

bluewave

Optomate V-Server

And how it maximises the benefits of Cloud Computing

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The logo for V-Server, featuring a large yellow 'V' followed by the word 'Server' in a blue, outlined, sans-serif font.The logo for ISCS, featuring the letters 'ISCS' in a large, black, pixelated font. Below the letters, the text 'INTEGRATED SUPPLY CHAIN SOLUTION' is written in a smaller, black, sans-serif font.

Bluewave Background

- * We have specialised in providing computer networks for users of Optomate since 2005
- * This Includes linking optical equipment to Optomate
- * Based in Burleigh Heads on Qld's Gold Coast
- * Optometry clients in all states/territories of Australia

Maximising the Cloud

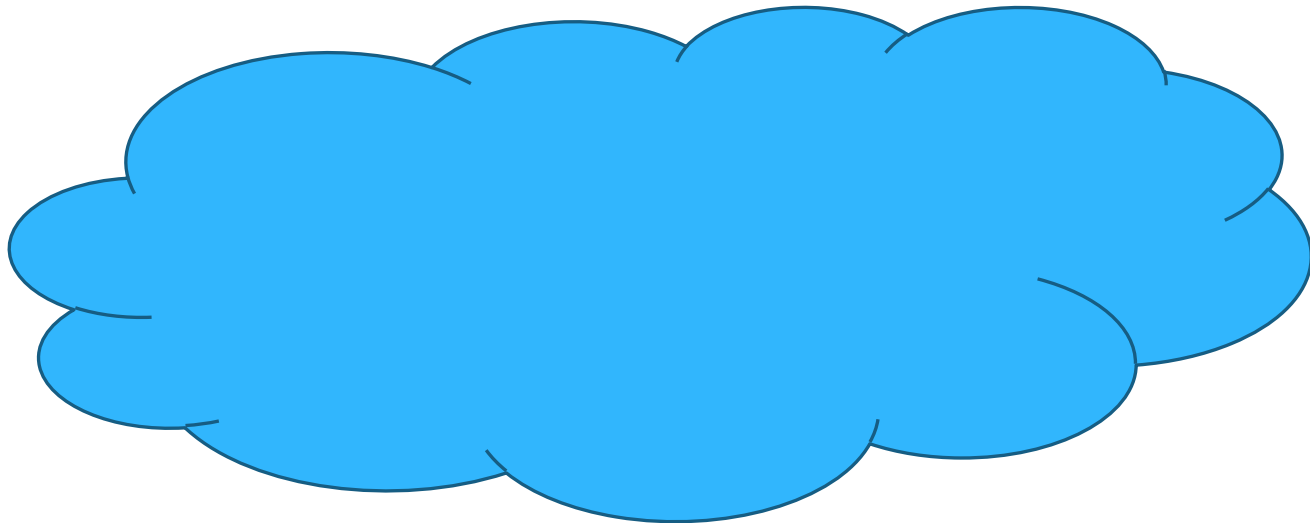
Today we're going to...

1. Demystify Cloud Computing
2. Explore Virtual Servers
3. Present the Optomate V-Server
4. And find out why it all matters



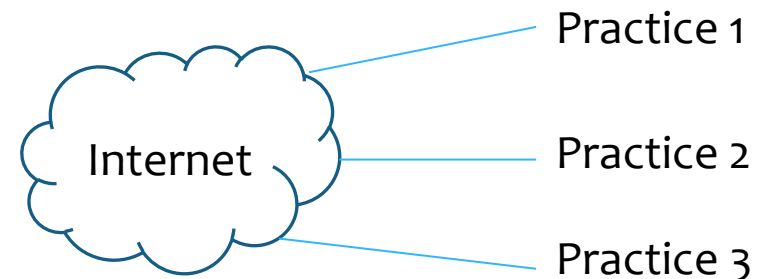
So what is the Cloud?

Almost everyone has heard the term “the cloud” by now but what is it exactly?



So what is the Cloud?

- * The Cloud in its most simple terms is a representation of the Internet
- * IT people have drawn the internet on network diagrams as a cloud for years



Cloud Computing?

- * **These days** “The Cloud” or “Cloud Computing” is more often used to describe the use of programs and computers on the Internet
- * lots of different specific definitions but the one I like the most for our purposes says...

“Cloud Computing is about using a **secure** place on the **Internet** to access your **data** and **programs** that is maintained by people who **keep them all working** and paid for on a **monthly basis.**”

So why now?

Two key technology enablers

1. Internet infrastructure has matured globally
...it has become faster and more reliable
(Australia - Fibre Optic based NBN)
2. Computing power has increased to a completely
new level - 64 bit computing hardware/software
(4Gb – 2000Gb)



A business perspective

Now we have massive servers accessed via the internet and therefore we've seen all the cloud computing offerings you have probably already tried - social networking, photo sharing, data storage etc

BUT

There is also a technology of interest to small business - a new way for businesses to access scalable computing power and reliable software - **Virtual Servers**

Virtual Servers

Definition of Virtual Servers (or V-Servers)

A virtual server is a cloud computing service which **replicates all the complex technology** you would typically need for a “**real**” server in your practice but **stored in a data centre and accessible via the Internet.**

Virtual Servers

Rather than each business having their own small server they can now access a “virtual” server instead.

