



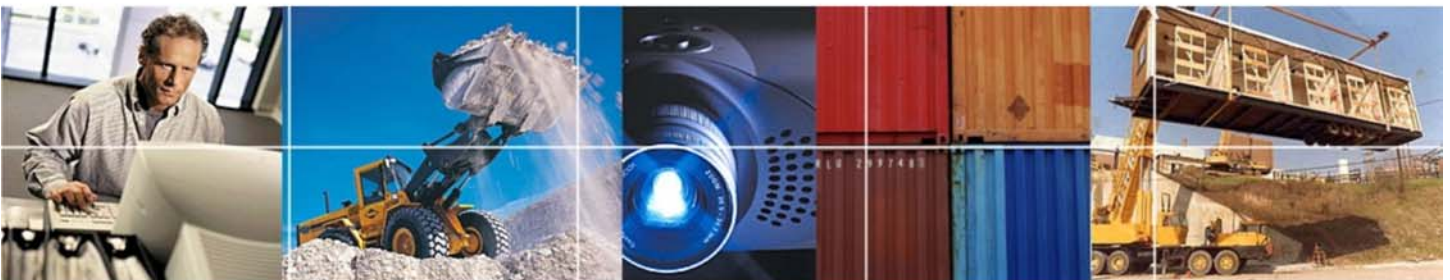
WHITE PAPER



The ADVANTAGE of Cloud Based Computing:

A Web Based Solution for:

Business owners and managers that operate equipment rental,
sales and/or service based organizations.





R M I Corporation

Business Report

RMI Corporation has been in the business of developing, implementing and supporting management systems for businesses that rent, sell and/or service equipment since 1983. During that time we have worked with thousands of business owners and system users in an effort to help them become more efficient at what they do.

Over the years, systems like RMI's ADVANTAGE have become very robust in the ways that they help streamline business operations and in the ease in which information is readily available to those that need it.

While working with our clients we have heard that it can be difficult for businesses to keep all of the components of their systems in synch with one another. Further, the on-going cost of ownership is difficult to understand, difficult to plan for and, is a cause for concern and frustration.

At RMI we have taken these concerns seriously and have adopted the Cloud Based Computing option as a way of addressing them completely. In summary, Cloud Based Computing offers the following benefits to our clients:

One fee covers everything – Cloud Based Computing is a subscription based service where users simply log into their system via the internet. The service includes:

- All Software Licensing Fees including,
 - ADVANTAGE License Fees
 - Microsoft Office Licensing
 - Microsoft Exchange Licensing
 - SQL Database CALS
 - Remote Connectivity Software (Citrix, Terminal Server etc.)
 - Virus Protection Software
 - Support Tools (Windows Live, WebEx etc.)
 - Credit Card Processing Software
 - Reporting Software (Jet, Access etc.)
 - Load Balancing Software
- Implementation and Training Fees including,
 - Data Conversion
 - Installation and Setup
 - Video Based Training



- 24 hour a day, 7 days per week Support Services
 - Committed Service Level Agreement (SLA)
 - Living breathing Support Reps in addition to Self Service Knowledge Base and Video Support
- All Upgrade and Enhancement Coverage
 - Covers both Software and Network Hardware.
- Network Infrastructure, Including,
 - Host Server
 - Data Storage
 - Daily Backups
 - System Security
 - Backup Power
 - Firewall Protection
 - Electricity and Cooling Costs
 - Etc.

Is Cloud Based Computing right for your business?

There are many reasons why businesses are now turning to Cloud Based Computing as a way of eliminating the complexity, cost and time associated with managing their mission critical information systems. The remainder of this report discusses the reasons that so many businesses are turning to Cloud Based Computing and why RMI chose this model as the primary way in which it delivers its ADVANTAGE Solution to the Rental, Sales and Service Industry.

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This "White Paper" is intended to help readers understand the concept of Cloud Based Computing. It identifies key inclusions in the offering so that readers can make an informed decision when considering Cloud Based Computing versus the traditional On-Premise approach to system ownership.

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THE CHALLENGE: Understanding the differences between traditional software licensing options (aka On-Premise licensing) versus Cloud Based Computing Options.

