

MANAGING AND PROTECTING YOUR DATA

A locally managed system vs. an OBT Hosted System

.....THE MYTHS AND THE FACTS...

Ever wondered whether outsourcing is a better option than managing your data locally?

Here's a brief overview that will explain the concept in basic terms, and help you separate fact from fiction.

What is hosting?

Hosting removes the need to have costly hardware and equipment located on your own premises. Instead, OBT installs, manages and hosts your software and data for a fixed monthly fee, providing the back office hardware, software, infrastructure and skills required to run your system.

How does it work?

When you outsource, your data and software applications are stored, upgraded, protected and maintained at a secure data facility and are accessed securely either via direct link, internet or private network. To the person sitting behind the computer, there is no obvious difference to what they would see on their screen.

There are several common myths about hosting. Let's take a look at these now.

MYTH #1: HOSTING YOUR OWN DATA IS SAFER THAN OUTSOURCING

FACT: Data stored at your office is usually more vulnerable than if it is stored by OBT.

The very fact that you can't actually "see" your equipment on a daily basis with a hosted system, is one of the very reasons that can make it safer. When managed by OBT, your data is protected from hackers, unauthorised access, malicious attacks, disgruntled employees as well as information loss through equipment theft or failure, fire or other disasters. And with most offices using broadband, without adequate security in place, they are especially vulnerable to external attacks. All your valuable information is backed up daily in accordance with industry standards, and the level of security and disaster recovery resources provided by OBT is similar to that demanded by Government Agencies, Fortune 100 companies and banks.

MYTH #2: HOSTING OUR OWN DATA IS CHEAPER THAN OUTSOURCING

FACT: Managing a system locally results in many hidden costs, mostly in the form of personnel costs.

Downtime is costly. You're paying your staff while they can't work. You can't get vital information to clients and you can't conduct your regular business. Plus there are the unexpected and high costs of having your system fixed. With OBT, the full responsibility of the running & maintenance of the IT system is transferred to the specialist who's job it is to ensure that the system works whenever it is supposed to work i.e. all the time – so there are no more delays, frustration and loss of productivity resulting from server crashes and network problems.

MYTH #3: DATA HANDLING COMPLIANCE IS SOMETHING ONLY LARGE COMPANIES CAN ACHIEVE

FACT: An OBT system can enable you to fulfil your compliance obligations, even if you are a small business.

Many companies struggle to keep up to date and on top of industry regulations, dealer group obligations and professional services requirements concerning the treatment and handling of data. Back up, firewalls, high level security and confidentiality that meet the strict ASIC & FSRA data handling requirements for professional services providers are all automatically provided as part of OBT's hosting service.

MYTH #4: RUNNING SOFTWARE YOURSELF IS EASIER THAN OUTSOURCING.

FACT: As software vendors release new versions, it is your responsibility to ensure you are compliant by working with the latest version and have all the necessary licensing agreements in place.

When hosting software locally you need to have someone (usually a staff member or IT contractor)

- Update the software regularly, as instructed by your vendor.
- Upgrade the software as new versions become available. For an average size firm this could equate to several hours per month, which are hours you are paying for in the form of non-billable hours spent on non-core functions. With OBT, all your updates and upgrades are taken care of by qualified staff. Which means you're always working with the latest version, and you have access to qualified professionals who do this day in and day out as their core. If you have a technical query relating to the operation of your software, you have a team of experts who can relate to you and can assist you.

MYTH #5: WIDE AREA NETWORKS AND WORKING REMOTELY ARE AN EXPENSIVE EXERCISE.

FACT: With an OBT hosted solution, networking across the city, or country, is just as simple as networking within the same office.

A network that allows employees to share data is an integral and expensive part of most businesses. If employees are located in different offices this becomes even more costly. However one of the main advantages of using OBT is that all of the users within a company will have access to the same file structure and network, independent of where they are working from in the world

This is particularly useful when working with databases and other applications that need to be updated on an ongoing basis from different sources.

Companies with multiple offices also benefit by sharing a common set of information, making satellite offices part of the head office and being able to easily ascertain the data access level of every employee.

MYTH #6: REMOTE ACCESS IS OUT OF REACH TO A SMALL ORGANISATION

FACT: With OBT, you can access your own personal data & business applications on the road or at home, just as securely as you can at the office.

Remote access can be a very expensive exercise out of reach to most SMEs, which means employees are confined to accessing their data from their office PC or by carrying confidential company information insecure notebook that could be lost or stolen.

Or they may compromise security in order to access locally hosted data via an unsecured internet link from a remote location.

However if your data and applications are hosted on OBT, you can also access them remotely, however with the same world-class security that you experience when working through OBT in your office.

These are just some of the reasons as to why you should consider an outsourced, hosted solution. The business benefits are unrivalled.

Whether you need to limit costs, increase workplace productivity, or just eliminate hassles associated with IT, no other technology service offers the flexibility and assurance of an OBT system

And what's more, we make it easy for you to do business with us.

For information about our services, or to chat to one of our friendly consultants, call us on **1300 886 896** today or email sales@obt.com.au

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