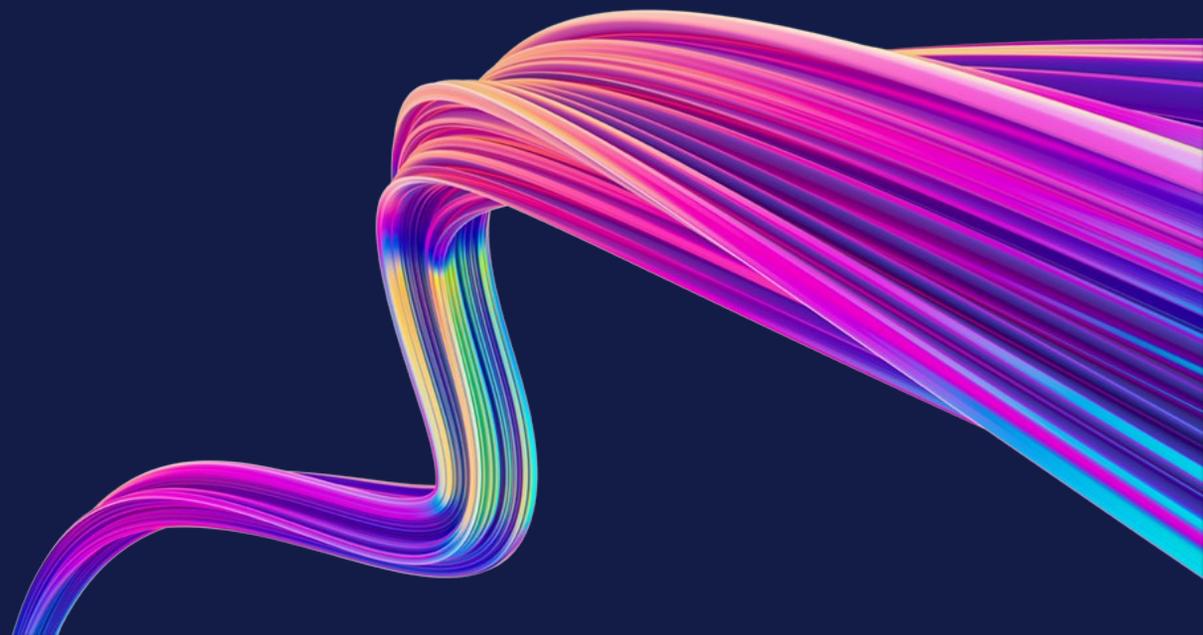


Selling Cloud 101



Why RapidScale?

Flexible enough for the SMB and powerful enough for the enterprise.

- Subsidiary of Cox Business
- Proactive management of day-to-day IT needs
- Consultative approach to strategy, implementation, support
- Average NPS = 75+
- All RapidScale services in a single pane of glass
- Support for organizations with compliance needs
- Commitment to the “people” side of technology



Qualification

Ideal Customer Profile:

- 25 - 4,000 users
- Limited IT resources
- Regulatory compliance requirements or intellectual property protection needs
- Multi-location or expanding locations
- Contracted employees
- Upcoming server or desktop refresh
- Struggles with availability, backups or security
- Needs to improve remote access
- Wants solid foundation for IT infrastructure to focus on strategy

Cloud Discovery Questions:

- Can you provide me with an overview of your business?
- What IT projects are on your roadmap for the next 12-18 months?
- Can you help me understand what is driving this cloud initiative?
- How are your current IT challenges impacting your day-to-day operations and business?
- What is your timeline for completed implementation?
- What does the decision-making process look like?

The RapidScale Portfolio

Managed Cloud Services

We specialize in some key areas including:



Desktop
as a Service



Infrastructure
as a Service



Disaster Recovery
as a Service



Security
as a Service



SD-WAN



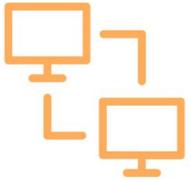
Backup
as a Service



Managed Services
for Office 365



Remote
Monitoring



Desktop as a Service

With Desktop as a Service (DaaS) you can move all your applications and desktops to our fully managed cloud for easy access from any device, virtually anywhere in the world. DaaS enables remote and mobile workers to be just as productive as they would be in the office, with robust security, reduced CapEx and less IT labor.

