



# Increase Revenue and Lower Costs Through As-a-Service Technologies

NPC Safe Computing Webinar Series

March 22, 2022

Larry Keating, President  
Darren Mar, National Sales Manager

# Presenters



**Larry Keating**  
President

30 years' experience with information technology, remote communications and data security.



**Darren Mar**  
National Sales Manager

More than 10 years in SMB technology products and services, with emphasis on financial services small office security.

# Thank You!

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# NPC Solutions

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**Secure managed computers and Microsoft 365 for the professional and SMB office.**



- NPC Secure Managed Computers
  - Hardware, encryption, backup, system software, security, technical support, managed and monitored for you
- NPC Managed Microsoft 365
  - SharePoint, Exchange Email, Teams, and a host of productivity tools
- Dedicated Account Manager
  - A custom and consultative approach

# Agenda

- As-a-Service Technologies
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- Benefits and Cost-Benefit Analysis
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- Choosing a Provider
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- Q&A

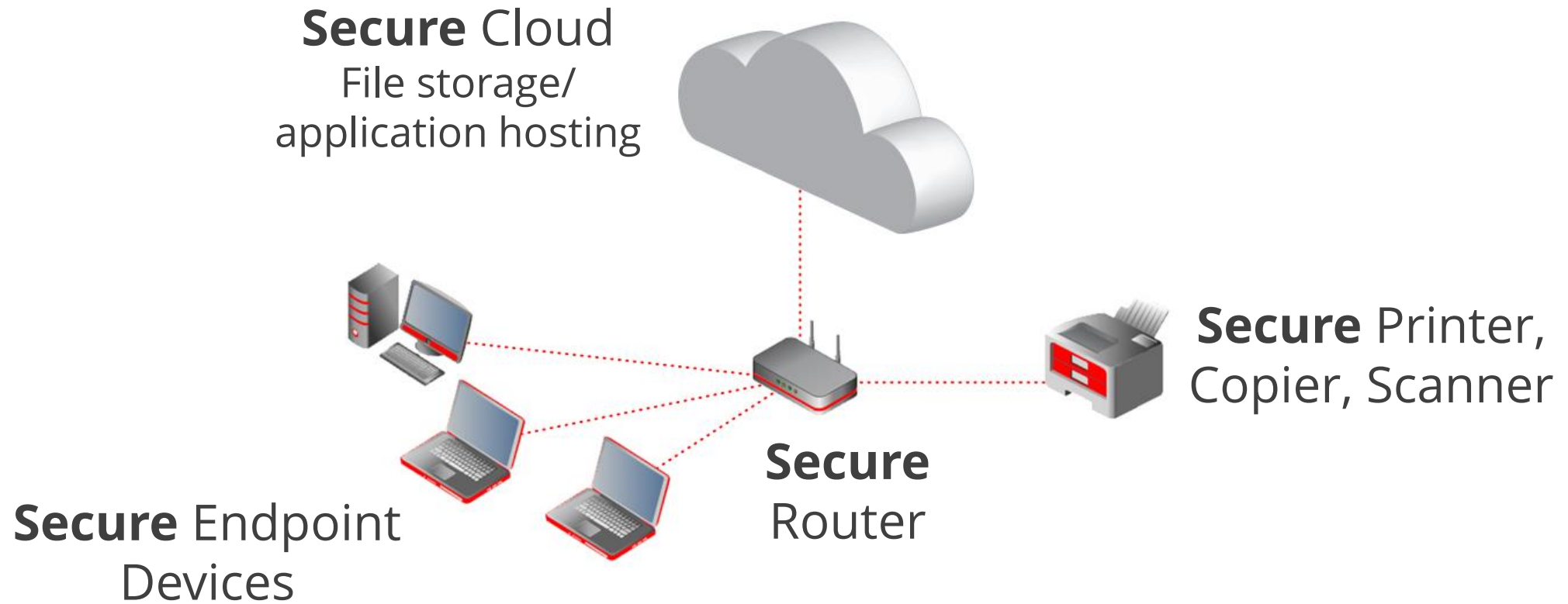




# As-a-Service Technologies

# Office of the Future

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# As-a-Service Technologies

**HUFFPOST**

This article exists as part of the online archive for HuffPost Canada, which closed in 2021.

THE BLOG

## Cloud Computing: The Great Equalizer of Tech Power

The power of sophisticated, robust, scalable computing, formerly the reserve of only those who could afford it, is becoming available to companies of any and every size. When this becomes true for all information systems, accounting, HR, project management, etc., information technology as a competitive edge will no longer be the domain of only those who can afford it.

