

TabushGroup

CLOUD COMPUTING & IT SERVICES



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16 years ago, I founded Tabush Group to help local small businesses in the New York City area with a variety of IT needs. We've since evolved into a leading provider of cloud computing and IT services for small to midsize professional services firms across the US.

Over the years, innovation has been at the cornerstone of everything we do for our clients. We continuously test new technologies and develop solutions to meet the needs of the way businesses function in today's world, particularly when it comes to scalability, simplicity, and security.

As a small business owner myself, I know first-hand the importance of client service and billable hours, and not wanting to worry about the infrastructure and tools needed to make it all happen, let alone the capital expense. It's this insight that led our team a few years ago to develop Boxtop, our all-in-one cloud IT solution that removes all of a company's IT headaches, so you can instead just focus on growing your business.

To kick-off 2017, we've pulled together this curated selection of IT insights specifically for business owners. I hope you find it useful, and encourage you to subscribe to our e-news at Tabush.com/news. Feel free to connect with me at any time!

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Service meets Cloud.™



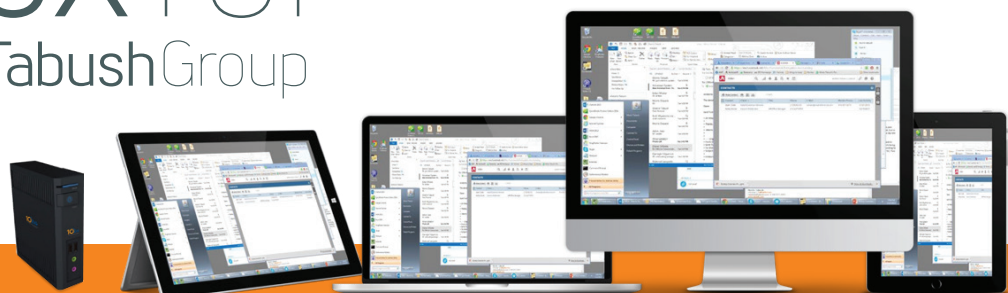
BOXTOP

by  TabushGroup

2016 AWARD WINNER

TL NewsWire™
Top 25 Products

www.technolawyer.com



2016

YEAR IN REVIEW
HIGHLIGHTS



Tired of IT headaches?

... of lousy IT?

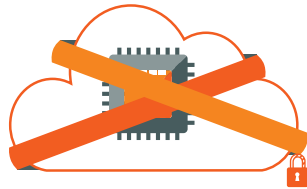
... of complex IT systems?

... of excuses from your IT guys?

**So are we.
Boxtop is different.**

Your desktops and entire IT infrastructure
live in our secure private cloud.

LEARN MORE AT
TABUSH.COM/BOXTOP



32 TB

OF DATA PROTECTED IN
OUR PRIVATE CLOUD

ENFORCED
7 LAYERS

OF MANAGED SECURITY



98%

REDUCTION
IN VIRUS INFECTIONS



BOXTOP



100%

SECURE REMOTE &
MOBILE ACCESS



30%

FEWER SUPPORT
CALLS VS. TRADITIONAL
MANAGED SERVICES



180%

PLATFORM
GROWTH



LAUNCHED
NEW WEBSITE



PRESENTED 6 SEMINARS &
WEBINARS ON IT, CLOUD, &
CYBERSECURITY

INDUSTRY AWARDS



2017

YEAR OF THE CLOUD

4 REASONS THAT 2017 IS "THE YEAR OF THE CLOUD"

It's hard to imagine that just ten years ago, in 2006, the term "cloud computing" hadn't been invented yet. By definition, cloud means an IT system or application that lives in a remote datacenter and is managed by a third party provider, as opposed to residing on a server in the customer's location. Companies large and small had all of their IT systems running on servers and software that lived within the company's walls.

Fast forward just ten years to 2016, and it's hard to find a business that does not use the cloud for some part of their IT. While it used to be that decision makers had to be convinced why they should trust the cloud for a certain service, today it's hard to make an argument why certain things should not live in the cloud. Why the complete shift?

