Cloud Technology.

Imagine accessing your QuickBooks company file from anywhere in the world

We are pleased to offer our clients a secure hosted environment for their QuickBooks company files. It will revolutionize accounting for your business. Imagine accessing your QuickBooks company file from anywhere in the world. The following article will give you the technical specifications and information about this new technology.

So, what is the "cloud?" Cloud technology, in its most simple form, is files living on the internet, securely accessible by authorized users on demand, 24/7, from any location. Your QuickBooks file becomes immediately available to you wherever you are. Let us help you start realizing the immediate benefits from this technology.

- **How do you setup your QuickBooks Company file on the cloud**?
    1. **Step 1:** Email or call: pamela@queenofquickbooks.com
       415-925-1830.
    2. **Step 2:** We will setup a demo so that you can test drive the access to your data on the cloud
    3. **Step 3:** Once you decide to sign up for the cloud storage, we will walk you through the file transfer process and make sure your users are easily accessing the data.

- **How much does it cost**? It only costs $50 per month per user. You can share the user logon and password with your accountant or consultants. It is scalable and users can be added as needed.
- **Why put my file on the cloud**? You will save money and time. The time spent transferring backup files back and forth is significant. Computers and servers cost money, and you will no longer need that onsite infrastructure.

- If you are interested in the **technical details, read below.**

- Read the **Case Study below** for details on a success story of a user who migrated their data recently on to the cloud.

Technical Details on Cloud Technology:

Many companies have sprung up like mushrooms during the past few years offering cloud technology services. Some were not reliable and went under. And some provide outstanding service.

Some companies like DropBox - a place where you can upload your files and synchronize them between, let's say office and home. It sounds good, but I found the DropBox service to be cumbersome and slow, and therefore useless. Then there is a company that was in the news for weeks called Mega Upload. They got in big trouble with the Feds for video and music copyright violations, and the Feds came in and shut down the entire operation. Many people who were using this site for file sharing their data – lost it. And they couldn't get it back. This dominated the news and made everyone suspicious of cloud technology in general. However, cloud technology does work and it is important to choose a company that is reliable, solid and has a good track record.

We are proud to recommend to our clients NovelASPect, Citrix hosting services. And we chose them for reasons detailed in this white paper.

Let's talk first about the cloud technology that is emerging with companies who are solid. Some companies have solid reputations, a track record of previous technology performance and they have seen the future and are directing their efforts towards new technologies such as the cloud technology business. A good example of this is Citrix. Citrix for years has been the dominant player to provide Go to Meeting, Go to Assist, and Go to Webinar. For years, I used their Go to Assist for remote trainings. Citrix saw the future and knew that these services were going to disappear as the technology became more cloud based. Citrix got into the hosting business early and established a superior technology and service. They provide hosting which is faster, more efficient and more reliable than the Terminal Services many of their competitors use. Their platform is based on a solid technology that has a history and proven track record.

What does that do for you? It does a lot. It means that your data that is being hosted is secure. We will talk more about those details in a moment.

Case Study:

Modern Sailing School Is an excellent example of the uses of cloud technology. (check out their incredible sailing classes and cruise adventures skippered and taught by master sailors at: www.modernsailing.com).

They previously had already implemented an internet based online booking system. The owners of this business are often sailing around the world and accessing their QuickBooks data from remote locations. The actual on site office is on a wharf and the internal wiring and IT setup is unstable. Several users access their QuickBooks – the owner, the database manager, the QuickBooks expert, the accountant and the CPA. To resolve the access issues with their QuickBooks company file and to insure reliable data for their accounting, we recommended that they move their company file to the cloud with the Citrix servers provided by NovelASPect. The migration went smoothly and within a day, they were accessing their file from any internet connection. The onsite hardware and IT infrastructure that they previously had to consider spending money on has disappeared and this has saved them thousands of dollars.

