



European Collaborative Innovation Centres
for broadband media services



Wild Office

Cloud computing solution

For small entrepreneurs



The Interreg IVB
North Sea Region
Programme



Page ...

The Idea is from Djurre de Boer and Sibbo Attema

1. Executive summary

WildOffice is an IT environment on a secure data-center instead of a locale IT infrastructure. It uses a cloud computing technology. WildOffice is a desktop environment provide a email system and can run customer own applications. Users can access the WildOffice trough a Internet connection. So it can be access everywhere on the world.

The problems that WildOffice will be solved is:

- A solution to work at home or external projects
- Providing backup(s)
- No broken hardware anymore
- Monthly fee, instead of expensive IT cost

2. Project definition

We looked at all the customers of WildBoar ICT at their expectations of IT. They have told their current problems of them own IT infrastructure. Of the entrepreneurs we have interviewed, had less than 10 computers. This selective group has actual no money for IT equipment and support.

Several companies want more and more work at home and access their own data. They want also access their data at external projects in the whole country. This is in most cases not supported now.

Even small businesses have separate computers with separate data. If a computer fail, all data will be lost. One of the looked entrepreneurs has experience with this problem. Additionally the current piece of IT equipment will fail quickly, because they get dust in the cabinets and computers where never be cleaned.

List of problems:

- They can not work at home
- no backup(s)
- quickly broken hardware
- no money

3. Selection process and choices

Now the problem is known we could find a solution. The ideal situation for these small entrepreneurs is the IT infrastructure outside their business, and let the IT support throw a external IT team. With external we mean us.. This offers the advantage for small business owners that they can access there IT worldwide. So they can access their files, email and working with their own programs.

So we support the IT and we can also easily make backups of it. With this solution, small business owners not need expensive hardware. They can use thin clients instead of hi-end computers. The ownly other constraints is that they need a Internet connection.

We also have a number of constraints imposed on the product.

Usability, the product must be user friendly. The customer must obtain a work environment that has familiar look. May be a look and feel like Windows.

Accessibility, the product must be accessed anywhere around the world. The product must have a support for different platforms. Such as laptops, smarphones and ipads.

open standards, a piece of the product must use open standards. This standard is used publicly. So the compatibility with different systems increases.

With all this we want to trying to keep the costs low for customers with optimal support and safety!!!

4. Final Product description

We have chosen a system where we use the open source package Ulteo. Ulteo Virtual Desktop is an open environment (OVD). Using OVD allows customers to access their applications around the world via two available modes. A traditional desktop mode or a completely new portal mode in the browser. Ulteo is platform independent in the use of Windows and Linux envirements. Ulteo brings scalability for large virtual desktop implementations and application delivery projects.

Advantages for us.

- Easy to use, simple deployment and management: Our customers need only a Java-enabled web browser(s).
- Full integration with various infrastructures, including Microsoft environments (Windows Authentication, Windows * applications, Active Directory and File Server).
- Ulteo is Open Source Software (1)
- A lower cost than comparable commercial products
- Safe, reliable and scalable

Customer benefits.

- Easy to use: Applications are delivered as a complete desktop or web-portal - everything goes through the web browser of the user secure!!



- Access to all Linux and/or Windows applications, these applications can seamlessly run on a virtual desktop environment
- User friendly: Run Linux and Windows applications from a browser on Windows, Linux or MacOS platforms!
- In several languages to use, instant switch is possible.

E-Mail

For the e-mail server we will use Zarafa. Zarafa combines the usability of Outlook with the stability and flexibility of a Linux server. Not only is Outlook supported natively, but users can also use WebAccess, which has the same look and feel as Web 2.0 Outlook, all ActiveSync-compatible mobile devices and BlackBerry handhelds via the BlackBerry Enterprise Server.

The OVD and Zarafa will be 1 product called WildOffice. WildOffice support more programs and servers, like Sugar CRM, Alfresco and many more. But the standard WildOffice product is OVD with Zarafa.

Scalability with WildOffice

With WildOffice, we serve thousands of users at the same time on the same environment. So we have the opportunity to reach up to 50,000 users to offer.

Management through a simple centralized administrator web console

A complete WildOffice product is manageable through a web console, the web console is used to configure server settings, managing users, publishing applications and monitoring of the servers. The web management console also provides delegation, so that some customers could manage their own system.