1 FUNCTIONALITY

First and foremost, in 2006 there were very few things you could do in "the cloud." Simple POP3 email was one of them, as each of your devices' inboxes never synced with each other. In the past decade, there has been a focus to build all new technology offerings as cloud solutions rather than on-premise systems.

2 CONNECTIVITY

Critical to using anything in the cloud is your ability to connect to the cloud. Gone are the days of dial-up modems, slow DSL lines, and frequent outages. Thanks to fiber optics, LTE/4G, and Wi-Fi, we're now blessed with super-fast, highly reliable internet from almost anywhere on the planet, and can therefore connect to cloud systems from any device, anywhere we may be.

3 TRUST

A decade ago, it was the norm to have your business' data and systems on servers that you owned and could touch. In the early days of the cloud, business owners were hesitant to relinquish their systems to a cloud provider and have the data live outside their office's four walls. Over time, however, the cloud has proven to be more functional and stable than most on-premise IT systems, especially when there is an outage that affects a company's office (such as a fire, flood, or power loss) and their cloud systems stay online. The cloud has earned the trust of businesses.

4 COST

When you take into consideration the true cost of doing something in-house, including hardware, software, support, upgrades, and outages, nine times out of ten, there are cloud options that have a lower TCO (total cost of ownership).

6 THINGS YOUR BUSINESS SHOULD MOVE TO THE CLOUD IN 2017

- 1 CRM SOFTWARE
- 2 FILE SHARING
- 3 BACKUP & DATA RECOVERY
- 4 IT SECURITY
- 5 PHONE SYSTEMS
- 6 DESKTOP COMPUTERS

Just about every business today uses the cloud. Back in 2006, companies large and small had all of their IT systems running on servers and software that lived within the company's walls. Fast forward just ten years to 2016, and it's very hard to find a business that does not use the cloud for some part of their IT.

When it's done right, the cloud works brilliantly for businesses. Cloud systems are reliable, secure, and efficient. They scale easily. Most companies we surveyed are using a cloud email service, such as Office 365 or Google Apps, both of which are great systems (although different in many ways). But there is so much more that small businesses can and should be doing in the cloud.

LEARN MORE AT:
TABUSH.COM/MOVE-TO-CLOUD



CLIENT SUCCESS STORY

Prominent retail
leasing firm adopts
BOXTOP cloud
workspaces, helping
it scale and enable a
mobile workforce.

WINICK RETAIL SPECIALISTS

Winick Realty Group is one of New York City's most prominent real estate retail leasing firms. It was founded in 1982 and currently has over 60 employees based out of its Midtown Manhattan office.

Winick has always had its own in-house IT infrastructure and traditionally assigned desks and PC's for each employee. Since 2007, the company has relied on Tabush Group for management and support of the firm's IT, including infrastructure, email, critical applications, monitoring, and connectivity.

In 2015, Winick added a new investment sales division, and when the firm's Chief Operating Officer learned that Tabush had developed a new cloud-based workspace-as-a-service solution called Boxtop, he realized it would be a great idea for the firm to implement, starting with the new division and their agents in training.

By the end of 2015, 12 employees at Winick were using Boxtop, which includes personalized virtual desktops, cloud storage, encryption, monitoring, backups, and unlimited support, all delivered as a service. Specifically developed to meet the needs of small to midsize businesses, it eliminates the need for physical PCs and servers, and provides easy access from any internet-connected device.

FLEXIBILITY IN THE WORKPLACE

One of the most important tasks of the employees in the new investment sales division is to be "walking the streets," being well aware of the areas around potential listings. Because of this, there's really no need for them to have a permanent desk space in the office.

With Boxtop, they can easily rotate desks depending on who's in the office on any given day. They simply log into Boxtop from any screen in the office, and it gives them access to all of their programs and files as if they were on their own individual computer, with the desktop setup exactly the way they left it.

