

THE COST-CUTTER™

NEWSLETTER FROM BSCALER
The March 11, 2009 Issue – *Cloud Computing*

Welcome to BScaler's newsletter, The Cost-Cutter. BScaler cuts the costs of business. It also cuts frustrations, your carbon footprint and grass. Okay, that last one was silly but we want to know if you are paying attention.



This newsletter may give you an insight or two into business and maybe a smile, and help you to remember BScaler when you think about doing things faster, for low cost and with few mistakes. First, we discuss this new technical term:

Cloud Computing – What?

Think of a digital cloud as 1's and 0's floating around in the sky. Because Cloud Computing is the new buzzword, here is a brief primer. Everybody knows what the Internet is, but only a very few know how it works and what its components are. Few people know how the telephone system works either, but we all use it.



When you send email or make a Google™ search, you send something “into the Internet cloud” and something comes back. We call it a cloud because it is as nebulous as moisture in the sky. It's a lot more reliable, though. Internet reliability is so good that whole businesses have grown using it exclusively to buy and sell.

The newest entrepreneurial excitement is around the various layers of Cloud Computing. They include:

- **Infrastructure** as a Service, IaaS
- **Platform** as a Service, PaaS
- **Software** as a Service, SaaS

IaaS is called Utility Computing because the providers own and rent out billions of bytes of data storage over the Internet for paying subscribers to use, or massive computing power for paying subscribers to exploit with their own software. The simplest form of Cloud Computing, IaaS is computer hardware online. Renters of this service have to be very sophisticated.

PaaS is where a business combines the compute power and data storage with software development tools for programmers to use in building software as a service. The PaaS provider hosts this software and shares the subscription revenue. The software can be anything – games, word processing and business tools are examples. PaaS involves multiple parties for deployment and use, and the required level of sophistication varies, as does the quality of the software.

The creators of **SaaS**, the highest form of Cloud Computing, developed (best) or modified software for use by subscribers over the Internet. They can be great software solutions for a variety of purposes, and users typically need only a browser to use them.

All cloud subscribers enjoy the same protections that customers who give credit cards over the net have, which is the flow of encrypted (i.e. unreadable) data.

We developed every bit (every zero and every one) of the **BScaler Enterprise Resource Manager™** SaaS for use by small to mid-sized businesses. They save money right away because they need little or no IT, they make no upfront investment (we did that), they always have up-to-date software and best of all, they use modern, fast and powerful business tools and methods. Those previously had been

available only to the huge corporations.

We are proud of how user-friendly our software is, and BScaler operates its own computer servers with tight security. The savings are immediate. 408-935-3088.

To know more about cloud computing and what it does for business, here is a good place to start:

[About Cloud Computing.](#)

Fun Fact

The kangaroo is a marsupial, so the female has a pouch for her young. According to Wikipedia, "Early explorers described them as creatures that had heads like deer without antlers, stood upright like men, and hopped like frogs."



Wow, whoever read that must have wondered if the explorers were joking or crazy.

Coping with this Economy

Like never before, these times require fast decisions to head off potential disaster. Share the issues that you anticipate with trusted others. If your *ad hoc* committee agrees on a next step, think it through and put it into action.

No business leader wants to lay off employees, but if this has to happen, do it carefully and (you hope) only once. Consider shortening everyone's hours instead. You can save just as much while keeping the people who already know their jobs.

Think up other strategies. Of course, you will remember BScaler as *the* immediately cost-cutting business solution (408-935-3088).

After that wise choice, list projects that will pay off the soonest and put the others on hold. List how each will pay off – they should protect from losing accounts and/or attract new business right away, not just give the company a bit of prestige.

Final Fun Fact

Hershey's called them Kisses because the machine that makes them looks like it is kissing the conveyor belt.



Thank You for Reading!

BScaler appreciates your thoughtful reading. Remember that, when you think of cost cutting, think of BScaler software. Please comment (praise is nice) to info@bscaler.com.

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