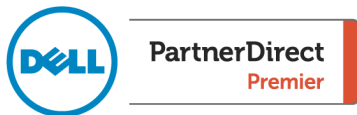


So What is Fluid Consulting?



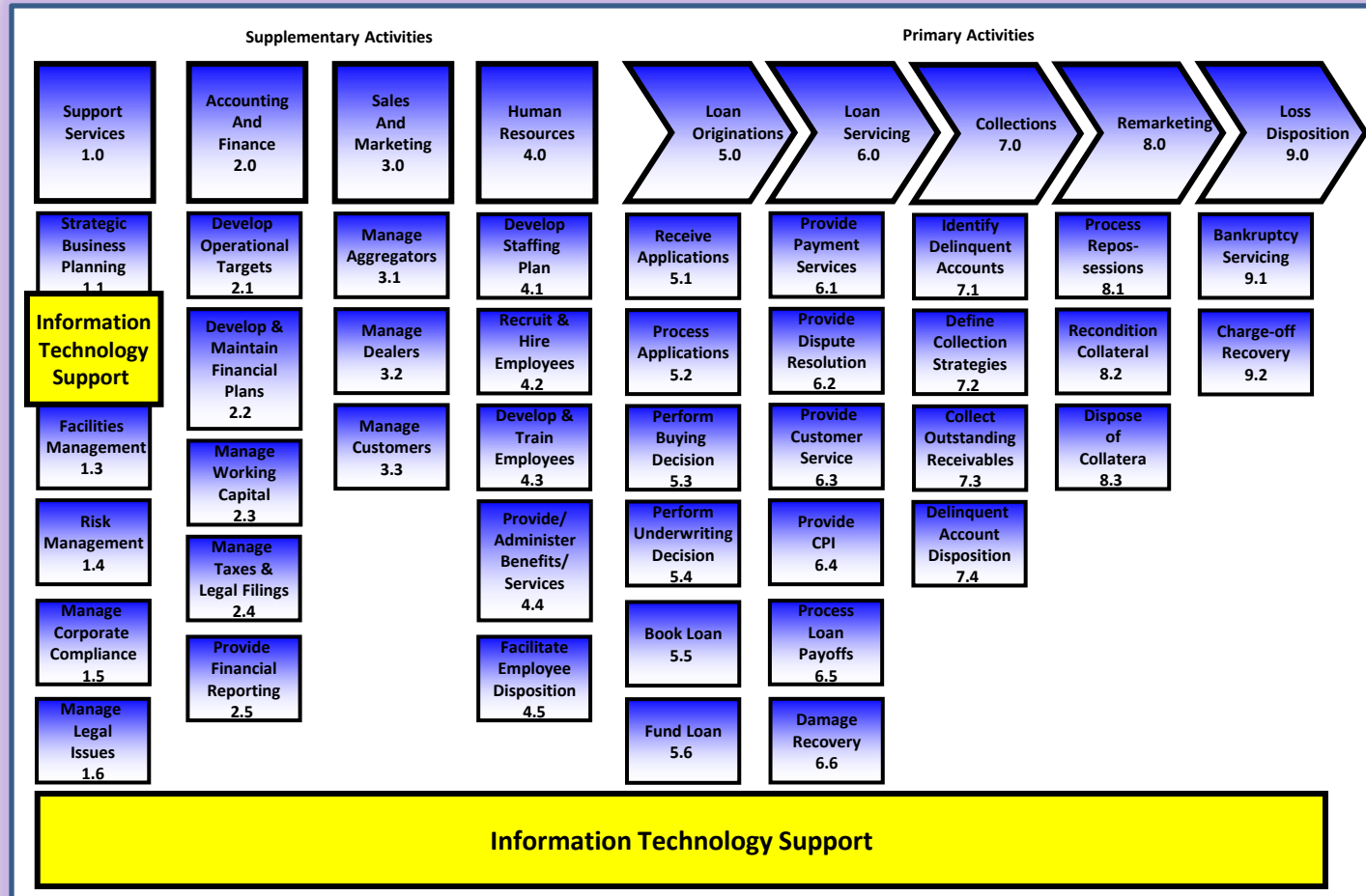
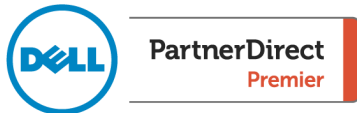
Fluid provides **comprehensive** IT support services to companies nationwide

Our DNA is **business focused first**, technology second - to handle the most basic elementary needs to extremely complex technology demands aligned to the business

We are your IT department top to bottom - from **virtual CIO** to basic desktop support