By Larry Keating, Contributor

President and CEO, NPC

Aug. 23, 2013, 12:01 PM EDT | Updated Oct. 23, 2013

Organizations that pervasively use information technology as a strategic weapon for growth and profitability have capitalized on a seismic shift in business that has occurred over the last twenty years. Information and data management are now at the core of our ability to compete and prosper. What we primarily do as an organization is now second to our ability to operate at an intensely competitive level. Let's face it, most of us do



# As-a-Service Technologies

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The past 20 years has seen a seismic shift of many traditional technology products now provided as-a-service:

- Software:
  - CRM's: Salesforce, Microsoft Dynamics, ACT!
  - Accounting Applications: QuickBooks, Xero
  - Office Suite Software: Microsoft 365
- Hardware:
  - Servers: Microsoft Azure, hosted servers
  - Endpoint Computers: Desktop-as-a-Service
  - VPN's: Nord VPN
- Telephony Systems:
  - VOIP: Microsoft Business Phone

# As-a-Service Technologies

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Some new products and services do not have an “on-premises” or license ownership version. Referred to as “born in the cloud” or “cloud native”:

- Xero Accounting, Constant Contact Email Marketing
- Google Cloud, Amazon Web Service
- Square, Netflix, Uber, AirBnB, Spotify

# As-a-Service Technologies

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Even some departmental management process:

- Accounting-as-a-service
- Payroll-as-a-service
- Governance-as-a-service
- Privacy Compliance-as-a-service

# IT Delivery Models

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## Break / Fix

- The traditional custom buy-and-build-for-you model
- In the end, more expensive in capital and time
- Significant upfront and incident management, repair or upgrade costs

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## MSP – Managed Service Provider

- Focus on remote management of IT Infrastructure including desktops, laptops, servers, etc.
- Pricing - per device, per user or tiered services
- Client purchases hardware, applications, etc.
- Provide single-point-of-contact technical support
- May offer other services like license contract management, compliance and risk management services, etc.

# IT Delivery Model Examples

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## Technology-as-a-Service

- Device-as-a-Service, Desktop-as-a-Service, Notebook-as-a-Service, etc.
- A complete packaged solution for a monthly fee: hardware, software, support, security, everything provided
- More limited choice around the underlying technology
- More flexibility in scaling
- Pricing per seat, or per device or service



# IT Delivery Model Examples

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## **Software-as-a-Service**

- On-demand delivery of software on a subscription basis; usually single product or application
- Ongoing feature updating, product performance and security improvement
- Typically a lower level of personalized service and application customization
- Support for their application only
- Priced per seat, per transaction, or multi-user license