With the challenges facing the global economy, your time and money are more valuable than ever. That's why NovelASPect's Citrix Hosting is the premiere QuickBooks Hosting option for your small business' security, efficiency, and budget. The time and money you have to spend on internal on-site computers and IT infrastructure is costing your business too much money. If your QuickBooks company file resides in a hosted environment, you just saved yourself an enormous amount of time and money. You do not have to install a server, with most likely Microsoft Exchange services; you do not have to buy up to the minute latest technology computers; you do not have to outsource and pay for IT personnel; all you have to do is get on the internet to run your business.

Outside internal audit studies show that Citrix operates three to four times faster than Microsoft Terminal Services. Many factors contribute to Citrix's greater efficiency. Citrix's applications work and appear as local application with an icon on your desktop. Microsoft Terminal Services demand that you login to a remote desktop - amounting to three or four mouse clicks before you are able to access your application. Terminal Services' performance speed is affected by factors outside your company's control, such as Microsoft network latency. A recent study shows that Citrix can use up to 73% less bandwidth on your server than Terminal Services.

Citrix supports many operating systems, such as Windows, MAC, Linux, Java, Unix, IBM OS/2 and DOS Clients. Citrix supports high resolution graphics and offers simple printing – you only see your company's printers, whereas with Terminal Services environment, you'll see a pool of different printers from various Terminal Services clients.

What does this mean for the small or large business accounting department using QuickBooks as their accounting software? It means that you do not have to have an internal server environment to support QuickBooks and multi users. It means the only hardware you require is a solid computer – PC, MAC – to access the internet. Your IT costs are eliminated. As a QuickBooks Pro Advisor Consultant and Trainer, one of the biggest obstacles faced when installing QuickBooks onsite, is the condition of the internal hardware. Obsolete, older computers simply cannot handle the new software. Oftentimes, upon installation the current computer will crash. You save money on hardware, do not need an Exchange server on site and everyone who uses QuickBooks can access it from anywhere in the world.

To conclude, the **advantages of putting your application and data in the cloud with NovelASPect is:**

1. **Reduced cost of distribution**. Disks no longer need to be mailed to clients. Simply provide NovelASPect with the latest update and we will publish to all users that pay maintenance fees.
2. **Eliminate the risk of piracy.** Clients no longer receive source code. They simply use the application in the cloud.
3. **Cloud Access to your application.** Most applications are ready to use on this platform. Zero to minimal programming is required to allow users to access your application in the cloud.
4. **Increased speed.** Most developers see an increase in the speed of their application. Applications run on HP Blade Servers connected via centralized storage rather than data stored on local networks.
5. **Increased Revenue**. Our revenue sharing model for hosted applications allows you to increase your revenue while reducing your costs with no upfront investment.

6. **Access device independent.** Citrix allows your application to be run from any connected device – MAC, PC, Linux, iPAD, mobile devices, etc. You no longer need to support different versions of your software.
7. **Retain clients** who may be considering a cloud based alternative.

The benefits of hosting QuickBooks with NovelASPect include:

1. **Anytime – Anywhere secure access** to your data.
2. **Access from multiple operating systems** including MAC, PC, Linux, iPAD, and mobile devices.
3. **Your data is automatically backed up every hour.** And then transferred to two servers for archiving of up to one year.
4. **Easy file sharing**. You can share your file with your accountant or QuickBooks expert without sending data back and forth.
5. **Automatic Upgrades**. All software updates and upgrades are performed by NovelASPect engineers.
6. **24/7 helpdesk**. They are there when you need them.
7. **Completely scalable solutions.** Add users and additional applications as needed.
8. **Hot USB plug-in.** Access your data on your terms.
9. **Data Security.** Access to secure encryption and data security in our SAS 70 Type II datacenter. Your QuickBooks company file is backed up every hour, and at the end of each day a duplicate is made of this and sent to two offsite locations where the data is retained for 1 full year.

Contact us today and take a test drive. You'll love this new technology. We will setup a demo for you to see how your QuickBooks company file performs in the cloud.

pamela@queenofquickbooks.com or call: **415-925-1830**.