



LEVERAGING CLOUD SOLUTIONS TO DRIVE BUSINESS GROWTH

Businesses that leverage cloud services, experience
19.63% more growth, over non-cloud competitors

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TABLE OF CONTENTS

- 01** Why Businesses That Leverage Cloud Services Experience More Growth
- 02** Types of Cloud Services
- 03** Software-as-a-Service (SaaS)
- 04** Platform-as-a-Service (PaaS)
- 05** Key Benefits of PaaS Services
- 06** Infrastructure -as-a-Service (IaaS)
- 07** Key Benefits of IaaS Services
- 08** Types of Cloud by Deployment Model
- 09** Private Cloud
- 10** Public Cloud
- 11** Hybrid Cloud
- 12** 12 Reasons Why You Need To Leverage the Cloud
- 13** Final Thoughts



**BUSINESSES
THAT LEVERAGE
CLOUD SERVICES
EXPERIENCES**

19.63%

**GROWTH OVER
NON-CLOUD
COMPETITORS**

While motivations vary, businesses of all sizes, industries, and regions, are harnessing cloud services to accelerate business growth and increase competitiveness.

According to Flexera's 2020 State of Tech Spend Report, cloud spend has surpassed on-premise software spend, with 22% going towards on-premise software and 25% allocated for cloud solutions. Businesses are expected to increase cloud workloads by 21% in 2020.

In January 2019's "State of Cloud Report", 94% of businesses surveyed use the cloud, with 91% adopting public cloud solutions and 72% utilizing private cloud services.

HOW DOES THIS GROWTH HAPPEN?

In a study by the market research company Vanson Bourne, "The Business Impact of the Cloud," Bourne found that companies who adopted cloud services experienced a 20.66% average improvement in time to market, 18.80% average increase in process efficiency, and 15.07% reduction in IT spending. Combined, these benefits led to a 19.63% increase in company growth.

TYPES OF CLOUD SERVICES



ON-PREMISES



IAAS Infrastructure as a Service



PAAS Platform as a Service



SAAS Software as a Service

APPLICATIONS

DATA

RUNTIME

MIDDLEWARE

OPERATING
SYSTEM

VIRTUALIZATIONS

SERVERS

STORAGE

NETWORKING

APPLICATIONS

DATA

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LEGEND:

YOU MANAGE

PROVIDER MANAGED

Software as a Service (SaaS)

Software as a Service (SaaS) are applications that are made available via a third-party over the internet. Common examples include Google Apps, Salesforce, HubSpot, MailChimp, DocuSign, Slack, Drift, and ActiveCampaign. SaaS offers ready-to-use, out-of-the-box solutions that meet specific business needs business such as customer relationship management, marketing automation or agreement management.

Most subscriptions include maintenance, compliance, and security services, which can be time-consuming and costly when using on-premise software.

KEY BENEFITS OF SAAS SERVICES

COST-EFFECTIVE: Instead of the traditional IT deployment where you must buy or build your own IT infrastructures, install the software yourself, configure the applications, and employ an IT department to maintain it all.

USER-FRIENDLY: SaaS providers' survival largely depends on the application's user-experience; hence these services spend massive amounts to provide users with great training resources during onboarding and make significant investments to optimize the user experience. What does this mean? Virtually anyone can successfully use these applications with little technical know-how.

PREDICTABLE PRICING: Enable your finance team to forecast cost and budget accordingly without unexpected fees

99% UPTIME AND STRONG SLAs:

SaaS providers have stringent Service Level Agreements that guarantee their services will virtually always be online, ranging from 99.99% to 99.9999%. To put this in perspective, 99.99% uptime equates to 4 minutes 19 seconds downtime per month or 52 minutes and 35 seconds over a year. 99.9999% means you might expect a total downtime of 31 seconds over an entire year.

Most subscriptions include maintenance, compliance, and security services, which can be time-consuming and costly when using on-premise software.



Platform as a Service (PaaS)

Platform as a Service includes hardware and software tools that offer a complete development and deployment environment in the cloud.

With resources that enable you to deliver everything from simple cloud-based apps to sophisticated, cloud-enabled enterprise applications.

You purchase the resources you need from a cloud service provider on a pay-as-you-go basis and access them over a secure Internet connection.

Common examples include Microsoft Azure, Google App Engine, AWS Elastic Beanstalk, SAP Cloud Platform, Salesforce Lightning Platform (formerly Salesforce App Cloud), and Zoho Creator.