FEATURES:

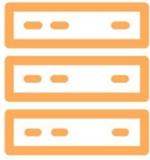
- Windows desktop experience
- Seamless desktop user experience
- Rich media content
- Access to local USB devices
- Web-based portal
- Anti-virus and malware protection
- Access to golden image server
- Integrate with Active Directory, Exchange, etc.
- Enterprise-grade security
- Access on Windows, Mac, iOS, Android, etc.

Who's a Good Fit?

- 25-2,000 users
- Multi-location businesses with limited IT resources
- Due for a device refresh
- Implementing Bring Your Own Device (BYOD)
- Regulatory compliance requirements or intellectual property protection needs

Qualifying Questions

- Do you have security concerns with BYOD?
- Are you understaffed or under-budgeted?
- Are you stuck in the day-to-day grind vs. being strategic?
- Is your business scaling or acquiring companies?
- Have you experienced poor service with an MSP?
- Have you had a bad experience with VDI in the past?



Infrastructure as a Service

Infrastructure as a Service (IaaS) gives you on-demand capacity with leading infrastructure tools and utilities. Our PCI DSS-certified data centers, which are audited annually to produce a SOC 2 Type II report help keep your sensitive information safe and secure.

FEATURES:

- Tier 3 data centers
- Cisco Nexus core switches
- vShield Edge or premium Fortinet firewalls
- NetApp all-flash encrypted storage
- Cisco ASR edge routers
- VMware ESXi hypervisor
- Windows and/or Linux operating systems
- Encrypted data transfers
- Unlimited data transfers (internet bandwidth)

Who's a Good Fit?

- Limited capital
- Compliance requirements
- Rapidly scaling
- Running on physical servers, especially aging hardware in need of a refresh

Qualifying Questions

- How many physical servers do you have? Are any due for an upgrade?
- What OS are you running?
- What critical applications are you running?
- What happens if a server goes down today?



Disaster Recovery as a Service

Disaster Recovery as a Service (DRaaS) offers critical storage-based replication and recovery via a cloud platform featuring Tier 3 data centers, enterprise-level infrastructure and encryption-level security. With low RTO and RPO, you can return to production in less than four hours, while traditional services can take days or weeks.

FEATURES:

- Tier 3 data centers
- VMwre ESXi hypervisor
- 100% uptime SLA for storage
- Encrypted data transfers
- NetApp all-flash encrypted storage
- Compression
- Block-level replication
- Automated failover
- 4-hour RTO, near real-time RPO
- Multiple recovery points

Who's a Good Fit?

- In areas affected by natural disasters
- Need low RTO and RPO
- Heavily reliant on applications and data
- Still running production environment on-site
- Must meet compliance and/or insurance requirements
- Had challenges building and/or testing DR strategy
- Had security breaches that compromised data

Qualifying Questions

- What are your RTO and RPO goals?
- Which business-critical applications are you running today?
- Have you ever suffered an outage? What was the business impact?
- What is the financial impact to the business being down for one day?



Backup as a Service

Implement a disaster recovery plan that is simple, reliable and affordable. Backup as a Service (BaaS) provides seamless and secure backup of your data to the cloud, and takes care of all the management, monitoring and reliability for you.

FEATURES:

- 256-bit AES encryption
- Compression
- Customizable retention policies
- SSL encryption
- Synthetic full backup
- Server-side encryption
- Schedule backup or real-time backup
- Intelligent bandwidth scheduler
- Block-level backup

Who's a Good Fit?

- Has less-urgent RTO and RPO goals
- Heavily reliant on applications and data
- Still running production environment on-site
- In areas affected by natural disasters
- Want file-level backup
- Want a full business continuity plan

Qualifying Questions

- What are your RTO and RPO goals?
- Which business-critical applications are you running today?
- Have you ever suffered an outage? What was the business impact?
- What is the financial impact to the business being down for one day?



Security as a Service

Address vulnerabilities and compliance requirements with our suite of fully managed cloud security offerings that blend risk assessment, threat detection and remediation strategies, and multilayer security solutions to help thwart cybersecurity attacks.

FEATURES:

- Unified security management
- Email security and archiving
- Gateway security services
- Fully managed by RapidScale
- Web security and application delivery
- Automatically updated threat signatures
- Compliance reporting
- Network-based stateful inspection firewall
- Web-based administration
- Anti-virus and anti-malware

Who's a Good Fit?