# IT Delivery Model Examples

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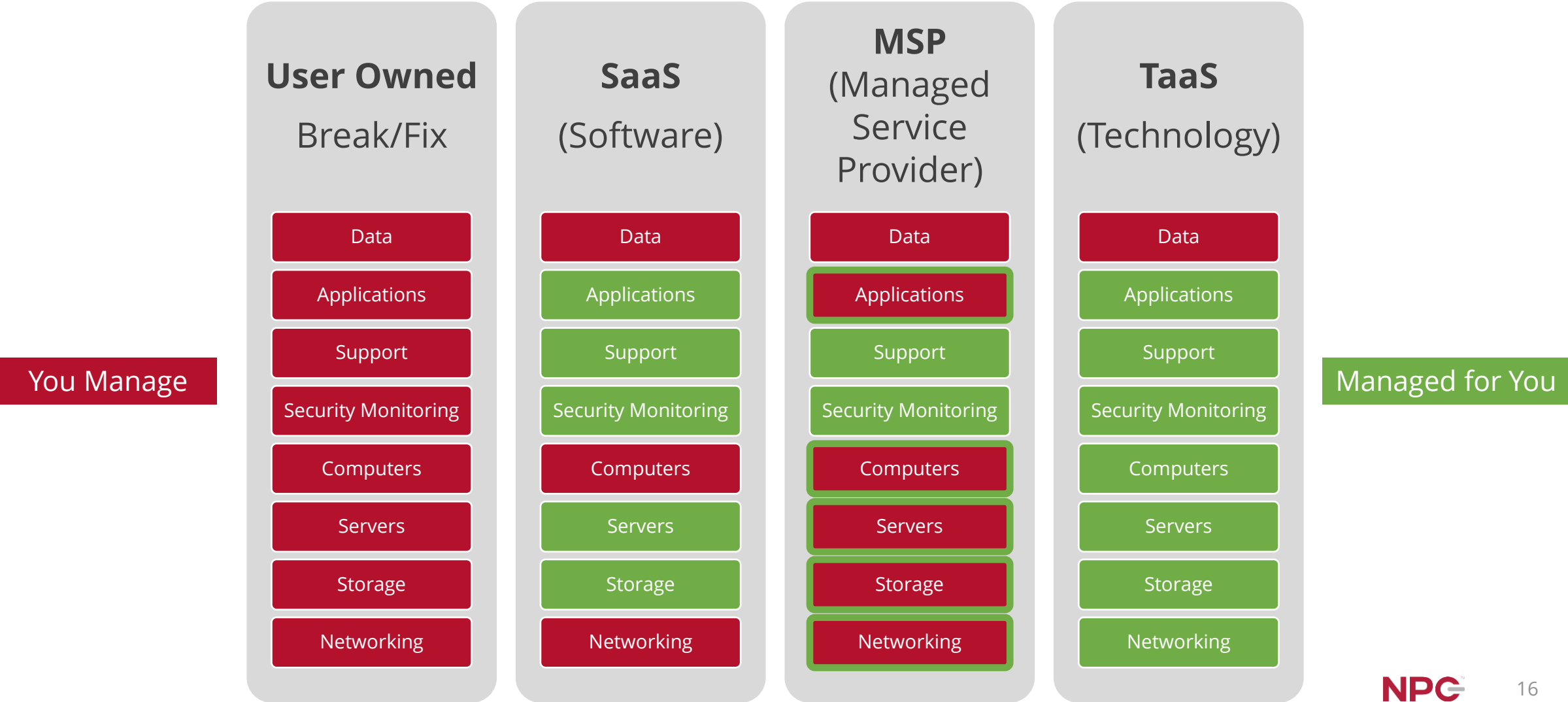
## **MSSP** – Managed Security Service Provider

- Specialization in the outsourced delivery, monitoring and management of IT security
- May arrange for product purchase, contracting for other services, technology upgrades
- Focused on IT security

## **MDR** – Managed Detection and Response

- “Next-level” IT security monitoring and incident response through highly specialized tools and advanced monitoring and analytics
- Narrower in services scope than an MSSP