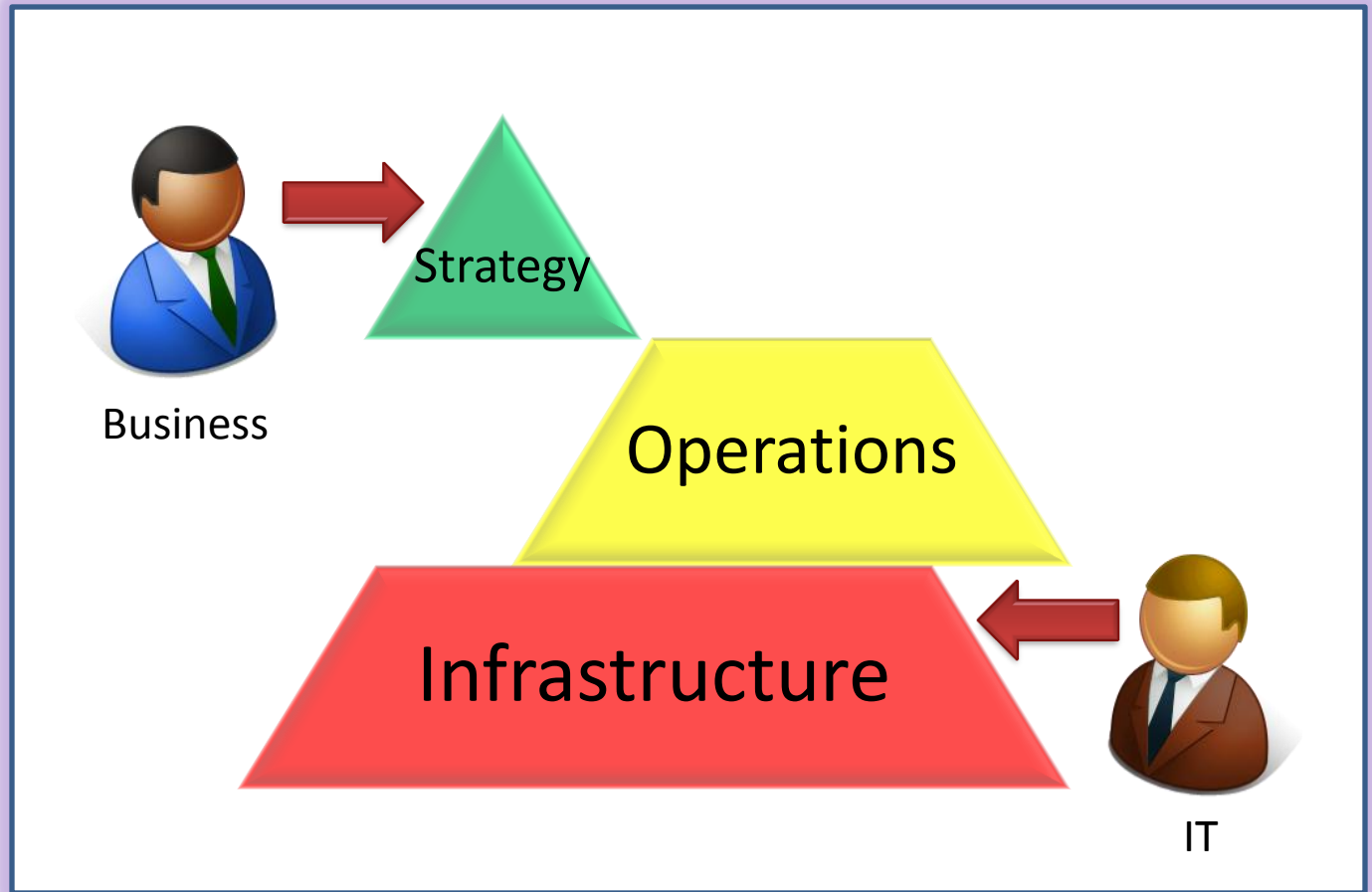
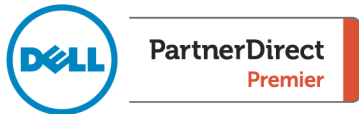
Founded in 2002 with clients nationwide and concentrated in Texas, Oklahoma & Arkansas

So What is Fluid Consulting?