In addition to the new investment sales division, Boxtop has also been implemented for Winick's agent training program. There are four to six trainees in the program at any given time, usually for a period of six to nine months. "From an operations standpoint, Boxtop makes it much easier to move employees around in the office, because we no longer need to coordinate moving computers," said Louis Eisinger, Chief Operating Officer at Winick Realty Group.



“ I see all of our employees eventually migrating to Boxtop, and really the whole industry moving this way. When it's in the cloud, I know there's nothing to worry about.



LOUIS EISINGER
CHIEF OPERATING OFFICER
WINICK REALTY GROUP

WINICK REALTY GROUP

New York, NY

www.winick.us

INDUSTRY: Real Estate

EMPLOYEES: 60+

TABUSH CLIENT SINCE: 2007

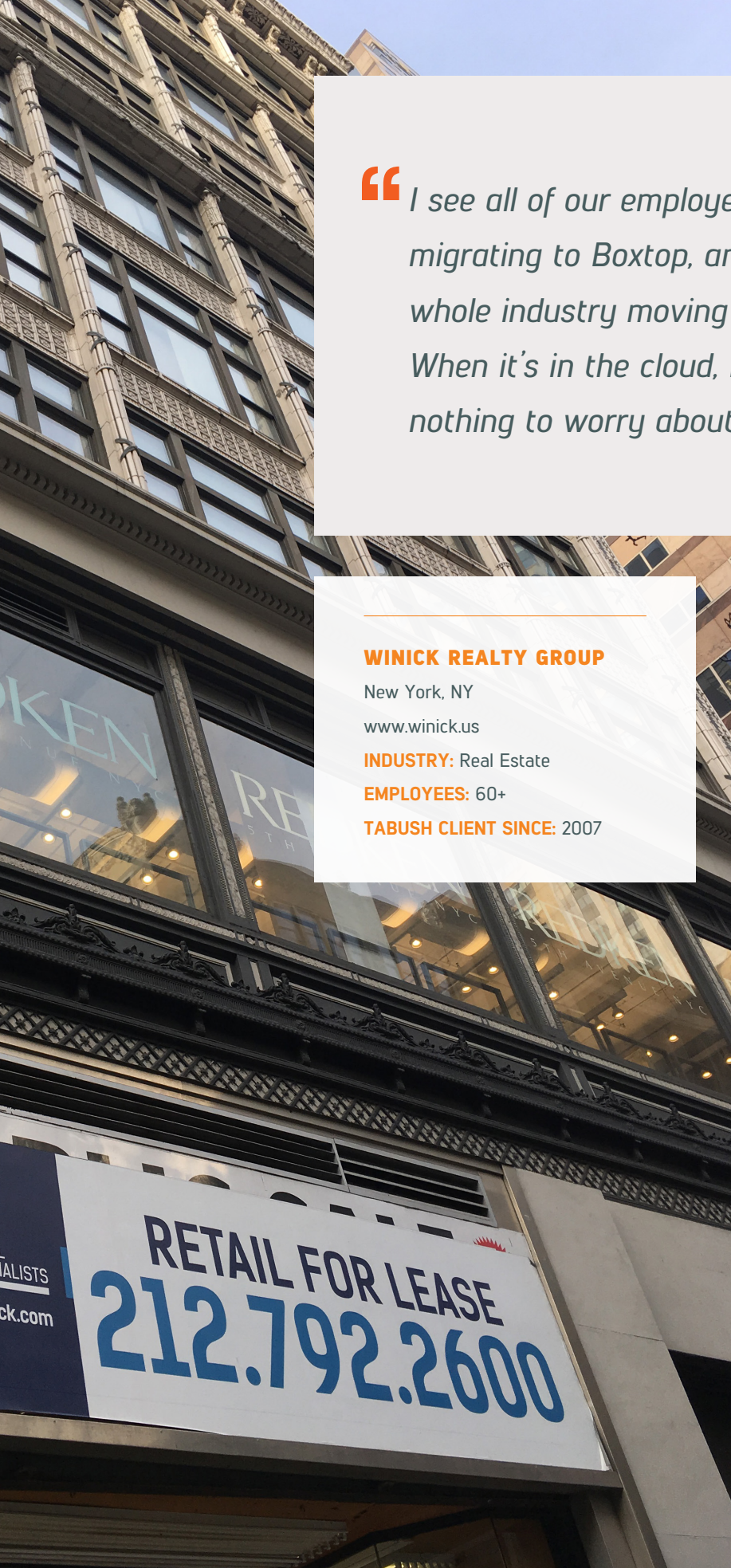
PROVIDING A COMPETITIVE EDGE

In the retail leasing industry, if a broker or salesperson can get information faster than someone else, they can lease the property quicker. Easy and quick access to vital info is their competitive edge. With Boxtop, employees can securely access their entire workspace at anytime from anywhere on any device.

“When our agents who are using Boxtop are out of the office, they can now access information just as quickly as they could if they were actually in the office,” said Eisinger. “They all really like the versatility it provides them – no matter whether they use a Mac or PC at home, or an iPhone or Android phone, they can easily access everything through Boxtop.”

Winick's office in midtown Manhattan is located just a few blocks from where Superstorm Sandy cut power to all of lower Manhattan. “Having Boxtop means not having to worry about an in-house server being down due to a power outage,” said Eisinger.

READ MORE CLIENT STORIES AT
TABUSH.COM/CLIENT-SUCCESS-STORIES





TOP 5 LIES IN IT SERVICES



BEST PRACTICES: SAFE INTERNET BROWSING

- Watch out for Phishing
- Be wary of Internet downloads
- Watch out for spyware links
- Don't just rely on antivirus software
- Beware of windows or pages that prompt you to click a link to run software
- Don't provide personal information to get something free online
- Scrutinize search engine links
- Use a secure program to manage passwords