THE SOLUTION: There are a number of reasons why many businesses are looking to Cloud Based Computing to meet their Management Information and Operational needs. Here are some of the more common reasons for moving in this direction:

- **Security:** Cloud Based Systems are hosted in some of the country's most secure data center operations. RMI's Data Center for example has the following security characteristics:
 - **Network** – Access to the Network is secured via:
 - RMI ADVANTAGE is designed with 128-bit data encryption, the same standard used for online banking and merchant accounts.
 - Multiple Failover Firewalls
 - Access Monitoring and Logging
 - **Logical Security** – In addition to Network Security there are several Logical Security steps that are maintained to make sure that our Cloud Based system users are protected against security breaches. These include:
 - Active Directory Authentication
 - Password Policy Management and Account Lockout Controls
 - Complete Segregation of Customer Data.
 - **Physical Security** – In addition to protecting information from electronic security threats our data center also protects data from physical threats via:
 - Card and/or biometric controlled access to Data Center
 - Individually Locked Device Cabinets
 - Closed Circuit Camera Security
 - Backup Tapes stored off-site on a daily basis
 - No 3rd Party Access to Data
 - **Managerial** – All Personnel working within the data center have had complete background checks.

It's ironic that many who are contemplating Cloud Based Computing list Security as an initial concern against adopting the model. Yet, when compared to the typical Server Room Practices of most Small to Mid-Sized Enterprises, Data Security



might actually be the first and foremost reason **to adopt** a Cloud Based Computing strategy.

- **Ease of Implementation** - As an Industry Solution, systems like RMI's ADVANTAGE come pre configured with Industry "Best Practices" already setup within the solution. In addition, there is no need to acquire and deploy a Network Server. Access to your system occurs within hours of signing up for the service.

- **Single Price** - One of the most common sources of frustration with the traditional "On-Premise" licensing models is the amount of "hidden costs" that continuously arise under that model. Under Cloud Based Computing your monthly subscription fees are based upon the number of users working on the system. User Counts can move up (or, down) as business needs dictate.

There are no other recurring fees that are common within the traditional On-Premise licensing model.

- **Add and Subtract Users as needed** – The Economy is not the only reason that causes changes in requirements for concurrent user access to your system. You may have special projects that result in a temporary need for additional users after which you will want to reduce your licensed user count. Under Cloud Based Computing you can add and/or subtract concurrent user access licenses as your needs dictate.

- **Server Room Infrastructure** - Many small to mid-sized business owners would be surprised to learn exactly what their server rooms cost them to maintain. Costs of On-Premise solutions include staffing costs for employees or contractors that are needed to manage your systems.

In addition, many other Server Room Costs are spread across many suppliers and are difficult to summarize. The electrical costs alone on a server are estimated to run between \$350/\$400 per year per server and that does not include the cost of cooling the room in which the servers reside.

Backup Power Supplies, Database Backup, Disaster Recovery etc. are just a few more cost items that disappear under the Cloud Based Computing model.

- **Accessibility** – Being able to log into your system from anywhere in the world makes life much easier and convenient to all system users. Access can be through traditional Windows Devices or through Apple Mac devices with no need to address interface issues. With further development of devices like Tablet PCs and Apple iPads Users can experience a significant amount of usable "real estate" when working on field service type applications.



- **Updates and Upgrades** – In the World of Cloud Based Computing all hardware and software updates happen automatically at no additional charge. In addition, ADVANTAGE is updated at regularly scheduled intervals as follows:
 - Feature Enhancements are installed quarterly.
 - Complete System Upgrades occur every 18 months.

- **Financial Considerations** – The Cloud Based Computing Option vastly reduces your up-front cash requirements. This option results in a 100% Operating Expense (OpEx) that is fully deductible for tax purposes. Compare this to the requirement to Capitalize (CapEx) Software Licensing Fees and Implementation costs when licensing your software and hardware through the traditional On-Premise approach and the savings can be significant.

The information provided above should begin to demonstrate the benefits associated with Cloud Based Computing.

SUMMARY:

Cloud Based Computing removes all hidden costs and headaches associated with maintaining your software and in-house computer rooms. It offers complete flexibility and accessibility while keeping your entire business solution up to date.

You may want to consider Cloud Based Computing for your Business.



About RMI:

RMI Corporation is dedicated to delivering automated management solutions for the equipment rental, sales and service industry.

RMI's ADVANTAGE Software delivers "mission critical" functionality and procedures to help equipment rental, sales and service companies deliver a high level of customer service, while maintaining control over their equipment, revenues and expenses.

RMI's ADVANTAGE System is built upon Microsoft Business Solution Software (NAV) and is Microsoft's Certified Industry Solution for the Equipment Rental, Sales and Service Industry.

Our total solution is fully integrated with Microsoft Office and is .Net compliant.

For more information about RMI, RMI ADVANTAGE or any of our service offerings, please visit us on the web at www.rmiusa.com.