You wouldn't have your own generator in your practice to access electrical power ...



Now, you no longer need your own computer server to access complex computing power.



Virtual Servers

The old model says

- Buy server hardware with future capacity
- Pay a networking company to set it up
- Buy your software license and have the software company install it
- Pay the networking company to keep looking after your server or spend time looking after yourself
- Then one day when it breaks, start again...buy hardware....

Virtual Servers

The new model says

Pay per month to access a virtual server that is:

- Tried and tested with your software
- is constantly maintained/backed up/supported
- and is replaced without you having to know about it

Virtual Servers

The new model means you can get a bundled stack of technology and services without having to build it all yourself – monthly fee

- * Server Hardware +
- * Server Operating system +
- * Disaster recovery and redundancy systems +
- * Data backups and offsite storage +
- * Network and physical security +
- * Database engine and updates +
- * Business software and updates +
- * All associated warranty, support and maintenance services

The Optomate V-Server

The **Optomate V-Server** is a specialised version of a virtual server in that it is...

- built specifically for Optomate
- the culmination of Bluewave's 6 years of optical industry experience in a standard system
- tested with the full range of optical equipment links and other industry software

Virtual Servers

- * So we can see that using **specialised Virtual Servers** is an **efficient** and **low risk** way for optometrists to use today's complex computing systems
- * And it is also **more cost effective** and **environmentally friendly** than using local servers

The Optomate V-Server

More specifically the Optomate V-Server has 6 key benefits...

1. More efficient

- * No server hardware in the practice to worry about
- * No server failures that reduce productivity
- * All Optomate updates/upgrades done for you
- * Extend the life of PCs as can be used for V-Server access

The Optomate V-Server

2. More cost effective

- * Paying by the month means no up front hardware or Windows software costs
- * Can also pay by the month for new Optomate licenses
- * Can also pay by the month for Optomate ongoing support
- * Power bill and carbon output is reduced
- * \$99 Mini-PCs can be used instead of traditional Tower PCs



The Optomate V-Server

3. More flexible and functional

- * Tried and tested with full range of optical devices
- * Use tablets like the iPad to link via wireless
- * Use MYOB and OzBiz
- * Use Lens ordering software
- * Link HICAPS to Optomate
- * Use electronic referral systems

The Optomate V-Server

4. More reliable

- * Server is monitored to avoid downtime
- * Server infrastructure is proactively replaced as time goes on
- * Server functionality is supported as part of your monthly fee
- * Full redundancy and disaster recovery systems in place – always available

The Optomate V-Server

5. More secure

- * Data centre protects server from fire, flood, theft and power surges/outages
- * Enterprise level firewall protects server from unwanted external access
- * Server includes virus/malware protection and web filtering
- * Data is backed up and replicated externally to ensure it is kept safe

The Optomate V-Server

6. Much more scalable

You get the server capacity you need right now...

But have the flexibility to increase or decrease capacity if and when needed

And only ever pay for what you need

The Optomate V-Server

The V-Server is perfect for...

Startups – no up front capital spending on server or Optomate license

Practice groups – no need for major server upgrades to cope with linking multiple sites to a single Optomate database

Large practices using old server – speed up your Optomate performance with no up front upgrade costs

Small practices with no server – upgrade to server level features like disaster recovery and automated backups without any up front costs

The Optomate **V**-Server

Why this all matters ... the Optomate V-Server ensures cost effective, fast and reliable access to Optomate.

This in turn allows you to:

- spend more time with your **patients**
- Focus on providing excellent **customer service**
- and be as **competitive as possible**

Why this all matters...

Ultimately the Optomate V-Server is designed to provide the platform to run your practice software without you ever having to **select, buy, setup, maintain, replace** or **worry** about it ever again

The Optomate V-Server

Frequently Asked Questions...

The Optomate V-Server

What if the Internet goes down ?

- * Redundant 3G wireless modem - prepaid
- * Laptop + 3G, power outage

PS: United Nations says Internet access should be a fundamental human right



The Optomate V-Server

What Internet speed do I need ?

Minimum

3Mbps Download

.3Mbps Upload

(use www.speedtest.net to test)

Bluewave can arrange a suitable internet link for your practice – pricing is \$60 per month



The Optomate V-Server

Is my data safe ?

Yes, because...

Physically Protected

- Security cameras (restricted physical access)
- Waterless fire suppression system (gas)
- Redundant 24 hour Air-conditioning
- Power redundancy/protection (including generators)
- We have redundant hardware in case of any failures



The Optomate V-Server

Also

Network Protected

- Enterprise level firewall – very sophisticated
- Account lockout if password is incorrectly entered
- Remote access to system requires a source IP or VPN
- Provide VPN routers to link practices to the V-Server
- All client user accounts are non-admin
- All passwords must be typed in each time of access
- Full AntiVirus protection and Windows Security Patches



The Optomate V-Server

How much down time is there to complete a migration ?