- Vary your passwords from site to site

LEARN MORE AT:
[TABUSH.COM/
SAFE-INTERNET-BROWSING](http://TABUSH.COM/SAFE-INTERNET-BROWSING)

The IT business is loosely defined. If you surveyed 100 IT companies, you would learn just as many different ways of doing things. Every company needs the right IT resources for their business and making the right matches can be a challenge.

Based on our 15+ years of experience in the industry, we've pulled together the top misconceptions about IT services.

1 "INFORMATION TECHNOLOGY IS ALL ABOUT THE COMPUTERS"

IT is about all of the technology that goes into running a business and knowing computers is just a small piece of the puzzle. A service provider needs to know telecom, security, budgeting, and planning. They need to be proactive, understand and manage risk and have their goals aligned with yours. When choosing a provider, make sure you select one that can understand and deliver the full spectrum of your business needs.

2 "WE ARE PROACTIVE, YOU WON'T HAVE ANY PROBLEMS"

Anyone who tells you this is lying to get your business. The reality is that systems do fail from time to time, and being well prepared and in the right hands is what's important. Have your backups been tested? What is being monitored and how? Will they be around to support you after the project is complete or are they just going on to the next customer once you sign?

3 "TRUST IN OUR CERTIFICATIONS"

Many companies boast vendor certifications, but these are often not worth the paper they're printed on. It's very easy for someone to read a few books and pass some tests. When dealing with real-world situations, experience is what's important. Choose a provider who has experience dealing with businesses, systems and needs like yours.

4 "NEW HARDWARE AND SOFTWARE WILL SOLVE YOUR PROBLEMS"

The basis for many IT companies is to sell hardware and software. Of course, this would seem like the quick and easy problem solver. The reality is that there are many factors that can cause IT problems and simply throwing money at the problem may actually make it worse. Be sure to choose a provider who takes a careful and studied approach to your business and understands the fundamentals of troubleshooting. It will save you time, money and headaches.

