



Jason Landry
VP of Sales

THE RISKS AND REWARDS OF VIRTUALIZATION IN THE CLOUD

SMBs Leverage Solutions Designed to Enhance Productivity and Profits

Baton Rouge, LA - August 24, 2011 – Over the recent few years, virtualization has been gaining ground among small to mid-sized businesses. Essentially, it involves the creation of a virtual version of something, such as a hardware platform, operating system, storage device or network resource. The overarching goal of virtualization is to improve an organization's scalability and increase their capacity to handle heavy workloads. In a fast-paced business world, many business owners have been quick to take advantage of this opportunity but we are finally beginning to see some of the potential downsides. While adoption rates continue to grow, business owners must continue to ask themselves, "Do the rewards of virtualization really outweigh the risks?"

In examining this question, we must have a firm grasp of the main risks that businesses face when they make the decision to virtualize their assets. Firstly, a business must decide whether to handle the transition internally or externally. Often times existing IT staff lack the

expertise necessary to manage the transition. New technologies require new skill sets and many IT professionals have not had sufficient experience to handle such a complex transition.

Another risk that business owners face is whether or not they're selecting the right software platforms to utilize in transitioning each part of their business to the cloud. Each platform has different core functions, strengths and weaknesses and this needs to be considered when making a buying decision. Most businesses prefer to bring in third parties to leverage their technical expertise to make sure the new technology is tailor-fit to satisfy each SMB's individual needs. Additionally, third party technology providers, alleviate concerns regarding the challenge of how to gather sensitive information from IT personnel without endangering the business.

It's important to note that while these challenges are very real for business owners, the trend is still in favor of virtualization. The primary way that business owners are overcoming these obstacles is by partnering with a reputable

technology provider to handle the transition and mitigate these risks. By bringing in a partner that is on the leading edge of technology, business owners can be rest assured that implementation will be handled professionally by experienced personnel.

New virtual systems are run remotely at high-security, often military-grade, facilities which offer far greater protection for sensitive corporate information. Additionally, these facilities are monitored by experts who continuously search for the latest technology to better protect vital business systems. Virtualization may have its downsides but as long as we are aware of the potential risks beforehand, the transition yields very significant rewards.

ABOUT GAGE TELEPHONE SYSTEMS

GAGE Telephone Systems, Inc. was established in 1980 by Gregory A. Wood, Sr. The company's original mission continues today, which is to provide the very best products and services that enable its clients to increase their profitability, obtain a

competitive advantage, and improve employee productivity. GAGE has served the Baton Rouge and South Louisiana business community for nearly 30 years through a culture of striving towards excellence and unparalleled commitment to customer service.

GAGE helps companies of all sizes simplify their technology decisions with straight answers about everything from business telephone systems and computer networking to VoIP and

voicemail services. The company conducts a complete needs analysis to ensure that each customer implements the right technology to meet their needs now and into the future. GAGE has built a strong team of highly experienced and industry certified voice and data specialists. These individuals proactively assist customers through high level support and strive to exceed their expectations on a daily basis. The team is backed by a fleet of

state-of-the-art service vehicles ready to respond to customer calls 24 hours a day, 7 days a week. GAGE has distinguished itself from the competition by becoming one of the region's leading telecommunications companies.

For more information on GAGE please call (225) 753-4243 or visit <http://www.GAGEtelephone.com>.