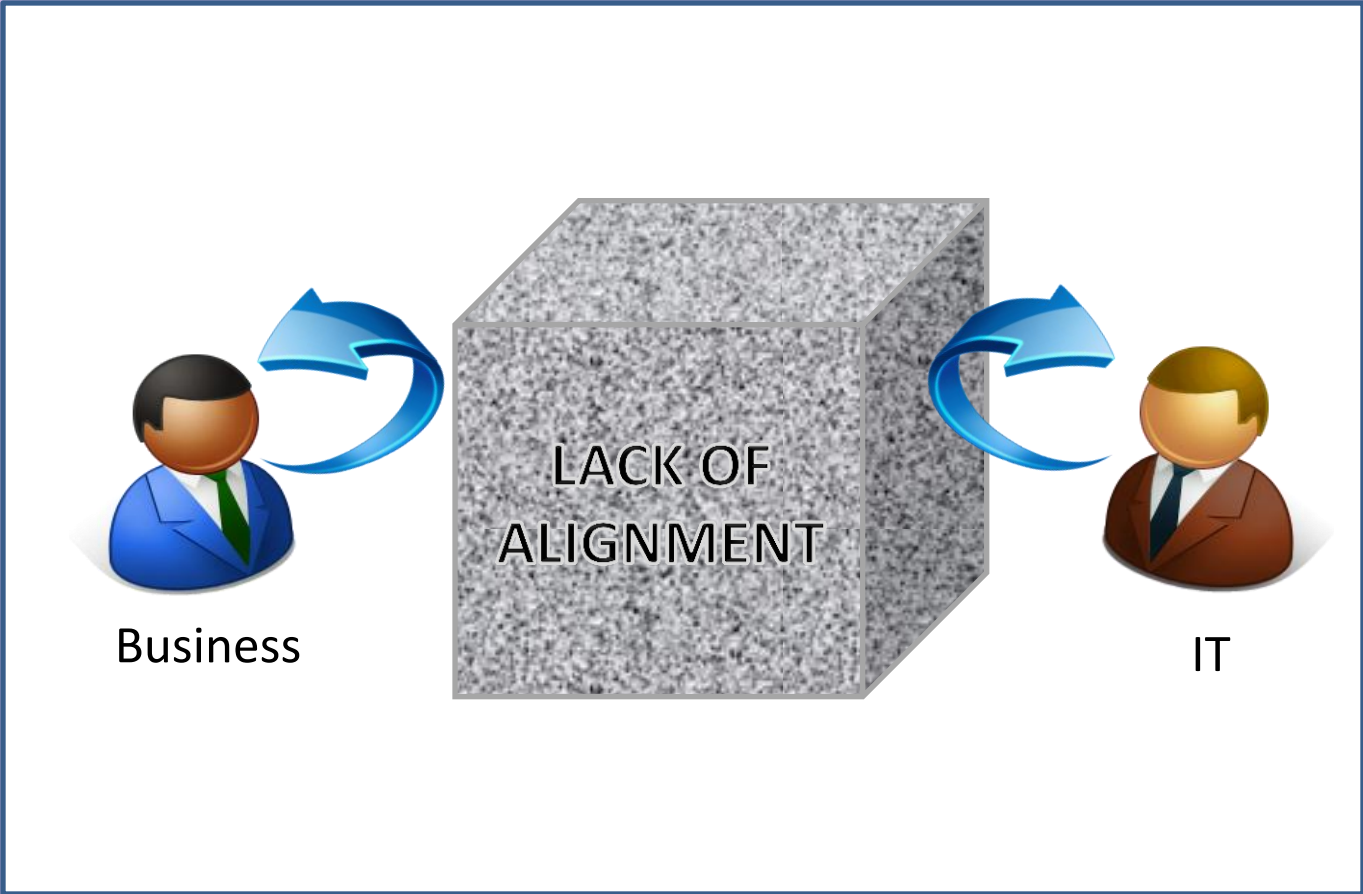
Fluid provides a critical support activity any company in any industry must have

What does this mean to you?



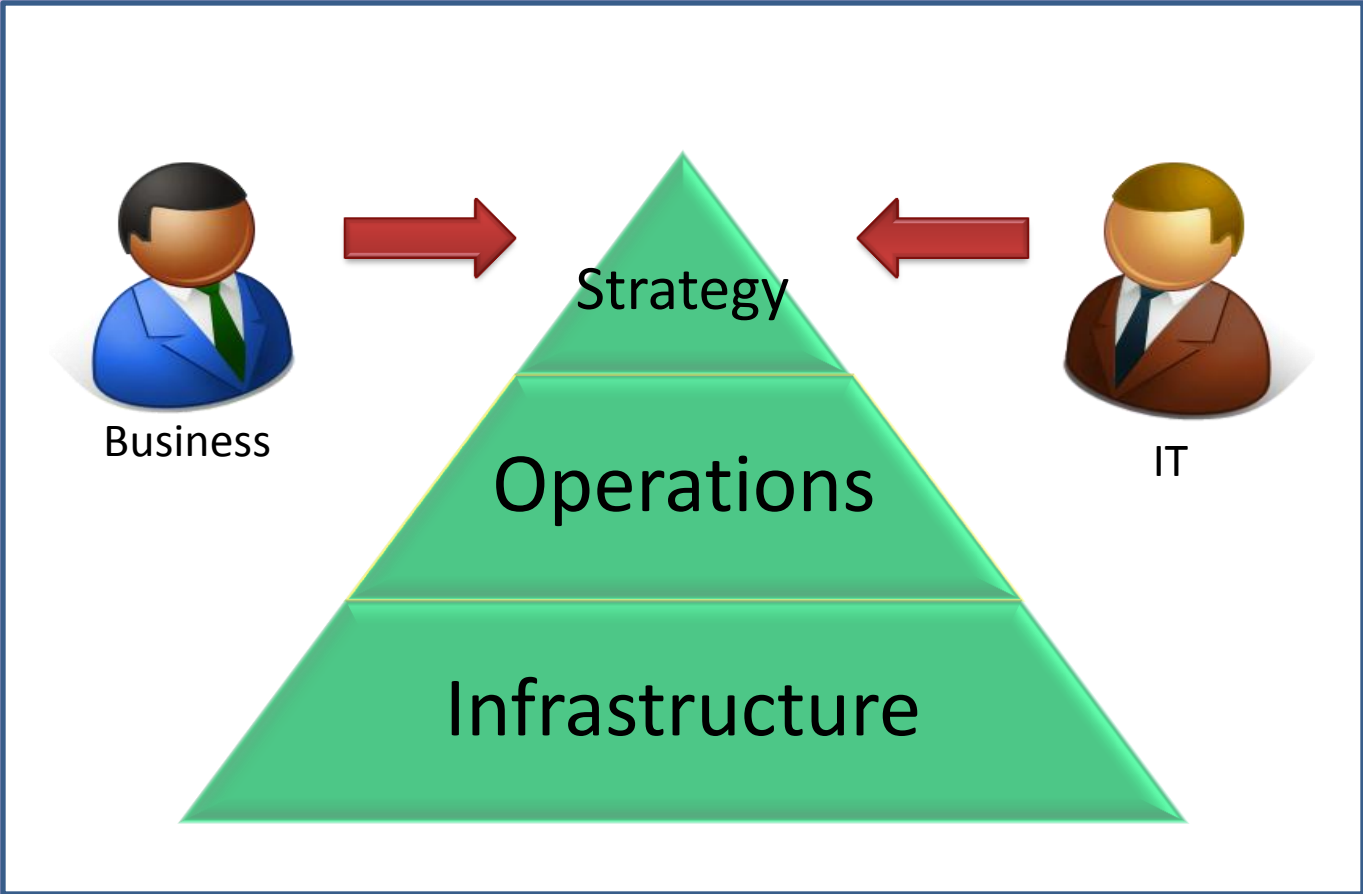
Traditionally, business objectives and technology initiatives and actions are not aligned