KEY BENEFITS OF PAAS

SIMPLE AND COST-EFFECTIVE: The development and deployment of apps will save you in the long run. You no longer have to worry about operating systems, software updates, storage, or infrastructure. Developers can concentrate on building the next market disrupting application, without a full-stack in-house IT team needed to support the infrastructure.

EASE OF USE: A growing trend of cloud services are incorporating low-code and no-code features to their services, making it easier than ever for non-developers to create applications that accelerate business growth.

REMOTE ACCESS & HIGH AVAILABILITY: PPaaS solutions allow developers to work from anywhere that a reliable internet connection is available. Being that mission-critical applications run off these services, PaaS providers have implemented fail-safe redundancies with strict uptime guarantees ranging from 99.99% - 99.9999% or greater.

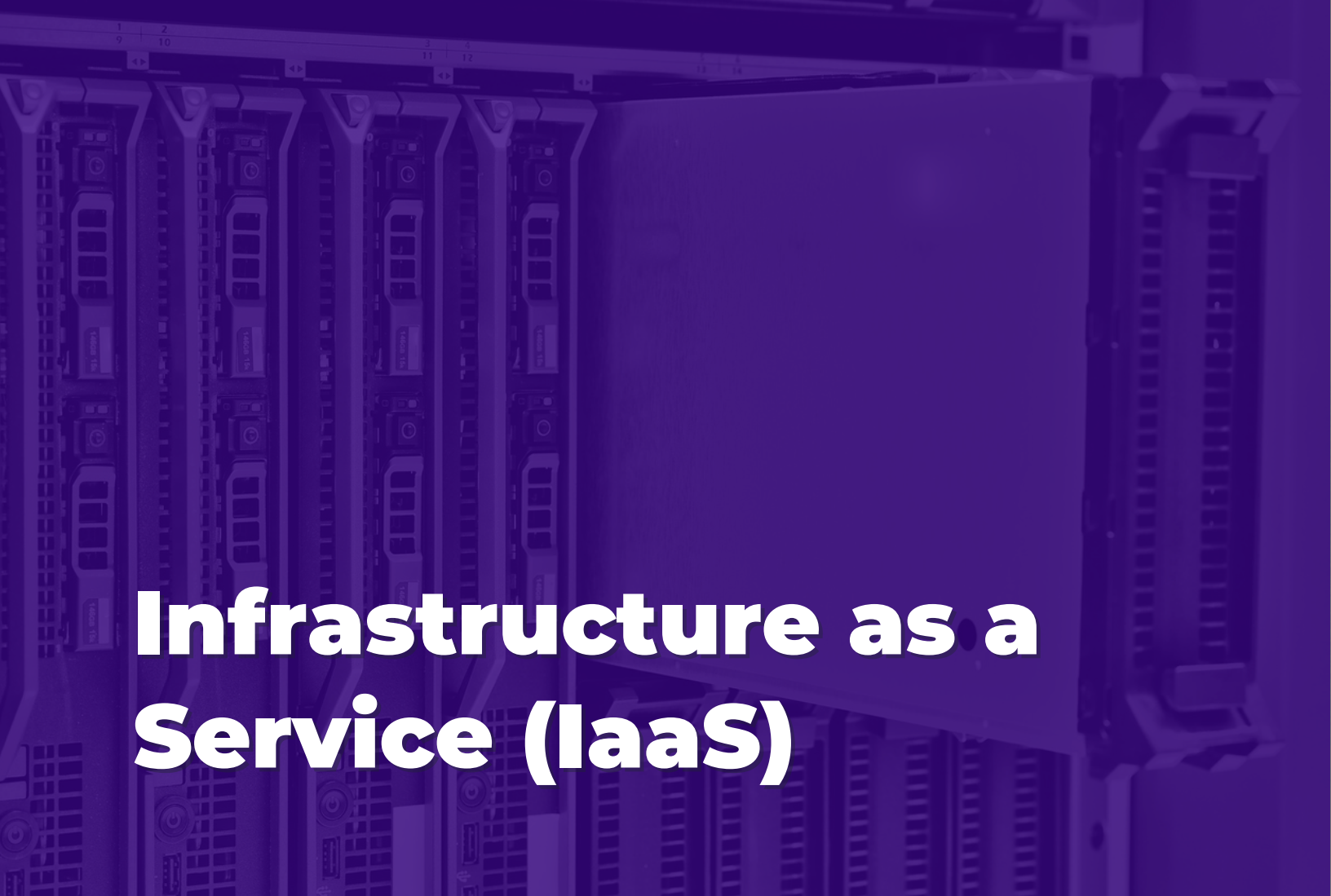
SCALABLE: These services are built on virtualization technology so that they can scale up or down, adding more processing power and resources as needed.

