



SEMYOU™
CLOUD OFFICE



THE FUTURE
OF CLOUD
COMPUTING
STARTS NOW

Volker Jahns, CEO

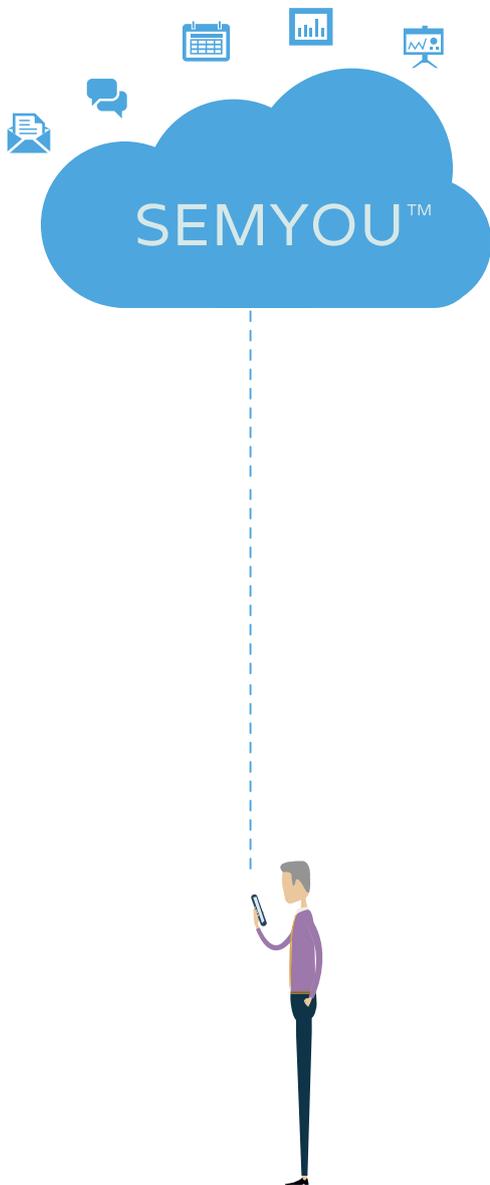


SEMYOU

The Cloud Office of the Future

Less than a year ago, cloud computing was little more than a buzzword with the potential to forever change the way businesses function. At the beginning of 2015's second quarter, cloud computing has evolved from a buzzword into a full-fledged reality that savvy enterprises can't do without.

Though the importance of cloud computing is fully felt in many sectors, the concepts – and true benefit – behind it still remain a mystery to many.



Concepts

Cloud computing as a whole is comprised of three distinct areas: Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS). These areas make up the cloud computing pyramid.

Infrastructure as a Service

The first, or bottom layer, Infrastructure as a Service, is the foundation on which cloud computing is built. Infrastructure as a Service is the hardware and software – servers, storage, networks, operating systems, etc. – that powers the levels above it. Infrastructure as a Service also handles such essential activities as system maintenance, back up, resiliency planning, optimization, and much more.

Platform as a Service

The next layer is Platform as a Service. Platform as a Service is the set of tools and services that govern and control the coding and deployment of the applications used by the end user. This level is made up almost entirely of software and runs toward the technical side

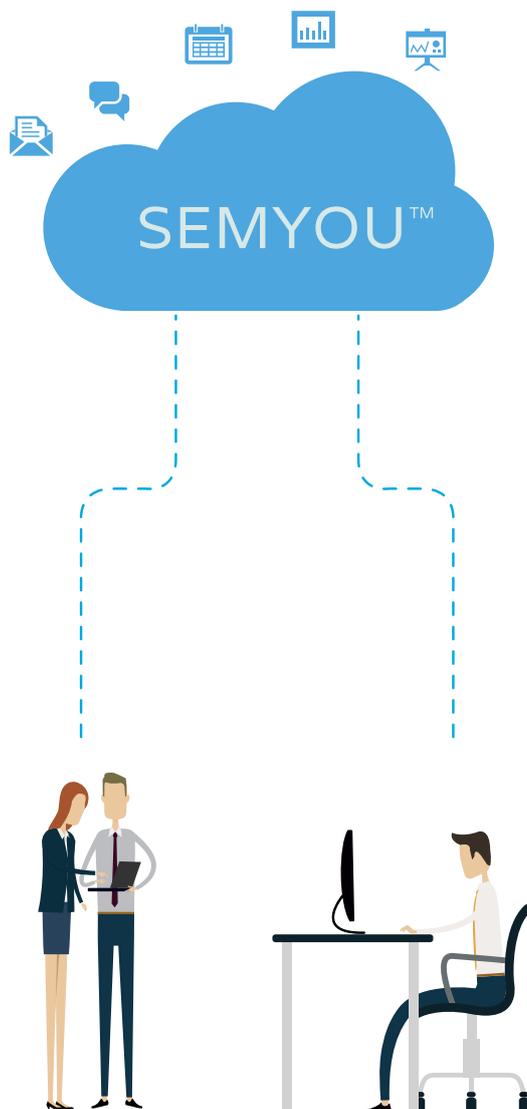


since it deals mainly with the code involved in running the cloud. Platform as a Service deals with activities such as setting up servers (VMs), installing libraries/frameworks, and configuring testing tools.

