leveraging the cloud for your business
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leveraging the cloud for your business
WHAT THE HECK IS THE CLOUD?
Cloud computing involves deploying groups of remote servers and software networks that allow centralized data storage and online access to computer services or resources.
WHY SHOULD I GIVE A #@$%
Cloud computing is less susceptible to loss than back up drives.

Remember: there are two types of hard drives:

those that are ABOUT TO FAIL

and those that WILL FAIL!
WHY SHOULD I CARE?

The cloud provides a flexible and scalable platform that greatly enhances your company’s opportunities to manage, share and control data.
WHY SHOULD I CARE?

Having data in the cloud means you don’t have to worry about power requirements, space considerations or physical barriers — your data is safe, stored and accessible from any mobile device!
WHY SHOULD I CARE?

By migrating to the cloud, businesses position their data to survive disasters like:

FIRE  FLOOD  THEFT

YOUR KIDS!
WHAT’S IN IT FOR ME?

Your business can not only collaborate better — you can control your data better in the process. Since cloud computing keeps all data in one central location, all team members can access the data and documents needed throughout the business day.
POPULAR TOOLS ON THE CLOUD
CrashPlan is a cloud-based archiving tool that saves an online copy of everything that passes through your computer.

It costs about $60 per year.
DropBox acts as an extension of your computer’s hard drive. Dropbox creates a special folder on all your devices. You can invite others to share your folders.
Google Drive is a cloud-based storage service that allows you to store documents, photos, videos. You can access Google Docs.
Access QuickBooks Online on your mobile phone, pull in data from bank & credit card accounts, collaborate with your accountant.

Pay monthly subscription fee.
Basecamp is a project management tool that offers to-do lists, text documents, milestone management, file sharing, time tracking, and a messaging system.
Hootsuite allows you to keep all of your social media accounts in one central area. You have the ability to pre-schedule posts on any social medium.
Trello is a collaboration tool that organizes your projects into boards. In one glance, Trello tells you what’s being worked on, who’s working on what, and what is the status of the project.
Designed for note-taking and archiving.

A "note" can be formatted text, a full webpage or webpage excerpt, a photo, a voice memo, or a handwritten note.

Notes are tagged for fast retrieval.
With Google Docs you can create a new file, edit in real time, and access via a mobile device. Team Collaboration tools range from very simple to very advanced. You can invite others to view and or edit your documents.
Trello uses “boards” and “cards” to represent projects and tasks. The drag-and-drop transition of these items to the next step in the process is designed to ensure that each component of a project is ready when it is needed.
Angle: Talk about Shane Nowak's hobby as a glassblower. He has stands at street fairs and his own little business.

Picture: Shane blowing glass (I got one)
WHAT IS EVERNOTE?

A Suite of Software and Services Designed for Notetaking and Archiving.
EVERNOTE ACCESS

• Install on a PC
• Access via the Website
• Mobile App
USE EVERNOTE FOR:

STORING IMAGES
- Business Cards
- Accident Info
- Expense Reports
- Receipts
- Whiteboards
- Screen Capture

SAVING DOCUMENTS
- PDFs, Word, Excel
- Power Point

IMPORTANT DATA
- Passwords
- Contacts
- Encrypt Content
USE EVERNOTE FOR:

RECORDING YOUR THOUGHTS
Record audio from your computer or mobile device
2 TYPES OF NOTEBOOKS

LOCAL NOTEBOOK
Stored on your desktop and NOT shared with the cloud.

SYNCHRONIZED NOTEBOOK
Notebook you are willing to share on the cloud.
NOTEBOOKS

• Up to 250 Notebooks
• Email Content Directly to a Default Notebook
• Export (back up) save to desktop
A NOTE CAN BE...

- Formatted Text
- A Webpage
- Voice Memo
- Photograph
- Handwritten Note
A NOTE ABOUT NOTES

• Can Have Attachments
• Sorted into Folders
• Tagged
• Annotated
NOTES CAN BE...

• Given Comments
• Searched
• Shared
• Exported
• Edited
WORKING WITH NOTES

• Create Text Note
• Paste PDF into Note
• Add Screenshots
• Create Multi-Media Notes
• Clip Web Content
• Merge Multiple Notes
• Create a Note from Email
SORTING NOTES

• Create Tags
  (Group Notes)

• Find Text in Notes

• Advanced Search Options
RULES FOR TAGGING

• Subject of Note
• Source of Note
• Specific Projects
• People & Places
Quickly focus on what’s important using annotation and markup.

Make your point with shapes, arrows and quick sketches.

Use Skitch on your desktop, tablet and phone to give feedback and share ideas.
With one click, clip part or all of any webpage, including text, images, and links.

Collect everything that inspires you online. Have it forever, even if the original goes away.

In a rush? Clip webpages to Evernote and read them later on any device you use.
Penultimate

Penultimate is a digital handwriting app for iPad that combines the natural experience of pen and paper with power of Evernote’s sync and search features. Lose the paper, keep the handwriting.
Google docs Benefits

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Google Docs is a Web-based word processor, spreadsheet, presentation and form service offered by Google. It allows users to create and edit documents online while collaborating in real-time with other users.
All the data remains online. To work with documents, you only need to have Internet connection and a web browser. You do not need to be concerned with “filling” your hard drive. Data is stored on Google’s giant servers.
Google docs

Share Your Work
There is no need to email your colleagues with your work.
Allows multiple people in different locations to collaborate simultaneously on the same document, from any computer with Internet access.
The Biggest Benefit
Google docs

FREE!
Google docs

Applications:

DOCS
SHEETS
SLIDES
WORD PROCESSING
Create and share documents on the web and access them from any computer or smartphone. The familiar desktop layout makes collaborative editing easy.
SPREADSHEETS
Create and share spreadsheets online. Google Sheets makes it easy to track budgets, run financial calculations, track data and more.
SLIDES
Create and share presentations on the web. Add text, images, video and more directly to your presentation slides.
THERE'S MORE!
You can create a form and embed it on your website and record the responses to your form in Google Sheets.
CALENDAR
Allows you keep track of your own events and share your calendars with others. You can embed the calendar on your website.
You must sign into your Google Account to create and share documents in Google Docs.