# IT Delivery Models



# What's the Benefit?

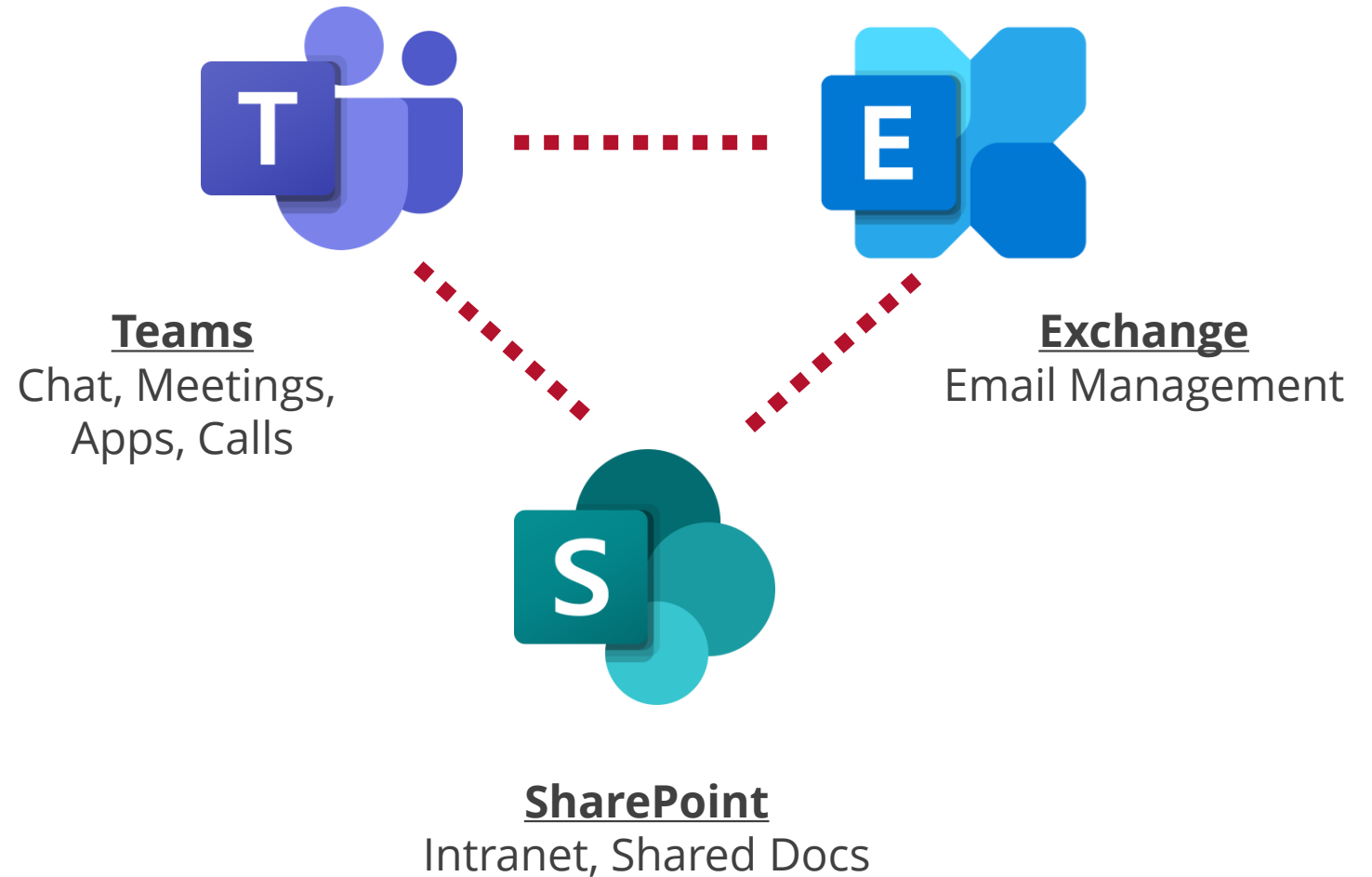
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- As-a-service models remove the cost of custom-building common application, network, server, security, and services needs
- Specialization by the provider allows more features for less cost, improved performance, security, and reliability
- Allows for more economical “scaling up” or “scaling down”

It is difficult to compete with the security, speed, reliability and economics of specialization

# Business Integration of 365 for the SMB

A suite of mobile, desktop and cloud-based productivity tools on a unified communication and collaboration platform