Back in the day while building apps, businesses needed server space, software for programming environments, and security, to ensure the safety of everything they kept on-premises.

PaaS allows companies to be very agile, scale quickly, be more responsive to issues and demands, and avoid costly infrastructure investment.

For these reasons, the total PaaS market revenue is forecasted to reach to exceed \$34 billion in 2022, according to Gartner.





Infrastructure as a Service (IaaS)

As the name suggests, this provides you the computing infrastructure, physical or oftentimes a virtual machine, along with other resources:

content delivery networks, monitoring, firewalls, storage, backup and recovery, databases, identity and access management, integration, block and file-based storage, IP addresses, and more.

If you host your website with a service provider like WP Engine, GoDaddy, or Dreamhost, then your business has adopted Infrastructure-as-a-Service.

KEY BENEFITS OF IAAS

ELIMINATE CAPITAL EXPENSES UPFRONT INFRASTRUCTURE INVESTMENTS: Infrastructure as a Service circumvents the need for businesses to make significant upfront investments such as setting up and managing an onsite data-center or purchasing additional servers to support business goals. This makes IaaS an economical choice for startups, scaling organizations, and businesses looking to test innovative ideas before making significant investments.

IMPROVE BUSINESS CONTINUITY AND DISASTER RECOVERY: Achieving high availability, business continuity, and disaster recovery are expensive since it requires a significant amount of technology and staff. However, by working with a managed service provider who specializes in business continuity, disaster recovery, and is a certified Cloud Service Provider, your team can leverage economies of scale and specialists to protect your business at a fraction of the cost needed if your team were to build a business continuity solution in-house. Best of all, with bulletproof a Service Level Agreement (SLA) that guarantees your critical data is secure and ready when you need it. With Backup and Disaster Recovery plan from Next Perimeter, your team can be operational with an identical copy of your server or systems within 15 minutes, not hours or days.

BETTER SECURITY: Cloud Service Providers (CSPs) specialize in cost-optimization, cybersecurity, and compliance, with sophisticated security systems, resources, and personnel that the typical small or mid-sized business does not have access to. A CSP can supply security for your applications, virtual servers, and data without investing six-figures to hire a cybersecurity specialist, cloud architect, and three technicians to monitor 24/7.

FOCUS ON CORE BUSINESS GOALS AND REVENUE-GENERATING INITIATIVES: Since the IaaS model means the infrastructure is managed by the service provider, your team can focus on core goals to grow your business instead of spending resources to manage and maintain the IT infrastructure.

Cloud infrastructure is leagues ahead of on-premise performance. In a recent Cloud Adoption and Risk Report,

43% of companies using IaaS experienced faster time to market.

Each of these measures of business acceleration – time to market, launching new products, and expanding to new markets were 20-25% above average for companies using IaaS compared to organizations that did not leverage IaaS services.



Types of Cloud by Deployment Model

PRIVATE CLOUD

A private cloud consists of computing resources exclusively used by one business or organization.

A private cloud can be deployed from an organization's on-site data center (or server) or hosted by a third-party service provider. Unlike public clouds, private clouds are designed, configured, and maintained according to your company's specific business needs.

Organizations can expect to pay a premium over public cloud services.

TOP ADVANTAGES OF PRIVATE CLOUDS:

GREATER FLEXIBILITY: Your business can customize virtually any component of a private cloud environment required to meet specific business needs.

GREATER SECURITY: A single-tenant environment means your organization does not share resources with others, therefore more stringent access and security controls can be enforced.

HIGHLY SCALABLE: Pay-as-you-go resource allocation allows your business to scale performance when needed and downsize during seasonal dips to reduce operating expenses.

PUBLIC CLOUD

By far the most common way businesses utilize cloud computing, public cloud infrastructure is owned and maintained by a third-party Cloud Service Provider (CSP) and delivered over the internet.

As mentioned above, 91% of companies already use at least one public clouds service. Common examples include Microsoft Azure, Amazon Elastic Compute Cloud (EC2), Google AppEngine, Office 365 with OneDrive, Google Drive, Box.com, and Apple iCloud. As the most popular model of cloud computing services, providers offer a vast array of solutions, resources, and services to address the growing needs of organizations, no matter your size, industry, or geography.