What does this mean to you?



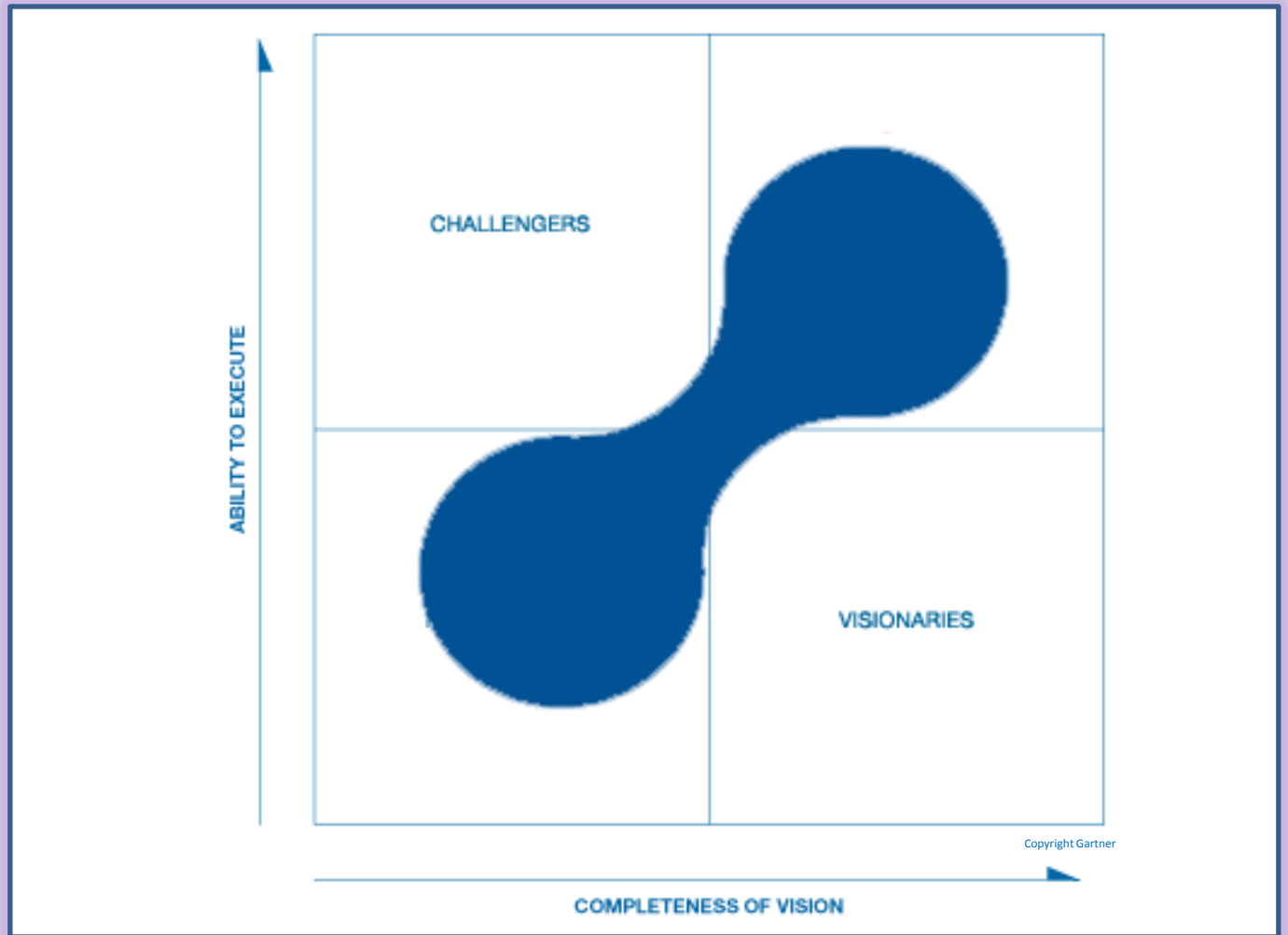
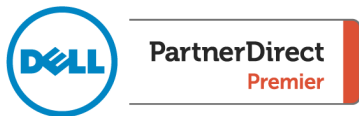
Lack of alignment causes frustration, confusion and a lack of business value

What does this mean to you?