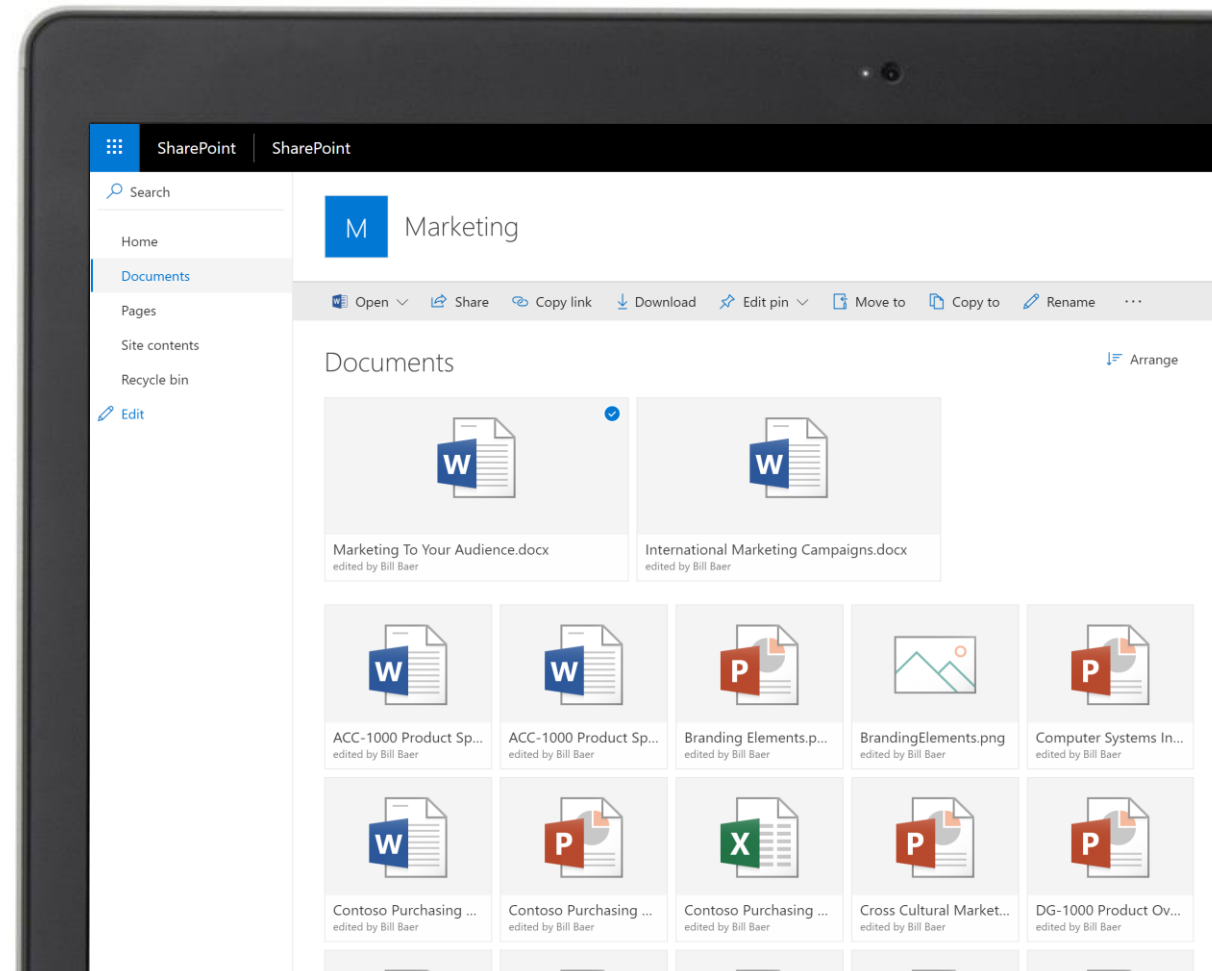




# Securely Connect to Your Data with SharePoint

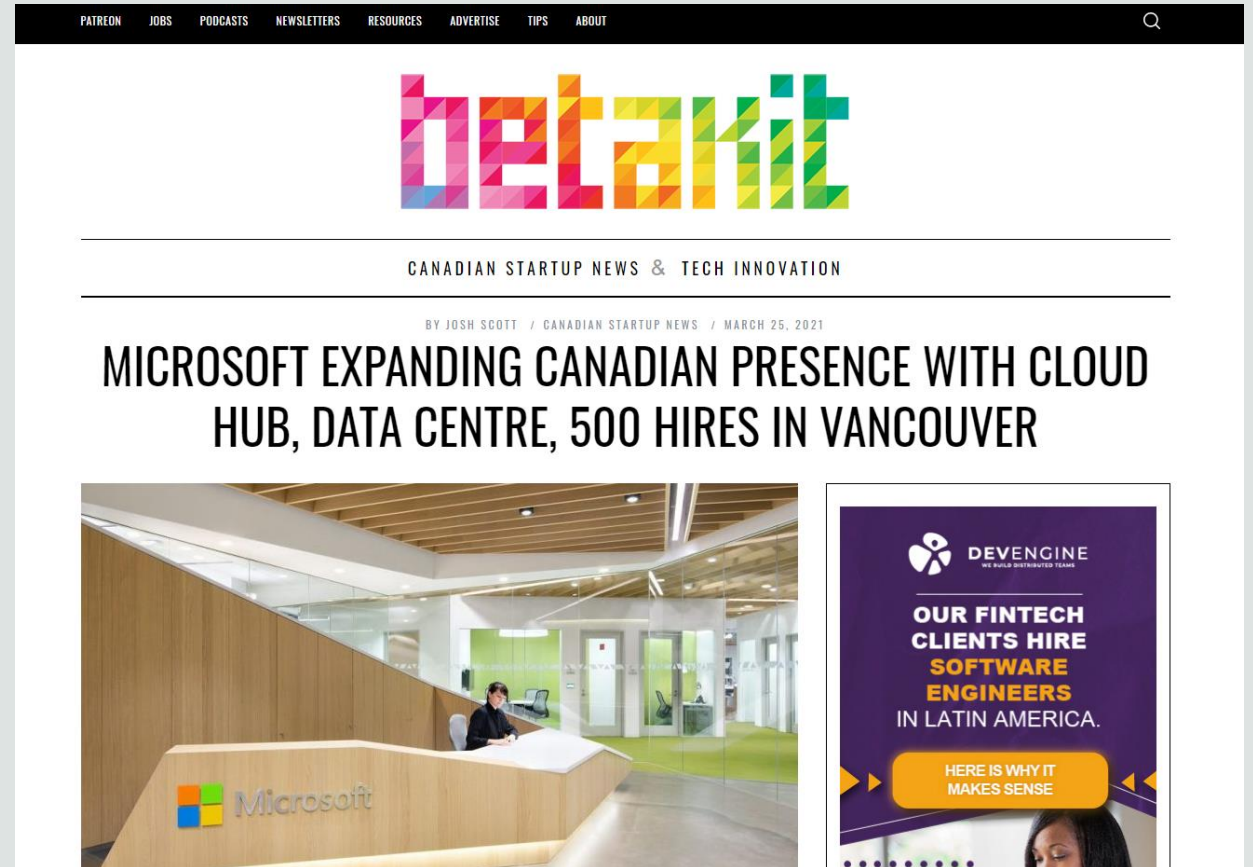


- Replaces your file server, USB drives, or email file sharing
- Mobile access everywhere
- Powerful collaboration and integrated tools and apps
- Generate links for secure file sharing, or grant controlled access
- Data sovereign



# Microsoft Security...

- Microsoft employs nearly 4,000 professionals in Canada, more than 100,000 in the U.S.
- Data centres adhere to ISO 27001, ISO 27018, SSAE 16 SOC1 Type II audit and controls standards
- The data centres are built from the ground up for external and internal security
- Massive internal analysis systems employing AI and using advanced signals intelligence protect your data
- Advanced content control and multi-engine malware scanning



# Microsoft 365 Business Premium Security...



Multi-factor Authentication with phone call, text, or app as second factor



Administrator account control, including user access and password policy management



Location-Based Authentication



Advanced Threat Protection:

- Increased SPAM and threat filtering through AI
- Safe Attachments
- Safe Link Protection



Email:

- Auto-forwarding control
- Message encryption
- Advanced anti-phishing capability
- Blocks specific file extensions known to distribute malware
- Data Loss Prevention and Exchange Email Online Archiving

# Using SharePoint Documents Seamlessly

The image illustrates the seamless integration between SharePoint and Windows File Explorer. On the left, the SharePoint interface for the 'NPC Team Site' is shown. The breadcrumb path is 'Documents > Marketing > NPC Webinars >'. The document list includes:

- 2020 - NPC DataGuard Solutions Overview