- * 3 hours is typical
- * Recommend not booking consults from 9am - 12noon
- * Instruments linked in the afternoon

The Optomate V-Server

Can I use my existing technology ?

- * Yes - PCs if they are using ... Windows 7, Vista or XP
- * Yes - Printers if they are network printers

The Optomate V-Server

Do I need another server in the practice for things other than Optomate?

No, the V-Server can be a complete server solution

Store/access MS office files, use MYOB/OzBiz, use Hoyalog, send emails from Optomate, scan and upload documents etc

The Optomate V-Server

How do I know if optical equipment/software will link to Optomate if I move to the V-Server?

Use our compatibilities list on our website
<http://www.optom.net.au/compatibility.html>

The Optomate V-Server

Do I need to pay extra for ongoing support for the V-Server?

- * No, server-side support is bundled into the subscription so all support associated with server functions are provided at no extra cost
- * There is also a fixed fee option to cover the support of local PCs

The Optomate V-Server

Is Optomate accessible from tablets
at home as well as in the practice?

Yes



Apple

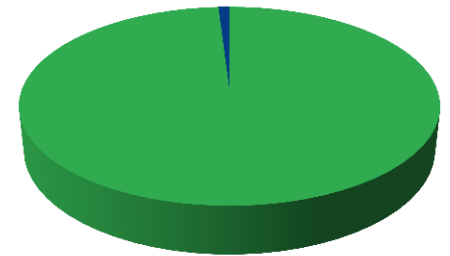


Android

The Optomate V-Server

How much does it cost?

Cost is less
than 1% of revenue



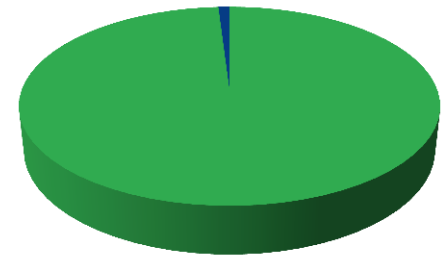
The Optomate V-Server

Monthly Pricing Formula (no setup or migration fees)

First user account: \$175 Ex GST per month
Additional user accounts: \$25 Ex GST each per month

Does not include Optomate licenses/support

Cost is less
than 1% of revenue



The Optomate V-Server

Example Pricing

A single practice with 4 computers = \$250 Ex GST per month

Three practices with 3 computers in each (total of 9) = \$375 Ex GST per month

Fifteen practices with 2 computers in each (total of 30) = \$900 Ex GST per month

Pricing at: <http://www.optom.net.au/v-server.html#PRICING>

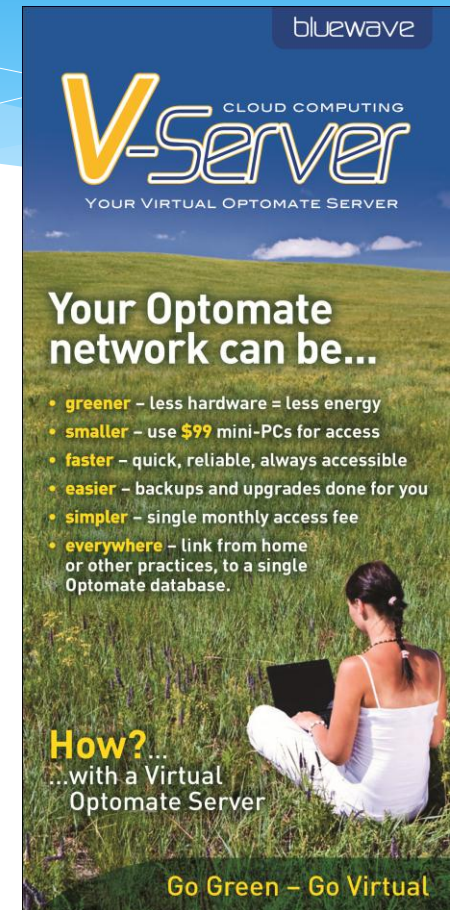
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Any other Questions

References

Lharn Howard (03) 5022 1123
Michael Wicks (03) 9390 3699
Steve Davis (03) 6424 3088
Michael Hare (07) 5532-9566

Presentation is available at
www.eyecare-networks.com/
Under the publications link



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V-Server CLOUD COMPUTING
YOUR VIRTUAL OPTOMATE SERVER

Your Optomate network can be...

- **greener** – less hardware = less energy
- **smaller** – use **\$99** mini-PCs for access
- **faster** – quick, reliable, always accessible
- **easier** – backups and upgrades done for you
- **simpler** – single monthly access fee
- **everywhere** – link from home or other practices, to a single Optomate database.

How?...
...with a Virtual Optomate Server

Go Green – Go Virtual