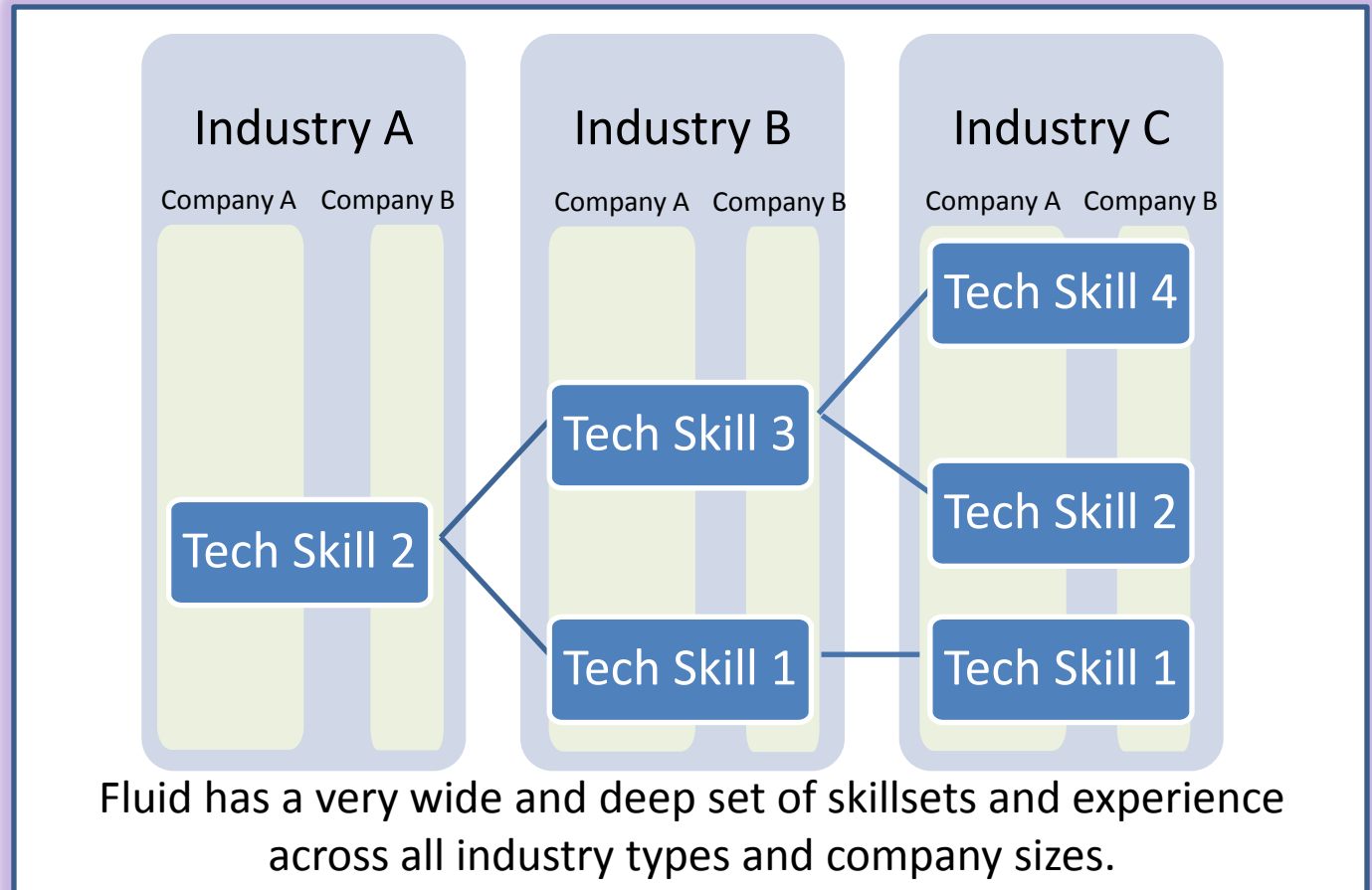
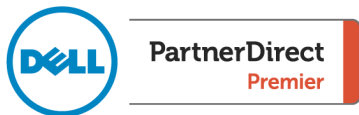
Fluid's approach forces business objectives and technology initiatives to align and create business value

What does this mean to you?



The “blob” in the Fluid logo has specific meaning... it represents the strive to move from niche to leader in the magic quadrant

What does this mean to you?