Software as a Service

The third, or top layer, is Software as a Service. Software as a Service is just like it sounds: the set of applications designed specifically for the end user. Although IaaS and PaaS are extremely important, SaaS is the component of cloud computing with which businesses will be most concerned.

That brings us to the benefits that cloud computing has to offer.



Benefits

Reduced Administration and Cost

Because of the nature of the process, businesses no longer have to deal with the bottom two layers of the computing pyramid. Infrastructure and platform – two of the major components of operating your own network – are administered off-site. The very top of the pyramid will be all that businesses ever see.

The relocation of infrastructure and platform to the cloud is a major cost savings because businesses no longer have to administer their own hardware. In addition, businesses can now pay only for the services they use rather than paying for a suite of applications (80% of which go unused).

While the cost savings can be significant, many businesses only see cloud computing through this lens. This restricted view can be damaging to a company both in the present and the future because the truly unique benefits of cloud computing are found elsewhere.

Increased Flexibility and Focus

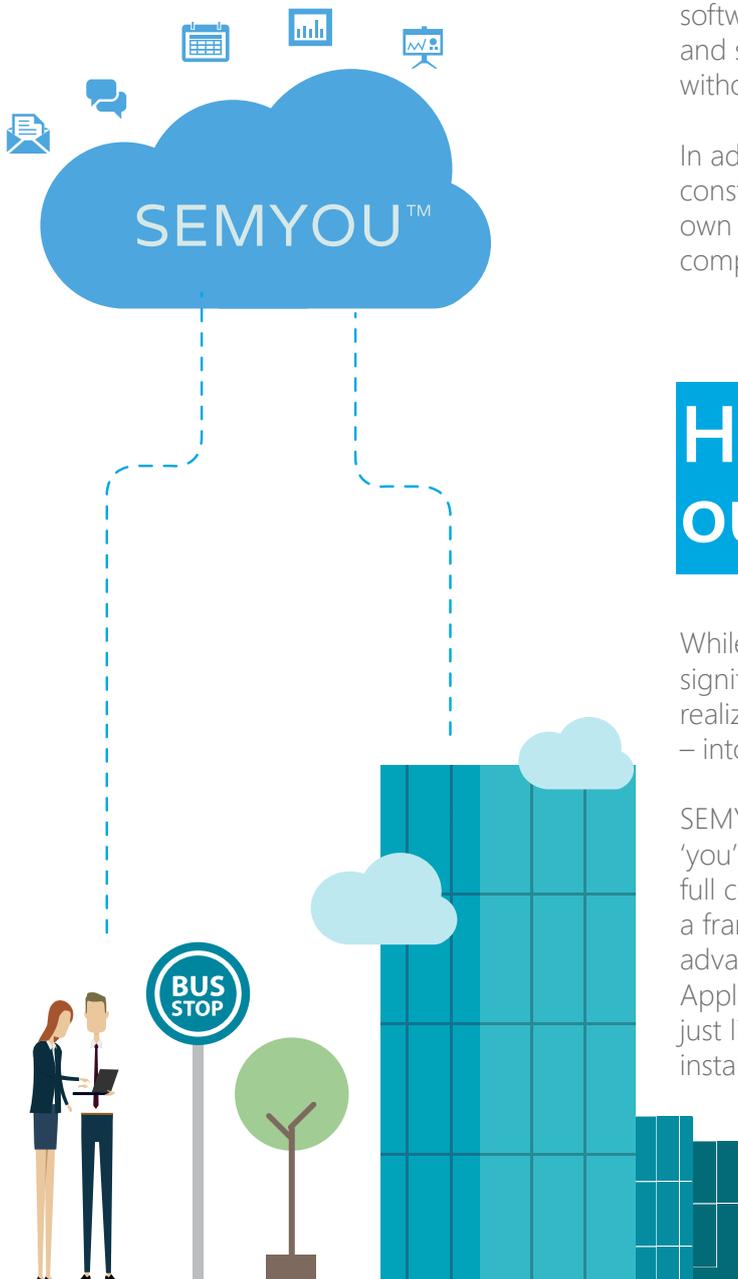
The fast-moving business world allows very little room for long decision-making and implementation periods. Flexibility and scalability have become key components to remaining competitive in this digital age. Cloud computing allows companies to pick and choose the software that is right for them. This increase in flexibility and scalability allows companies to increase efficiency without the typical increase in spending.