TOP ADVANTAGES OF PUBLIC CLOUDS:

LOWER COSTS: Your organization does not need to purchase any hardware or software, and the subscription-based payment model affords predictable operating expenses.

OPERATIONAL AGILITY WITHOUT MAINTENANCE: A service provider manages your public cloud infrastructure, which allows your internal IT team to focus on projects that will grow your business. Public clouds offer organizations the ability to test implementations before making significant investments in hybrid or on-premise hardware.

VIRTUALLY-UNLIMITED SCALABILITY: Public cloud service providers make on-demand resources available to meet your business needs or scale, as well as add performance resources when needed, reducing resource consumption during seasonal dips to reduce costs as desired.

HIGH RELIABILITY: Industry-leading service providers have data centers across the globe and built-in redundancies to protect your applications, data, and systems; thereby ensuring the highest availability available.

INSTANT ACCESS TO EMERGING TECHNOLOGIES: Easier accessibility to implement latest software and hardware, opposed to customers on a private cloud who would have to purchase and install them themselves.

HYBRID CLOUD

The Best of Both Worlds

Considered to be “the best of both worlds”, hybrid clouds combine the benefits of on-premise infrastructure (e.g. a private cloud or application server) and public cloud services. In a hybrid cloud environment, data and applications can move between private and public clouds for greater flexibility, performance, and deployment options. Some services like email and VoIP phone systems should not be hosted on-site in case of an unexpected business disaster, hardware failure or power outage. Similarly, hosting large data sets off-premise in a public or private cloud environment can be extremely costly. It's for these reasons that businesses need to strongly consider the balance between operational costs and identifiable fault tolerance a business is willing to tolerate.

TOP ADVANTAGES OF PUBLIC CLOUDS:

CLOUD COST OPTIMIZATION: Hybrid cloud environments allow organizations to more effectively manage their cloud spend by transitioning resources from a public cloud to a private cloud when needed.

INCREASED PRODUCTIVITY WITH SIGNIFICANT COST SAVINGS: With the productivity gains of having a server on-site with the hardware and specifications designed specifically for your business, you can handle all of your users simultaneously. This offers greater cost savings with a measurable return on investment over hosting an applications server in the cloud.

CONTROL: Businesses can maintain a private infrastructure for important data like intellectual property, customer data, and other sensitive assets.

CLOUD BURSTING AND FLEXIBILITY: With a hybrid environment, organizations can take advantage of “cloud bursting,” a process by which an application or resource runs in an on-site private cloud until a threshold is met or a spike in demand initiates a “burst through” from the private cloud to a secure public cloud environment in order to tap into more computing resources. Think online shopping or tax-filing season. This approach offers virtually unlimited scalability and significant cost savings.

IMPROVED SECURITY POSTURE: Sensitive IT workloads run on dedicated resources in private clouds (on-premise servers) while less-sensitive and regular workloads are spread across inexpensive public cloud environments, allowing organizations to reduce capital investments for additional on-premise hardware.

HYBRID CLOUD

For example, one of Next Perimeter's critical high-performance servers is hosted on-premise because a comparable cloud server would cost approximately \$3,500 per month. By managing our server on-site, we can reduce operational expenses and recoup the full price of the server within six months instead of paying \$3,500 per month indefinitely. The disadvantage here is that if the server does go down, we might need to deal with a temporary outage.

However, the server's uptime is between 99.9% - 99.95% which equates between a few hours to 8.77 hours of downtime over the course of a year for scheduled maintenance and service interruptions. The server runs 10x faster, with virtually no latency across users. When we do take down the server for maintenance, we have complete control over the time, how the server is configured, which updates are made, and the interface therein. Businesses often do not have this level of control with a cloud service provider.

12 REASONS YOU NEED TO LEVERAGE THE CLOUD

87%

of IT professionals across 1,000 organizations said they

EXPERIENCE BENEFITS FROM THE CLOUD THAT DRIVE BUSINESS ACCELERATION.

(Cloud Adoption and Risk Report)

41%

attribute business growth to use of the cloud and

30% ARE ABLE TO LAUNCH NEW PRODUCTS, SPEED UP TIME TO MARKET, AND EXPAND TO NEW MARKETS.