Our methodology follows the premise that *business is fluid!*

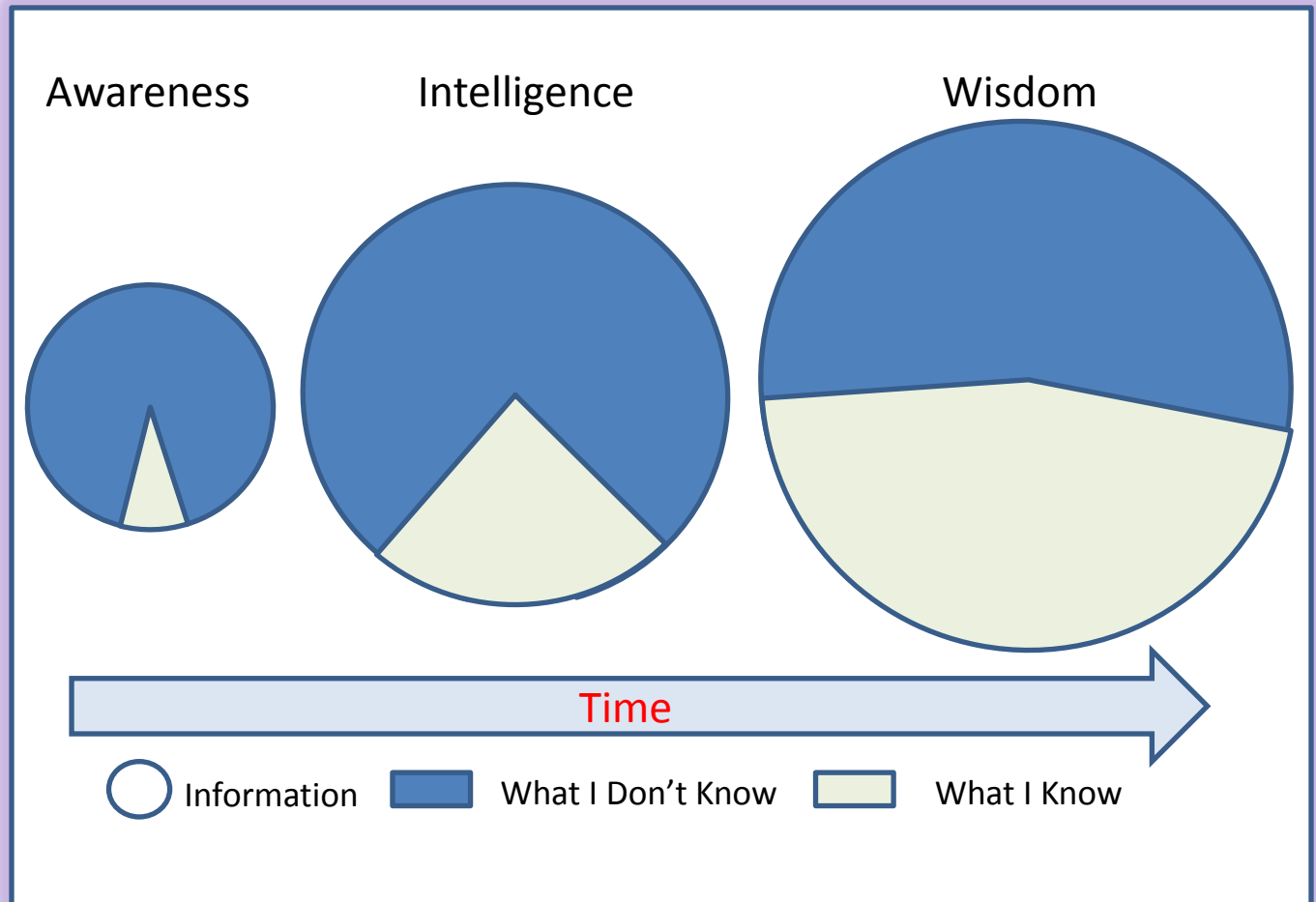
What's really happening out there?

Real IT trends in small to mid-sized businesses:

- No formal IT budget – no money left for IT
- Technology is treated reactively – fix a problem
- No access to *true* strategic technology thinking – virtual CIO
- IT is a poorly understood necessary evil in the business – cost center
- The “I don't know what I don't know” factor is huge – no business level education
- I'll call you, don't call me – fear of unknown is high
- No ability to stay ahead of the game – everything is moving too fast
- I need to focus on my business, not IT – this stuff just needs to work

All clients think their situation is unique and we really don't understand how 'they work'

So why Fluid? What is different?



Fluid continually educates our clients to improve decision making through better information

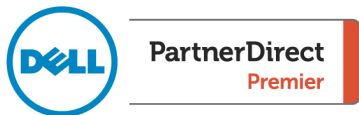


So why Fluid? What is different?

From day one, Fluid was founded on the premise that technology should be a *strategic part of any business*.

What this practice translates to a business:

- Transition from 'reactive' break/fix to proactive enabler
- A predictable IT budget as part of normal operations
- Ongoing strategic advisory services identifying IT implications to *their* business
- Ongoing education of technology to reduce the "I don't know what I don't know" factor
- Transformation of IT from a tactical cost center to a strategic creator of business value



Our relationships often change the way our clients do business because we bring passion, discipline, solutions, and education

The Real World

Business



Why do our systems keep going down?
My iPhone won't work with my calendar!

I don't care, I just want it to work!!!

What are all these invoices for???... I just paid a bunch yesterday!

I don't care, I just want it to work!!!

Until IT speaks in business terms, business success and value are extremely limited

IT

Wir sind einen hot-Spare in der DMARC fehlt.

Sie benötigen RDP über HTTP eingeschaltet.

