

The cloud is taking off. But what's right for your world?

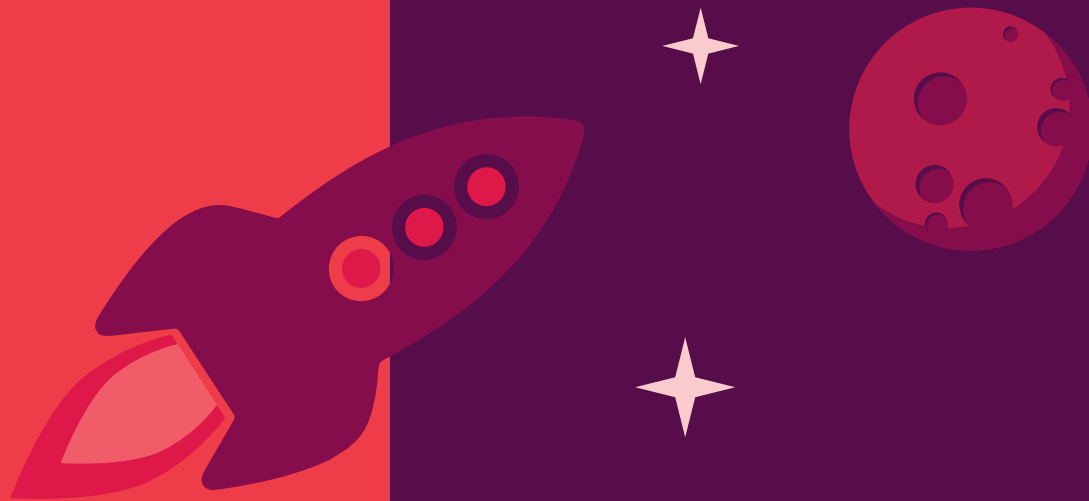
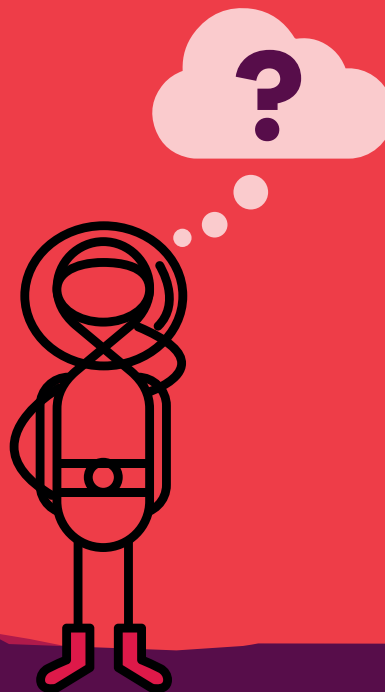
A journey through space, time, and common sense



In some ways, providing network solutions for small and medium-sized businesses is just like space travel. Both involve technology. Both take years of experience – or some excellent blagging – to perform successfully. And both should really be left to the experts.

But sometimes, even if you really know your stuff, it's hard to know what to do next. Take cloud-based network management as an example. Some say it's the best way to meet the demands of modern businesses. And others think it's far too early to jump on that particular intergalactic bandwagon.

Join us as we take a bold journey to the outer reaches of the reseller universe, and find the truth about cloud-based network management...



Lift-off turbulence

If you've configured and managed wireless networks locally, you'll know it's a big, complicated task. But maybe you've sold lots of them, and they usually work. Plus, your customers think that keeping their data local is the best way to keep it secure.

Consider this though – with the right tools, setting up new networks using the cloud isn't just easier, it's faster than the speed of light. It's also scalable, so when your customers want to expand their capacity, they can do so quicker than you can say 'beam me up, integrated network solution.'

And on the security front, your customers shouldn't be worried. With a best-in-class platform, their data will be super secure.

Mission funding

You're probably all too aware of the overheads involved in local network management. Maintenance, travel, manpower and downtime can all be expensive – and in a bad month, they can send your margins into a black hole.

