



**Lose Your Legacy Network
—Not Your Control—
When Building a Web Conferencing
and Communications Platform**

Your business's Web conferencing and communications platform may be causing a lot of turmoil for your organization. For instance, are your attendees struggling to log into online meetings? Is the platform prone to crashing unexpectedly? Or perhaps it's all but impossible to access streaming multimedia content on demand during presentations due to unsupported file types and a lack of bandwidth?

As a result of these shortcomings, your business is desperate for a communications and collaboration platform that is user-friendly and reliable. After all, your Web conferencing platform is responsible for many critical tasks across the enterprise—from internal strategizing to customer-facing meetings that

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directly impact your bottom line. The more challenging your solution is to operate, the more difficult it is for team members and customers to communicate ideas, solve problems and increase revenues.

So, when searching for ways to augment your Web conferencing platform, what options are in front of you?

By now, you've probably scanned the market

and are looking to migrate away from standard plug-and-play style solutions like Citrix GoToMeeting, Cisco WebEx and Microsoft Skype. While these leading solutions are convenient, you're looking for a solution that more closely aligns with your business's core communications needs and brand image.

You're looking to build your own software solution from the ground level up.

You've therefore come to a crossroads in your quest to find the ideal business-grade Web conferencing solution. In deciding to build your own communications platform, you

can either utilize your existing legacy network or outsource your operations to a managed services provider (MSP) that can provide you with direct access to everything that you need to construct a first-class product—from raw source code to cutting-edge servers.

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The reality, however, is that confidence among business leaders in the MSP market is at an all-time high. Let's look more closely at why this is the case.

The Surge of the MSP Market

How hot is the MSP market right now? Recent research from Continuum shows that, at the beginning of 2015, U.S. businesses spent an estimated \$13 billion on managed IT services and cloud computing. It should also be noted that 2014 was the first year cloud computing surpassed traditional data center environments for the majority of IT workloads at 51 percent versus 49 percent, respectively.

What's driving such this high level of adoption for managed IT services and cloud computing? In short, managed IT services can save businesses a significant amount of money and increase revenues. As the Continuum report shows, 30 percent of respondents to a recent survey indicated that their revenues increased from 25 percent to 100 percent after switching to an MSP. Moreover, an overwhelming 82 percent of companies claim that switching to the cloud has saved them money as well.

Here are some of the reasons businesses are able to realize such dramatic cost savings and revenue boosts from MSPs:

- **Guaranteed uptime and reliability:** Consider the frightening cost of network downtime, which Gartner claims is about \$5,000 per minute. An MSP can prevent network downtime and guarantee system stability by offering around-the-clock network monitoring and access to the latest software available on the market. Hosted equipment is also protected from damage or interruptions that could occur on premises.
- **Reduced operational expenditures:** Legacy networks come with an endless cycle of hardware, software licensing and upgrades. An MSP can provide all of the same equipment for a small fraction of what it would otherwise cost you to keep your network in-house.
- **Greater flexibility for IT:** Your IT department was hired to research, innovate and install high-level technology solutions—not to spend all of its time patching your legacy network and working overtime trying to maintain uptime. By investing in an MSP, your IT department will be liberated to take on higher-level projects without the added pressure of having to manage incoming service tickets from across the enterprise.

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So, with all of these amazing benefits, why are some business leaders still adamant about keeping their network infrastructure in-house? It's because not all MSPs offer the same amount of control over central network operations.

Common Barriers to MSP Adoption

In most MSP agreements, a business's IT department will relinquish daily network management responsibilities to the company with which they partner for their network needs. As a result, the following issues tend to arise:

- **A lack of control:** Most IT managers like being able to make critical decisions when it comes to scheduling system maintenance, determining which types of equipment to use and pinpointing the best way to allocate data across the network. For instance, an IT manager may want to install an important security update during off hours. In this case, he or she will not want to wait to run the idea by the MSP. The manager should have the ability to make important changes immediately.

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- **A lack of visibility:** Not all MSPs make it easy to understand network performance. IT managers need access to a variety of performance metrics, in real time and in historical format. After all, performance metrics are critical for assessing whether the MSP is meeting its contracted commitment of uptime, as well as whether the investment is producing strong financial returns.
- **A lack of trust:** Security concerns are at an all-time high for IT managers. Last year, for instance, 94 percent of companies experienced cybersecurity issues. As such, from a security standpoint, many IT department heads are reluctant to put their software code and data in the hands of third-party providers, preferring, instead, to keep the information in-house.

Fortunately, there's an easy way to sidestep these challenges so you can enjoy the best of both worlds: an advanced MSP that offers a full suite of next-generation hardware and software solutions combined with the freedom to utilize your team of expert software designers.

The Onstream Media Approach to Managed Networking

The search for a hosted communications platform is like the search for a new car. It doesn't make sense to blindly pick a new or used vehicle off of the lot without being sure it has the features most important to you. In this regard, Onstream Media is more like a body shop that provides the space and materials to design your own customized network solution.

In doing so, the company addresses all of the aforementioned issues of control, visibility and trust by allowing businesses direct access into the network management process.

"At the end of the day, you don't want to have to invest in IT staff or infrastructure," explained Alan Saperstein, Chief Operating Officer at Onstream Media. "All of this is taken care of for you when you partner with a managed services provider. It's an all-encompassing solution to address your

business's specific communication requirements. Instead of going out and building your own network, we'll work with you to get you closer to the finish line."

With access to this infrastructure, companies can avoid the heavy CAPEX and OPEX that comes with a legacy network, while still obtaining the advanced Web-based platform they need to keep team members and customers in touch at all times.

Which Path Will You Take?

Using Onstream Media's managed services offering, your business can explore the MSP market in a risk-free manner. You'll gain the services of an advanced network full of next-generation hardware and software solutions for a fraction of what it would cost you to own your own equipment.



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About Onstream

Onstream Media Corporation (OTCQB: ONSM), is a leading online service provider of corporate audio and web communications, including webcasting, webinar, conferencing and virtual event technology. Onstream Media's innovative webcasting platform has recently been ranked #1 by TopTenREVIEWS. The company's video streaming, hosting and publishing platform provides customers with cost effective tools for encoding, managing, indexing, and publishing content to the Internet or virtually any mobile device. To date, almost half of the Fortune 1000 companies and 78% of the Fortune 100 CEOs and CFOs have used Onstream Media's services. Select Onstream Media customers include Dell, GE Capital, Georgetown University, IRS, KPMG, National Press Club, Nuclear Regulatory Commission, PR Newswire and Shareholder.com (NASDAQ). Onstream Media's strategic relationships include Akamai, BT Conferencing, and Trade Show News Network.

For more information, visit Onstream Media at <http://www.onstreammedia.com> or call 954-917-6655.

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