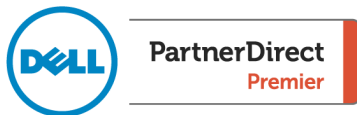
Wir brauchen ein extranet, die Web-Services, Xml und Business-Objekte verwendet.

Joe gefragt, für einen neuen Laptop, und wir hatten, um einen Schalter zu erhalten.

Zuerst Sie nehmen die Maus und bewegen Sie es über die Bananen-icon...

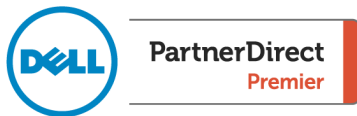


Technology Roadmap



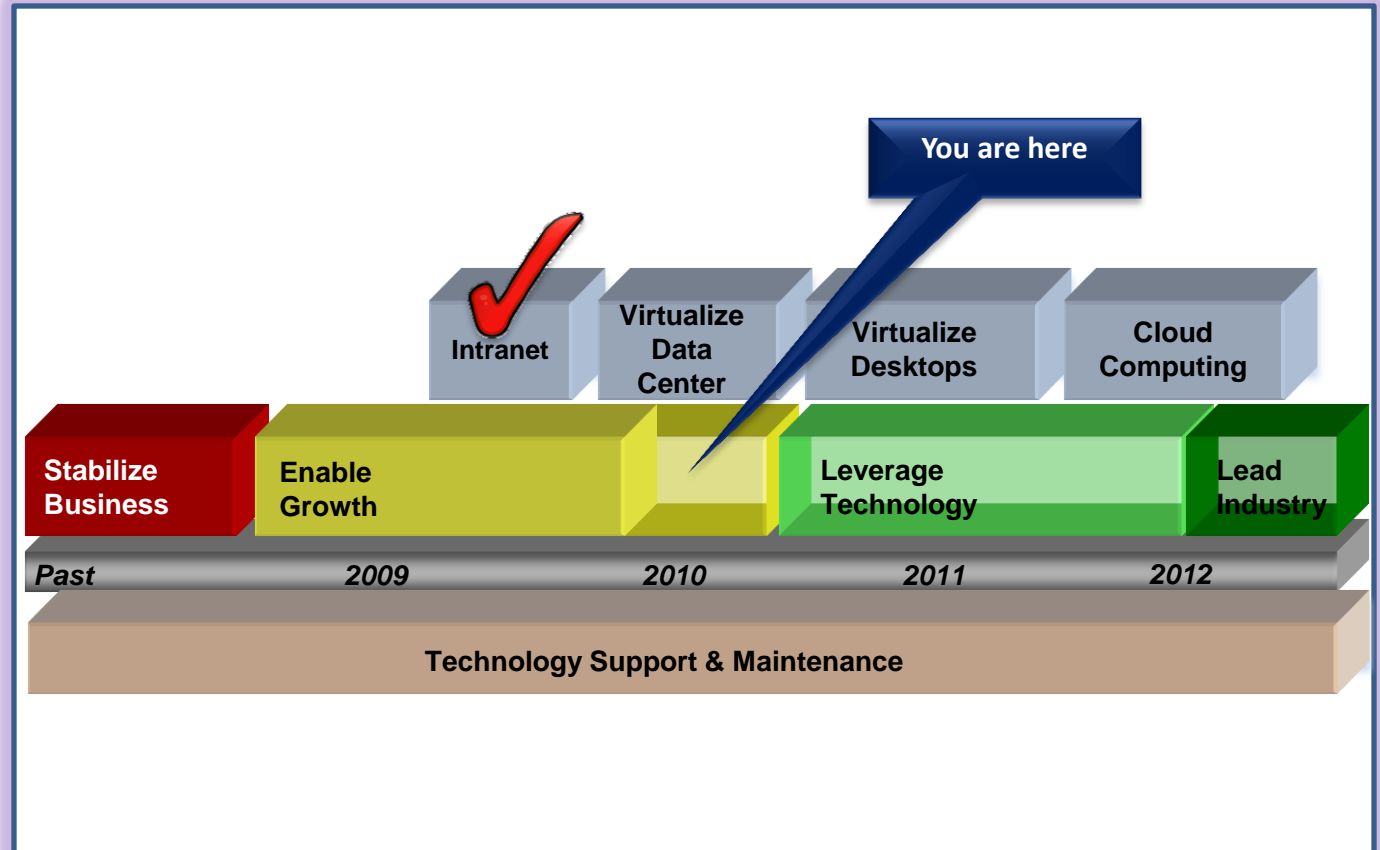
95% + small to mid-sized companies have no IT roadmap or a roadmap that isn't followed or current

Technology Roadmap

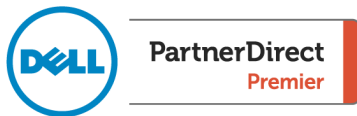


A clear and updated IT roadmap takes the surprises out of IT and keeps the IT proactive and aligned to the business