- 2020 03 10 - Ransomware 2.0
- 2020 03 24 - Office 365 Basics for Secure W...
- 2020 04 21 - Security Policies and Plans
- Office 365 Basics for Secure Work From Ho...

On the right, a Windows File Explorer window titled 'NPC Safe Computing Webinars' is open. The breadcrumb path is 'NPC > NPC Team Site - Documents > Marketing > NPC Webinars > NPC Safe Computing Webinars'. The file list shows the same documents as the SharePoint interface, demonstrating that they are accessed through the same underlying storage.

# SideDrawer

The screenshot displays the SideDrawer interface for a client named Cindy Stewart. At the top, a header bar shows the client's initials 'AL' in a green circle, the name 'Cindy Stewart', and an edit icon. Below this, three main category tiles are visible: 'Legal Documents' (with a document icon and a count of 4), 'Personal Finances' (with a dollar sign icon and a count of 4), and 'Real Estate' (with a house icon and a count of 2). Each category tile contains a list of specific documents or records. Under 'Legal Documents', there are three items: 'Cindy Stewart Will' (last modified by Amy Advisor on July 8, 2021), 'Cindy Stewart Estate Plan' (last modified by Amy Advisor on Wednesday), and 'Cindy Stewart Power of Attorney' (last modified by Amy Advisor on June 15, 2021). Under 'Personal Finances', there are two items: 'Cindy Stewart Mortgage' (last modified by Amy Advisor on May 5, 2021) and 'Cindy Stewart Net Worth Summary' (last modified by Amy Advisor on May 12, 2021). Under 'Real Estate', there is one item: 'Cindy Stewart Primary Home' (last modified by Amy Advisor on June 23, 2021). At the bottom of the interface, a bullet point states: '• **Info Request** instantly organizes received documents into relevant Tiles and Records'.