Thing is, with cloud-based network management, those expenses can be either greatly reduced, or removed completely. That means you get to keep more of what you make, and you can spend the extra on some interstellar rocket boosters – or invest it in your business.



Exploring new galaxies

Most resellers would like to expand, and go where no person has gone before. But for that to happen, you need rocket fuel to thrust you into warp speed. Something that allows you to increase your margins and develop your services in a reliable, sustainable way.

You might usually only sell hardware, but by reaching into the far away galaxy of cloud-based network management, you could increase your revenue dramatically.

And once you've done that, it'll become far easier to offer new services too – so both you and your customers will be able to innovate, and explore the outer reaches of your respective universes. The cloud empowers users to transform their capabilities fast, meaning that even your earth-bound customers could find themselves on Pluto in no time.

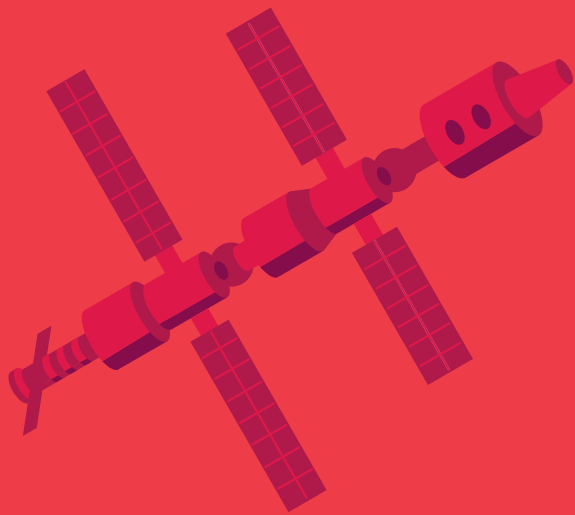
For the more complex projects, like conference centers, stadiums, and alien-based cosmic distribution hubs, you're probably aware that locally-managed networks may still be the right option. They offer a greater range of ways to configure performance, and respond faster to optimization techniques too.



Houston, we have no problems

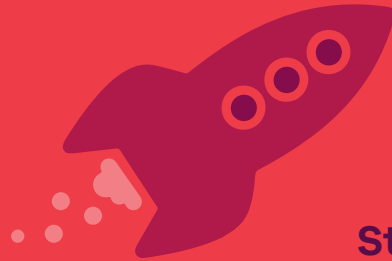
You know what it's like when a network fails. A breakage can leave customers hurtling through space – losing money by the minute – and as the person in charge of mission control, it's often your job to fix it.

The cloud allows you to find problems faster, so customers' important missions can get back up and running quickly. And with less downtime comes happier customers, as well as a higher chance of repeat business.



Space-age toolkit

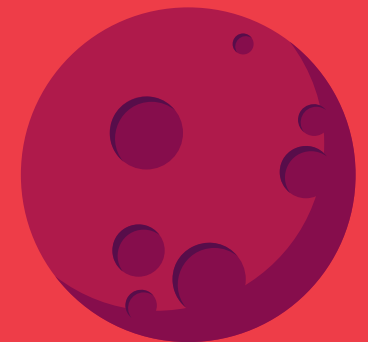
Of course, you know that it doesn't matter how many fancy gizmos you have, if they don't all combine to create one effective solution. So if you do step on planet cloud, you'll want a management tool that works across wireless, switch and security products. Whether you stay on-premise or invest in the cloud, you can carry on aiming for the stars – and beyond.



Start your mission

The cloud isn't right for every environment. But if you're thinking about taking a giant leap for your business, consider using our cloud-based network management tool. It's called Nebula, and it delivers all the benefits we've talked about in this guide, and more.

We're even offering a free Nebula access point to our partner program members – so get on board today.



**Join our Channel Freedom Program
at <http://www.zyxel.us/channelfreedom>**

The adventure continues

Find out more at zyxel.com/us