Supporting our customers

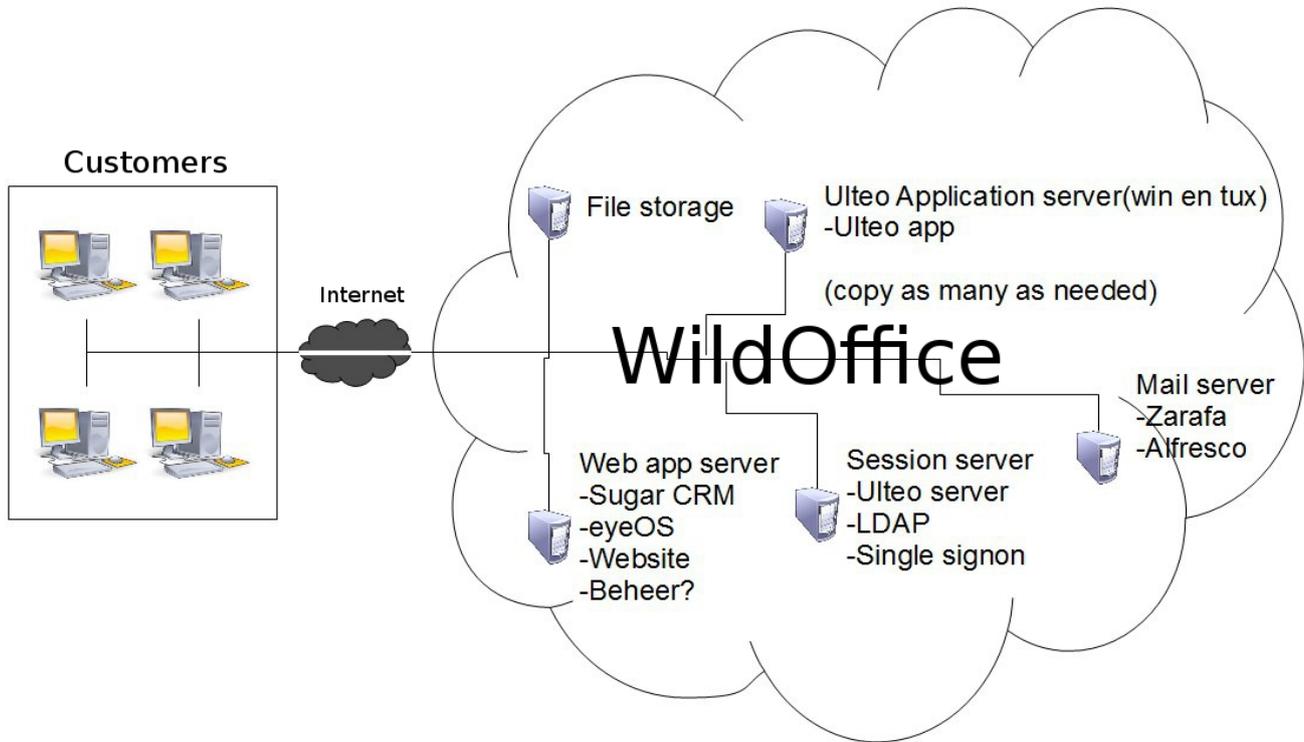
Selected customers can work together on a desktop. A user can easily invite other users, for example his or her desktop or application. We can also provide support, its very easy because we can watch on any desktop. But this must be approved by the user.

Monitoring, logging and reporting

In the web-management mode can WildOffice easily monitored and logged. It shows the servers, users and applications. Reports can be printed on both Windows and Linux application servers.