5 "OUTSOURCING TO ONE COMPANY IS THE MOST EFFICIENT WAY TO GO"

While outsourcing is a proven approach to many business needs, it must be done carefully. It's OK to have multiple service providers as long as they agree to work together and put your best interests first. Focus on hiring companies that specialize in your needs. Before outsourcing a project or service, make sure you or your vendor have clearly defined what is and isn't part of the agreement.

EMPLOYEE SPOTLIGHT



M'TEN HALSEY
PROJECT TEAM LEAD /
SENIOR ENGINEER

Started at Tabush Group in 2005
VMware Certified Professional
EMC Proven Professional

M'ten has always been interested in technology. "When I was a kid, I liked to break things down and figure out why they happened the way that they did. And, I was always a computer user, even when people didn't really use them."

After building his first website at just 13 years old, M'ten joined a band, toyed with science kits, and taught himself how to build computer systems from scratch – this is where his journey within the information technology industry began.

M'ten is now one of our longest serving employees, having started at Tabush Group as an intern back in 2005. He's since worked his way up through various positions. After graduating from college, he became a field technician, followed by desktop support tech, and then became a network and server tech. He's now our project team lead, managing a team of two others who work with him on every client project that Tabush undertakes.

Originally from Brooklyn, M'ten enjoys playing and teaching West African drumming during his free time. He's also

a trained economist and, as a side project, he runs an economic speculation group. In the summer, he enjoys spending time at the beach in New Jersey with his wife and two children.

"Over the years, I've been part of Tabush's evolution from break/fix support to full lifecycle management of business technology systems, including the decision to be at the forefront of cloud technology with our Boxtop cloud solution. Tabush has become synonymous with forward thinking and I strive to provide that in every project my team delivers."

MEET OUR TEAM

Our longest-serving employee has been with us for over 13 years, and we're proud to have welcomed five new employees in 2016. Our team is made up of dedicated and passionate individuals with diverse skill sets, led by technology professionals who always ensure we deliver the best possible service to our clients.

TABUSH.COM/TEAM



EDUCATIONAL SEMINARS



During 2016, our team of IT, cloud, and cybersecurity experts presented several in-person seminars and live webinars. Two are currently available for viewing on-demand via our website. We invite you to watch and gain insight into these important topics. Gain complimentary access at

TABUSH.COM/WEBINARS.

Stay tuned for more seminars being offered in-person and on-line during 2017!



RUNNING YOUR BUSINESS IN THE CLOUD

New Cloud IT Options for Small to Midsize Professional Services Firms

There are many new cloud services out there these days for small to midsize businesses to choose from. But do you really understand what the best options are for your business? This pre-recorded seminar will help you learn how the latest cloud technologies can solve your IT challenges, and includes pros and cons of various cloud options.



STAY IN THE KNOW

SIGN-UP FOR EMAIL NOTIFICATIONS OF NEWS, INSIGHTS, AND UPCOMING SEMINAR TOPICS AT
TABUSH.COM/NEWS



CYBERSECURITY & CLOUD

What You Need to Know to Protect Your Business & Clients

The news media covers data breaches at large enterprises, but small and midsize companies are a much more prominent target. The results of a security breach are the same for an SMB as an enterprise: loss of data, reputational damage, loss of productivity, etc. This pre-recorded seminar will help you understand why your business is a target, how your company is being targeted, and steps you need to take to protect your business and clients.



Mind your business, not your IT.™

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Tabush Group is a leading provider of virtual workspace, private cloud, and managed IT services that specializes in technology solutions for small to midsize businesses in the fields of law, real estate, construction, investment management, and professional services. Our mission is to help organizations succeed through our passion and experience. Building upon that experience, Tabush has developed an all-in-one cloud solution called Boxtop™, which delivers all of a company's IT needs as a simple, secure, and scalable service, allowing small business owners to focus on growing their companies. Boxtop™ includes virtual desktops, cloud infrastructure, storage, backups, security, and unlimited support. Founded in 2000, Tabush is a privately held company headquartered in New York City, with data centers in New York and Washington State.