity items (VPS, exchange, etc)...x

**ustreamer-27731** 1:22 If you plan to encrypt everything through a VPN tunnel then doesn't that about double the bandwidth requirement?x

**s coyl** 1:23 The larger players aren't interested in integration services and cloud migrations.x

**s coyl** 1:23 That is where the smaller solution providers can really capitalize...x

**s coyl** 1:23 Be disruptive and leverage the talent you have but shift it to planning cloud migrations and hybrid implementationsx

**s coyl** 1:24 Regarding encryptions.

**s coyl** 1:25 While a VPN can double bandwidth...properly implemented cloud services rarely require a VPN. There are several other, faster and more scalable solutions, to handle securityx

**cph 4** 1:25 Can you also talk about cloud security please. Thank youx

**s coyl** 1:25 use published apps, web services, etcx

**s coyl** 1:26 Security, like redundancy, is a function of cost.x

**s coyl** 1:26 All cloud and web services should be protected with some type of security...x

**ustreamer-18391** 1:26 Is the cloud in the said 110K connection better as a backup data server vs hosting application and data?x

**s coyl** 1:27 There is a fine line between that and usability. Policies such as stronger passwords, resetting them often, SSL, no FTP or other services that are naturally unsecurex

**s coyl-1** 1:28 I wouldn't use a 110K connection for hardly anythingx

**BusinessCompute** 1:28 S, I keep seeing surveys that show the #1 concern about the cloud is still security. How do you get your clients reassured about this?x

**cph 4** 1:28 agreed on the 100kx

**ustreamer-27731** 1:28 Folks still use FTP, TFTP, and telnet?x

**s coyl** 1:28 It all depends on how much data you are using and at what rate. Security is importantx

**s coyl** 1:29 However, forcing stronger passwords, 2-factor authentication, SSL, etc usually calms that. x

**ustreamer-23101** 1:29 What formula would you want to use when informing customers of their bandwidth requirements? 100k/user? 1M/user?x

**s coyl** 1:29 Plus many of these services can be built as private clouds which isolates themx

**s coyl** 1:30 formula totally depends on what services and number of concurrent usersx

**cph 4** 1:30 I think connectivity and security are two of the biggest hurdles for clientsx

**s coyl** 1:30 Hosted desktops are generally 75kbps per userx

**s coyl** 1:30 Connectivity is certainly but easily mitigated with planningx

**s coyl** 1:30 Security as well but they have to have a policy of strong passwords and suchx

**s coyl** 1:30 Using cloud services requires a culture changex

**BusinessCompute** 1:31 There was an earlier question, wondering whether many people still use FTP?x

**s coyl** 1:31 It amazes me how many people use things like FTPx

**BusinessCompute** 1:31 lolx

**s coyl** 1:32 It is incredibly commonx

**ustreamer-23101** 1:32 The only customers we have that use FTP are locked down using a firewall x

**ustreamer-27731** 1:32 wowx

**ustreamer-18391** 1:32 Cloud is so widely advertised. lot of users think they should go cloud to eliminate the local servers. x

**s coyl** 1:32 firewall is a big help but a ton of overhead....x

**s coyl** 1:33 Cloud is a 4-letter word.x

**s coyl** 1:33 We are really talking about hosted services....hybrid networks will always have a place in mind to larger organizationsx

**s coyl** 1:34 You have to evaluate all elementsx

**BusinessCompute** 1:34 OK, thanks, S. Audience members, we're still taking your questions, but I promised to provide the URL for the tablet drawing... x

**ustreamer-27731** 1:34 pronounce the 'd' stronger in "cloud" and it becomes a five letter wordx

**BusinessCompute** 1:34 we are giving away a very cool Dell Venue tablet to one lucky person attending this chat. To be eligible, you must register at this URL....x

**BusinessCompute** 1:34 <http://nr-pages.crn.com/IntelBCCregistration>

**BusinessCompute** 1:36 S, you mentioned trucking as a good vertical example for channel providers. Any other verticals come to mind as especially good opps?x

**s coyl** 1:36 Banking, financial services, legal, medical services (not hospitals) are all great places to start. x

**s coyl** 1:36 They all have business applications that run their businessx

**ustreamer-27731** 1:36 What about two businesses that want to partner and have their cloud at each other businessx

**cph 4** 1:37 S, can you give some feedback as far as cloud and the hospitality industry?x

**s coyl** 1:37 27731--- x

**s coyl** 1:38 I don't generally condone merging data from two separate businesses....that is a huge security riskx

**s coyl** 1:38 cph 4 ---x

**s coyl** 1:38 hospitality is a great option so long as you can build a repeatable, scalable service. If you have to engineer it everytime then it wont work. But then you become a SaaS provider.x

**ustreamer-27731** 1:39 Hospitality has multiple locations. Say two or three are picked to be cloud sites.x

**cph 4** 1:39 Thank you!x

**s coyl** 1:39 that isnt really cloud so much as remote at that point. x

**s coyl** 1:40 Just using a couple of their own facilities to host their own services is not a new strategy.x

**ustreamer-27731** 1:40 OK. So cloud is more of a not at any of our sites.x

**s coyl** 1:41 you can use a hybrid....x

**ustreamer-27731** 1:41 Thanksx

**s coyl** 1:41 There are still options that can provide more scalable services.x

**BusinessCompute** 1:41 OK, we're getting into the last few minutes of our chat. Any final questions for S ?x

**cph 4** 1:42 Thanks to both of you for hosting this chat session. It was very informative.x

**BusinessCompute** 1:42 OK, then thanks for attending today's chat. We truly appreciate your participation.x

**BusinessCompute** 1:42 I hope that while you're here, you'll take a look around our Business Compute Forum site: [www.businesscomputeforum.com](http://www.businesscomputeforum.com)x

**s coyl** 1:42 Thank you allx

**BusinessCompute** 1:42 Later today, we will post a transcript of today's chat. So please tell your friends and colleagues who missed today's session that they can read the transcript. x

**BusinessCompute** 1:42 Thanks to S Coyl of Netrepid for being our guest today. x

**BusinessCompute** 1:42 And thanks to you, our audience, for attending this Business Compute Forum live channel chat. Have a great rest of your day!x