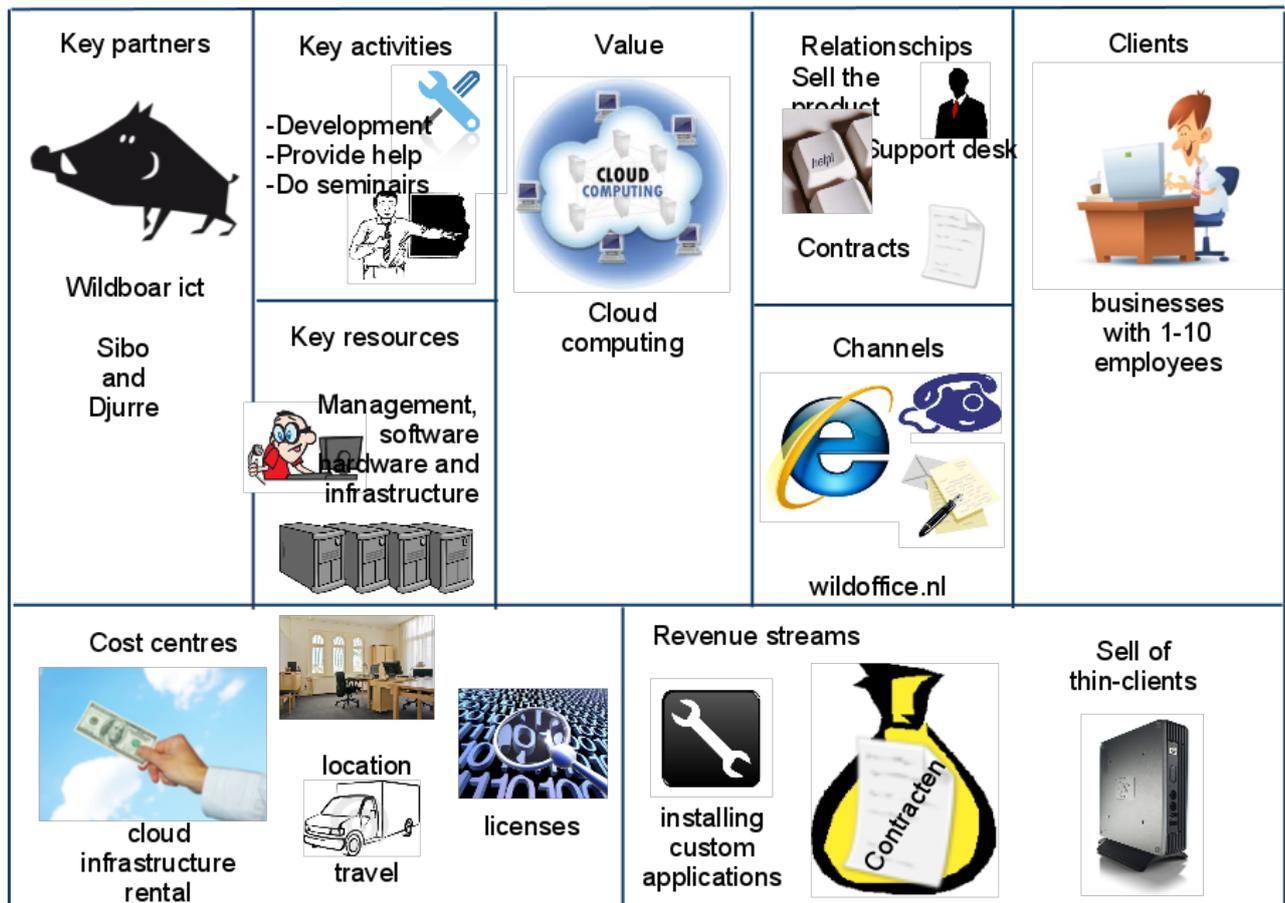
Security

WildOffice uses SSH tunneling to secure the entire communication process between all servers and users. Furthermore, all client web browsers using a https session for the use of WildOffice.



5. Revenue

This paragraph contains the Business Model, it's a Osterwalder business model. It contains, beside the overall canvas, a description of the building blocks.



Value

Our product, WildOffice. (It's is a cloud computing solution.)

Clients

Small bussinesses from 1 to 10 employees *moet dat staalconstuctie er ook bij ?*

Relationships

We have a relationship with the customers trough sales man, support desk and sales Contracs.

Channels

We gain our custommers by using cold calls, website and contacing them by mail
Key partners

Key activities

Development of the cloud sollution



Provide help to our customers
And give our customers seminars about how to use our system

Key resources

The business needs people who run it and keep it running. but it also needs hardware to run on and software to run. Also to give the clients there infrastructure we need to hire a network infrastructure

Cost centres

Our repeating cost centres are the rental of the cloud infrastructure. The employees need somewhere to work and travel mechanisms so there will be costs for a office and some cars. furthermore we need licences for the part of the software that is not opensource

Revenue streams

Our biggest income will come from the rental of the cloud structure and managing it. The other income will come from Selling hardware for this system and installing and supporting custom software

6. Communication

Infrastructure as a Service (IAAS) is currently in developing so more and more companies gets involved. Because many companies are still working on the development, there is not much information about those companies. But there are other companies that already have similar products as WildOffice.

Below you can find several examples.

Office 365

Office 365 is a relatively new concept for Microsoft. It is essentially an online version of all Microsoft office applications + email. This way you as an employer has no longer required to own all of versions of the office suite, but you can do this monthly fee.

Pros.

- This package is built entirely to the cloud making it more efficient to work with the hardware will handle.

Cons

- No-own applications to use and no adjustments.
- This package is currently in beta release
- Particularly focused on large companies

KPN and UPC

KPN and UPC in the Netherlands will offer Office 365 for less money. Because of the use of Office 365 they can not provide customers own applications and needs.

Earlier KPN also provide a own cloud solution, but this cloud solution is for 50 or more computers!

What are the marketing strategies?

The Strategies to achieve these objectives are:

- networking gatherings where our audience comes visiting





- visit trade fairs (own booth)
- cold call environment
- word of mouth marketing

7. Participants

This paragraph contains a list of all participating students.

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