- Large SMB through enterprise
- Have data privacy requirements for sensitive data
- Compliance requirements
- Have had breaches
- Lack strong security knowledge
- Healthcare, legal, financial, hospitality, government, manufacturing

Qualifying Questions

- Does your business require you to handle or store sensitive data?
- Have you ever been affected by a breach?
- What would it cost you if your data was compromised or your systems were shut down due to a cyber attack?



SD-WAN

Improve performance, visibility and security throughout your branch network. This smart solution combines real-time path selection, edge routing, stateful firewall, end-to-end QoS and WAN optimization so you can realize new levels of reliability and efficiency.

FEATURES:

- WAN virtualization
- Application QoS
- Path assignment
- Routing
- Deployment
- Integrated firewall
- Tunnel interfaces
- Authentication
- Application and WAN optimization
- Centralized policies

Who's a Good Fit?

- Large SMB through enterprise
- Have data privacy requirements for sensitive data
- Compliance requirements
- Have had breaches
- Lack strong security knowledge
- Healthcare, legal, financial, hospitality, government, manufacturing

Qualifying Questions

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Microsoft 365

Simplify your move to Microsoft 365 with complimentary enablement and migration coupled with ongoing management. RapidScale's Microsoft 365 service allows users to work seamlessly from anywhere, on any device, at any time. Our data migration services help clients wanting to move email workloads to Microsoft 365 from a host of other complex environments.

FEATURES:

- Microsoft 365 Business Basic
- Microsoft 365 Business Standard
- Office 365 E1
- Office 365 Pro Plus
- Office 365 E3
- IT and end-user RapidResponse Support
- RapidScale managed migration
- Efficiency and accessibility
- End-user digital enablement
- 99.9% financially backed SLA

Who's a Good Fit?

- Looking to promote collaboration
- Have a mobile workforce
- Have compliance and security requirements
- Need predictable costs
- Have a lean IT team or want to outsource management
- Want to offload time-consuming end-user support
- Challenged by disparate office licensing management

Qualifying Questions

- How many users and locations do you have?
- Do you have remote workers or plans for BYOD?
- Do you have any specific compliance or security requirements?
- How do you share data and collaborate beyond email?
- What are your video conferencing and telephony requirements?



Identity as a Service

RapidScale's Identity as a Service (IDaaS) is a powerful resource to more easily secure your users' access and devices to various network, data and application resources, providing organizations ready means to better manage user identities through implementation of one solution to optimally secure and manage user access.

FEATURES:

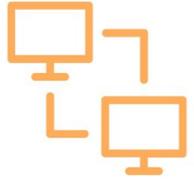
- Basic or Premium service options
- Multi-factor authentication (MFA)
- Single sign-on (SSO)
- Easier device and password management
- Self-service password reset
- On-premises, hosted and cloud coverage
- Advanced security options
- Identity/password synchronization
- Domain controller

Who's a Good Fit?

- SMBs to lower enterprise
- Organizations with overworked IT teams
- Lack security expertise
- Challenged by lots of user access issues
- Disparate organizational structure/locations
- Seeking to offload user support

Qualifying Questions

- How many users do you currently manage access for?
- How much time do you spend supporting end-users with access-related tasks?
- What level of security expertise does your org have?
- Have you had any breaches as a result of insecure access methods or password misuse? What was the impact on your organization from that occurring?



Managed Device as a Service

RapidScale's Managed Device as a Service (MDaaS) is an excellent resource for organizations seeking greater flexibility in how they provide modern devices to their workforce, without having to make large capital expenditures or endure long refresh cycles, thanks to our predictable monthly subscription model. Plus, it's all backed by our industry-leading, 24/7 100% US-based RapidResponse Support.

FEATURES:

- One affordable, predictable monthly cost
- Coverage for loss, theft, accidental damage
- Add more devices without increasing per-unit cost
- 24/7/365 end-user support
- Broad selection of PCs and tablets
- Full Windows 10 or Google Chrome OS
- Spare pool of devices to replace devices sent in for break/fix
- Strong integration with other RapidScale services
- Bark for Schools education cyber protection

Who's a Good Fit?

- Micro and SMBs
- Industries including education (especially smaller school districts and private schools), healthcare, legal, financial
- Organizations with widespread employee base
- Companies seeking to ease burden of provisioning and supporting end-user devices

Qualifying Questions

- How long is your current device refresh cycle?
- How hard is it for you to acquire devices due to CapEx concerns?
- What issues do you run into with provisioning and supporting end-user devices?
- Have you had issues with device loss, theft and/or damage?