- **Info Request** instantly organizes received documents into relevant Tiles and Records



# SideDrawer

The screenshot displays the ACME Records interface. On the left is a sidebar with navigation links: Summary, Info Requests, Records, Collaborators, Inbox, Timeline, Go to Admin Console, My Account, FAQs, Help & Support, and Log Out. The main content area is titled "Records" and shows a profile for "Cindy Stewart". Below the profile is a horizontal menu of icons representing various document types. A modal window titled "Legal Documents" is open, displaying a list of records:

Document Title	Last Modified By / Date	Action
Cindy Stewart Birth Certificate	Amy Advisor on January 13, 2022	<button>Birth Certificate</button>
Cindy Stewart Estate Plan	Amy Advisor at 11 : 40	<button>Estate Plan</button>
Cindy Stewart KYC Acknowledgement	Amy Advisor on December 7, 2021	<button>KYC</button>
Cindy Stewart Power of Attorney	Amy Advisor on January 14, 2022	<button>Power of Attorney</button>
Cindy Stewart Will	Amy Advisor on November 30, 2021	<button>Will</button>

At the bottom right of the modal, there is a large orange button labeled "Add New Record".



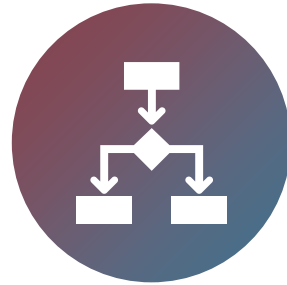
# Benefits and Cost Benefit Analysis

# How Does As-a-Service Increase Revenue?

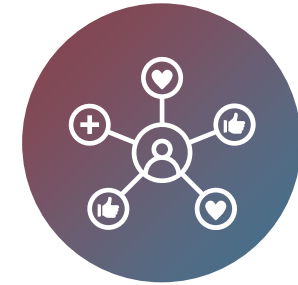
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Frees up time, resources, and capital to invest in other areas of the business for growth.



Improves operational performance, minimizes down time.



Increases the scope of services a company can offer a client for adjacent revenue, or improvement in performance of core offering.

# Financial Service MGA Network Example

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A financial services partner of almost a decade with hundreds of independent offices on our as-a-service solution

## Observations from management:

*"Security incidents and the painful requirement to report breaches to clients have been zero for those offices since moving to this model. This has significantly reduced compliance costs and removed the distraction of incidents we see in other non-managed computing offices."*

*"Computing performance and reliability is consistently higher in those offices, giving the office a productivity advantage."*

*"Our security standards and those of our regulators are virtually always met or exceeded in those offices."*

# Client Benefit Example

*“At some point in the week, at least one staff member was not productive for a number of hours due to PC issues.”*

## **Professional Services. Four partners, 14 staff:**

- The most technical partner spent 35% of his time on technology prior to going as-a-service (reduced to less than 10% within a few months)
- A combination of Break/Fix, SaaS, and some MSP made coordination and accountability challenging:
  - Migration to or adoption of new technologies or applications was so onerous they tended to hold back on new capabilities
  - During a past virus penetration, no one accountable
- Overall computing performance in office and from home was subpar



# Cost Benefit Analysis

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## **Step 1.** Know your costs today:

- Review invoices and experience back 3-5 years
- Your time (and your team's) is your most precious and expensive asset — assign a value

## **Step 2.** Know what you are getting:

- What should you be doing today that you will be getting in the new model – especially around 24/7 monitoring services, tested backup, security to meet compliance requirements, etc. — assign a value
- Acknowledge the value of new revenue driven by new services to clients, more time to sell, more time for your team to be productive — assign a value

# Cost Benefit Analysis

## NPC Cost Benefit Calculator Lite



This is a simplified version of our full endpoint Cost Benefit Calculator. This estimator does not include the savings benefits from productivity gains from the use of biometrics, improved system performance, support response time and after hours coverage, savings from no lost device or data reporting requirements, no safety stock, etc. For a more detailed analysis including items such as productivity gains estimates, we recommend our full Cost Benefit Calculator (CBC).

