



## Cloud Based Solutions Close the Gap Between Large and Small Companies

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Are you drowning in paper, missing the latest version of a critical file, choking your email system with large attachments? Although no company, big or small, has unlimited resources, as a small business you are constantly confronted with resource constraints with little cushion be it time, money or people. You already have people doing multiple jobs: staffing projects, writing proposals, managing client relationships or attending public engagements. Many times we are so focused on existing customers and landing new customers that we don't or can't find the time to focus on the things needed to mature our business. We are often faced with the chicken or egg situation. Investing too early creates a perception of unnecessary cost. Investing too late leads to poor execution and diminished results. Often times, we find ourselves in the situation of the shoemaker and his kids: the shoemaker is producing shoes for his customers, but he doesn't find time to make shoes for himself or his children.

One area where small businesses are less likely to invest enough is in the back office infrastructure, specifically technology used to provide teleconferencing, a central repository/portal used for information sharing, document storage and control and collaboration. Many small companies still rely on decade old technologies that provide great and cheap storage capacity, but offer little or nothing in the way of flexible access, management, collaboration and control. The advent of cloud and mobile technologies give small companies a variety of options to obtain these capabilities once only available to large Fortune 500 companies.

One such technology option is Microsoft's O365 cloud based subscription platform. Dynanet recently migrated our email services from a third party provider to the Microsoft O365 platform. With that migration, we gained access to a number of capabilities that traditionally have been too costly for a small business. In addition to email services, we now have access to Lync, a Skype like service, with real-time screen sharing and collaboration,

### ABOUT DYNANET

Dynanet Corporation has a long history of successfully assisting federal and state governments in accomplishment of their missions. The proof of our success is in the numerous accommodations and awards we have been given and the list of partners who choose Dynanet as a business team member. Our talented and certified professionals are led by a highly experienced and senior leadership team with both private sector and federal experience.

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and using SharePoint we have the ability to create a multiple repositories that can be easily managed and controlled and be accessible anywhere from multiple devices. We have gained access to all these capabilities without the need to build and support an in-house network/communications infrastructure.

SharePoint provides us the ability to create sites with specific purposes and uses. We've created individual sites to support our administrative processes, our business development and proposal processes, our CMMI and ISO initiatives and customer projects. We established functional roles and users groups to control access to these sites. Built-in features provide version control, a collaborative environment for document editing and simple database capabilities for tracking key data points.

SharePoint has allowed us to become more effective as a group and more efficient in the execution of our internal processes. However, we have just begun to scratch the surface of what's available. SharePoint provides the ability to create workflows and contains basic apps for group calendars, document libraries, custom lists, discussion boards, wiki pages that can be used to customize your site. In addition, SharePoint offers an App Store of third party products, which can be used to further extend the functionality of your SharePoint portal. Allowing you to create a site as simplistic or complex as dictated by your needs.

Dynanet has been able to immediately reap benefits from the entire O365 platform and SharePoint in particular without dedicated resources. This is simply another one of those additional duties as assigned without the cost of building an infrastructure or employing a full time dedicated technician.

*SharePoint is but one of several products that provides these capabilities. We recognize there are other products and technology solutions that could better suit the needs of your company. Dynanet selected SharePoint because it came as part of our O365 product offering at no additional cost. We encourage every small business to evaluate all the alternatives and select the option that best suites your needs. It will have a positive impact on the productivity, efficiency and effectiveness of your company and staff.*