Technology Roadmap

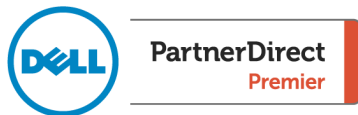


A clear roadmap allows for more strategic approach to projects and initiatives



Symptoms You Need Fluid

- You don't know what you don't know and need guidance in what to do
- You have a pain area, issues, or something is broken anywhere in your technology arena
- You are or have outgrown all or part of your technology systems
- You are running out of data storage and/or don't know where your information is
- You are opening new offices
- You are starting a new business
- You need something hosted in the cloud, managed, etc.
- You need a website created, modified or fixed
- You need to confirm your data is backed up and you have a disaster recovery plan
- Your current IT staff cannot accomplish everything on their plate
- You no longer want to incur the cost of an "in house" IT department



Services Fluid Provides

- IT Strategy – IT Architecture Design and Technology Roadmap
- IT Support Services – desktop support, server support, data center
- Email Defense Solutions – Anti-Spam, Intrusion Protection, Archiving
- Hosted Email Solutions – Exchange, Cloud
- Managed Services – Hosting, Monitoring, Data Backup, Data Center
- Security Solutions – Threat Management, Intrusion Protection, A/V
- Storage Solutions – Compellent, EqualLogic, others
- Virtualization Solutions
- Telephony Solutions
- Web Site – design, custom programming, video streaming, hosting, mobile video
- Network Cabling / Troubleshooting

Services Fluid Provides



Senior level advisory consulting (CIO), subject matter expertise, senior engineering design, etc.



Ongoing technical support from basic help desk to complex troubleshooting, networking, security, anti-virus, configuration, monitoring, etc.



Elastic offsite computing resources - replacing company infrastructure (servers, etc.) allowing businesses to buy what they need when they need it



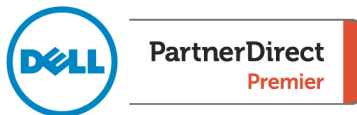
Offsite data backup services via the internet for individual desktops as well as entire company data center storage



Hosted Microsoft Exchange® email offsite, including spam and security, eliminating the need to host or manage your own email

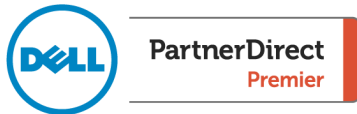


Website construction, development and hosting; as well as ongoing support and complex functional development for business needs

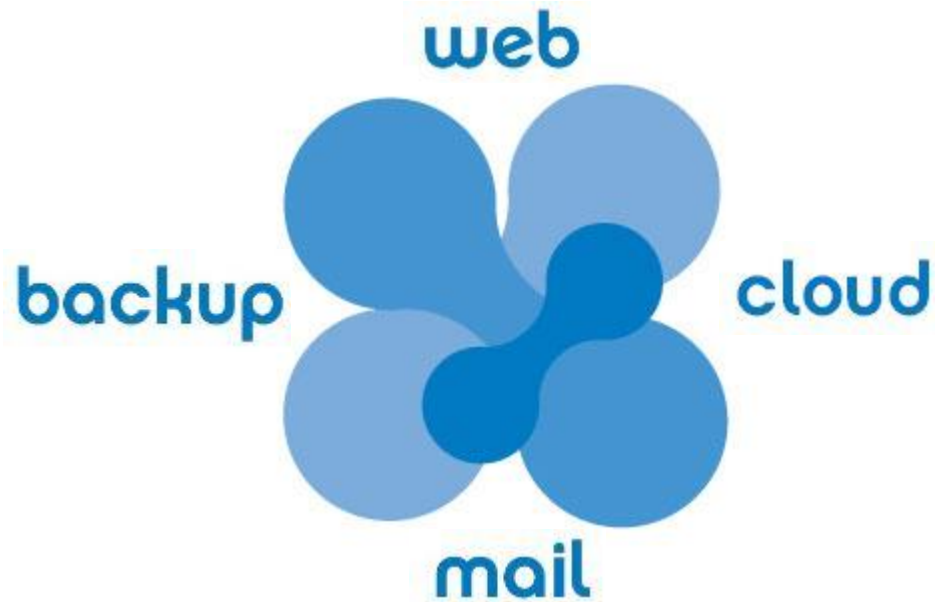
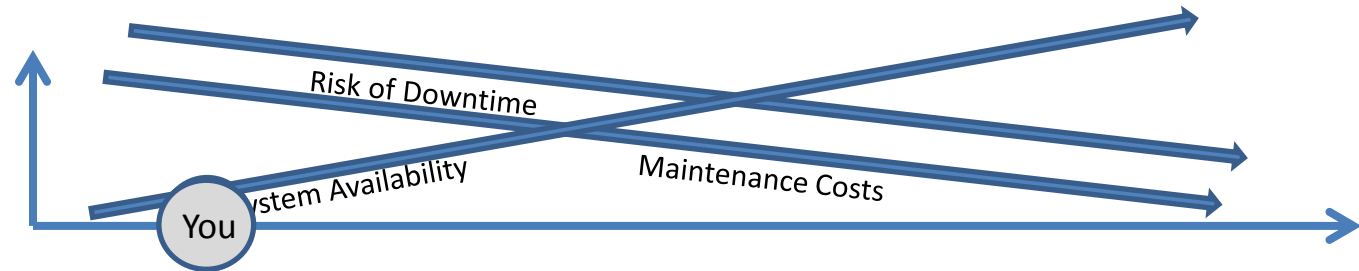




Fluid Partners



Takeaways



Technology Infrastructure as a Service!!!