Please input your information in the green boxes

### Your Input

Number of Computers

5

Salary of IT technician or person doing the work

\$75,000

Overhead as a % of employee salary

40%

The average number of working days per year

229

The average work hours per day

7.50

The average productive hours per day

6

Burdened Hourly Rate

\$76.42

Hours Indicated for Monthly Fleet Management and Support

5.0

	Suggested Amount	Your Input	Cost	Lease or Pro Rate Cost / Month
1. Hardware				
One-time cost of hardware per unit E.g. Computer hardware, operating system, dock, accessories	\$1000 - \$2000	\$1,500	\$1,500	\$53.48
2. Software				
One-time cost of Microsoft Office or alternative office productivity software license per unit or total of 3-year monthly subscription cost	\$250 - \$900	\$360	\$360.00	\$12.83
3-year cost of anti-virus, anti-spyware license per unit	150-400	\$150	\$150.00	\$5.35
3. Additional Device Costs				
Additional device costs one-time cost per unit				



# Choosing a Provider

# Step 1

## Determine Your Needs

- ☐ Study the work
  - ☐ What information do you manage?
  - ☐ What are the required business processes and outcomes?
  - ☐ What are your security needs? Regulatory requirements?
  - ☐ Where are you hurting in process?
  - ☐ Are you growing? Are your needs changing? Where are you going as a business?
  - ☐ Put a team meeting together to hear users' needs or survey the staff
- ☐ Assess your resources
  - ☐ What is the structure of your business? In-office, remote, hybrid?
  - ☐ What do you have to work with today?
  - ☐ What is the quality of your current technology?
  - ☐ What is your budget?

## Step 2

# Determine the Delivery Model

- ☐ Look at the various delivery models
- ☐ What model best suits how you work today, and if you grow?
- ☐ What model will best meet your support needs?
- ☐ What model will ensure the best business continuity in the event of technology failure or other incidents?
- ☐ What will be the most economical model overall?

## Step 3 Vendor Selection

- ☐ Do they have experience in your field of business?
- ☐ Can they provide reference accounts? Are they an “approved” vendor by your association or partner network?
- ☐ What type of account management model do they have?
- ☐ Are they problem solvers? Does that cost extra?
- ☐ What is the emphasis of their presentation or pitch? Security? Performance? Support? Cost Containment?
- ☐ Can they provide a firm quote in advance?
- ☐ What additional services will you be charged for?
- ☐ What insurance do they have for E&O, performance failure?
- ☐ Is the price fair? If the conversation is all about the lowest possible price, should you expect premium service?
- ☐ Where are the services based? Where will my data be stored?





# Summary

# What's the Benefit of As-a-Service?

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- Free up capital, time, and company resources to focus on growth
- Improve productivity and user experience
- Lower overall computing costs
- Increase data security and compliance
- Predictable IT costs, with dependable, high-performance systems and services
- Prevents “lock-in” to previous capital investment
- Shifts the burden of performance to the vendor





## Additional Resources

# Upcoming NPC Webinars



[npcdataguard.com/webinars](https://npcdataguard.com/webinars)

**March 24<sup>th</sup>**  
1pm ET (30-minute)

NPC DataGuard Solutions Overview

**April 12<sup>th</sup>**  
1pm ET (60-minute)

Five Critical Requirements for Your Work  
From Home Computer

**May 10<sup>th</sup>**  
1pm ET (60-minute)

Protecting Your Identity Online

**May 12<sup>th</sup>**  
(60-minute)

Advocis Calgary  
A Preventive Strategy to Protect From  
Ransomware Attacks

# NPC Webinars Recordings



[npcdataguard.com/webinars](https://npcdataguard.com/webinars)

[Ransomware 2.0: Protection from the Crisis](#)

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[Building an Incident Response Plan for the SMB](#)

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[Five Critical Requirements for Work From Home or Small Office Computers](#)

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[Protecting Your Identity Online](#)

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+ 12 more, and new topics will be added

# NPC Security Alerts



[npcdataguard.com/alerts](https://npcdataguard.com/alerts)

## What the Log4j Vulnerability Means for SMB Professionals



NPC Security Alerts



2021-12-21

[EXTERNAL - Use caution when opening attachments or links.]

[Préférez-vous voir ce courriel en Français?](#)

**NPC**™ Security Alerts



### What the Log4j Vulnerability Means for SMB Professionals

A major security flaw in an application used by programmers to record activities for applications and software in devices and various services is making the headlines. National cybersecurity agencies and experts are calling for urgent action after it was reported last week.

Log4j is a component of software that developers use to record activities in an application. It is used in millions of Java applications and when located by hackers it can be exploited with relative ease. Hence, it has received a very high threat rating.



# Q&A

**Larry Keating**

[lkeating@npcdataguard.com](mailto:lkeating@npcdataguard.com)

905-305-6501

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**Darren Mar**

[dmar@npcdataguard.com](mailto:dmar@npcdataguard.com)

905-305-6513



*Thank You*

Please Be Safe & Stay Healthy



**NPC**<sup>™</sup>  
Smarter Computing