In addition, cloud computing frees businesses from the constraints and costs associated with operating their own network and allows them to refocus on the core competencies of the company.

How to Get More out of the Cloud

While the general benefits of cloud computing are significant in themselves, even more benefits can be realized by adding SEMYOU – your gateway to the cloud – into the equation.

SEMYOU – a portmanteau of the words ‘semantic’ and ‘you’ – is a new kind of web usage and describes the full centralization of business information. SEMYOU is a framework of services and software that incorporate advances in programming to produce Rich Internet Applications (RIAs). These RIAs provide full functionality – just like current software – without the need to download, install, or even store anything onsite. Each RIA can be





started and run directly from the cloud. The combination of cloud-based technology and SEMYOU allows for the seamless integration of employees (from the individual, to departments, to entire branches scattered across the globe) and customers (anywhere in the world) with the use of a secure, multi-faceted software suite.

The goal of SEMYOU is to provide every company with access to software “on demand” without the need to install and configure programs on site. With just a few clicks (and a minutes-worth of your time), it is possible to activate just the right application so your team can get the job done. This can be done anywhere, anytime and can then be used by your employees wherever they are located.

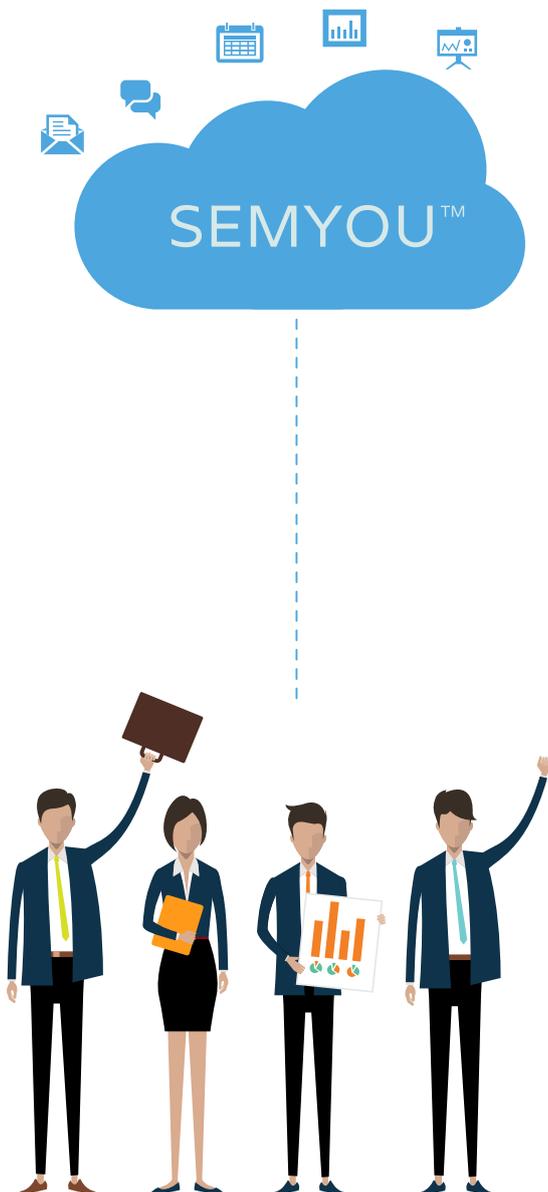
Six steps is all it takes to get your business in the cloud:

- 1) Point any web browser to SEMYOU.
- 2) Register your cloud office.
- 3) Go to the SEMYOU app store.
- 4) Choose the app you want to use.
- 5) Create your user account.
- 6) Get to work!

It's as simple as that. No hardware changes. No infrastructure changes. No hassles. Just worldwide access to your data and the relevant apps that manipulate it and make collaboration and project management possible.

All of this is done on a pay-as-you-go basis (no long contracts) so your business can remain flexible, independent, and focused on its primary goal; not torn between computing and the job at hand.

SEMYOU allows your business (whether large, small, or somewhere in between) to get in the cloud on your own terms. SEMYOU makes it easy to start with one app today, two apps tomorrow, and perhaps one again the day after.



Yet More Benefits

Yet more benefits – some already mentioned but worth repeating – include:

- No hardware administration (or cost)
- Increased flexibility
- Increased mobility – your home office can move anywhere because all your computing is conducted off site.
- Access to your data anywhere there is an internet connection
- SEMYOU is ready when you are
- Secure data storage
- No expensive software license costs
- Modern software applications for your employee
- Free 30-day trial

With SEMYOU, you can launch a start-up today and act like a large enterprise tomorrow without the need for all the steps that usually separate these types of business. Don't let the opportunity pass you by. Become a savvy business by making use what SEMYOU has to offer. The cloud is waiting.





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