(Cloud Adoption and Risk Report)

12 REASONS YOU NEED TO LEVERAGE THE CLOUD

01. FLEXIBILITY AT SCALE:

Cloud services are highly scalable, and your team can increase or decrease resources as needed. If you're an eCommerce business, you may need to accommodate more traffic and users during the holiday season, thereby increasing costs, but during the off-season, you need the ability to reduce performance resources, thereby saving money. With on-premise technology, your only option is to upgrade existing hardware or purchase a more powerful server. Sure, you can always reduce the resources dedicated to a workload, but the manufacturer isn't going to cut your team a check for it.

02. IMPROVED SECURITY:

In stark contrast to the earlier stages of cloud adoption, when companies were apprehensive, filled with fear and doubt about cloud security, McAfee found that the majority (52%) of companies experience better security in the cloud, according to their Cloud Adoption Risk Report. Cloud service providers have the resources to protect their infrastructure and your data in ways that most small and mid-sized businesses cannot.

03. MORE EFFICIENT COLLABORATION:

Collaboration in the cloud, the ability to mingle across geographical parameters, time zones, or even organizational borders; is becoming an ever more critical foundation of business success. With teams being able to work remotely through cloud computing solutions, teams can access, edit, download, upload, and share content at any time. Virtually every cloud service allows real-time collaboration, which means colleagues can work together on the same content or project, iterating more efficiently to complete client deliverables faster. As BYOD (Bring Your Own Device) and the remote/distributed workforce continue to grow year-over-year, employees need to be able to communicate easily between various devices.

12 REASONS YOU NEED TO LEVERAGE THE CLOUD

04. IMPROVED EMPLOYEE PRODUCTIVITY:

Microsoft's study "*Trend Report: Why Businesses are Moving to the Cloud*" – 79% of businesses reported experiencing cost savings, increased employee productivity and/or improved security as a result of using a cloud approach. Cloud technology helps increase productivity because employees can take their work with them and work when they feel most productive. Many cloud-based software companies have phone apps that make it convenient to work on the go and never miss a client's sales inquiry. Most cloud applications have integrations available that allow you to automate routine tasks, receive notifications for sales inquiries, send automated emails for website interactions, update contact records, and extract data that can be utilized to find market trends which your business can capitalize on to capture more customers with less human intervention.

05. AGILITY – ACCELERATE YOUR BUSINESS GROWTH:

According to Harvard Business Review's cloud survey of 527 HBR readers in large and mid-sized companies across a wide range of industries, business agility leads the list of drivers for adopting cloud, with nearly a third of respondents (32%) saying it was their primary reason for pursuing cloud initiatives. The cloud offers the ability for rapid provisioning of computing resources and scaling those resources to align with changing business needs. Organizations can provision the infrastructure and computing resources they need, when needed and then scale back when they are no longer required. That helps reduce costs, as organizations don't have to pay for and maintain resources that aren't needed all the time. The cloud's agile nature also helps companies deploy new solutions and products more rapidly and with greater ease. Businesses can quickly test ideas in the marketplace, gather feedback, analyze big data, and make necessary changes to meet customer demand.

12 REASONS YOU NEED TO LEVERAGE THE CLOUD

06. FASTER TIME TO MARKET:

The cloud allows organizations to decrease the time it takes to provision IT infrastructure, speeding delivery of IT projects that are critical to revenue growth or cost reduction. While a physical server could take days or weeks to procure and provision, a cloud server takes minutes. Faster time to market means faster time to revenue. With real-time collaboration across content, DevOps, streamlined application development, and collaboration across virtually every facet of cloud computing; teams can work more efficiently while remaining strategically align which allows organizations to go-to-market faster.

07. HIGHER EMPLOYEE SATISFACTION:

The reality is that when given the opportunity, most professionals would rather work from home or remote, and there's absolutely nothing wrong with that considering Owl Lab's 2019 State of Remote Work Report study found that remote workers say they're happy in their jobs 29% more than on-site workers. Remote workers reported having better work-life balance, focus, and less stress. Companies that give workers more flexibility are more likely to retain them.

Additionally, the myth that remote workers are less productive has been consistently disproven. In the same study, telecommuters reported working more than 40 hours per week 43% more than on-site workers. Working remotely makes such a difference to employee satisfaction that 34% of U.S. workers surveyed would take a 5% pay cut if they didn't have to work on-site. As businesses across public and private sectors recognize the benefits of adopting more flexible work policies, cloud computing will continue to play a central role in enabling employees to stay connected and productive from anywhere.

08. ABILITY TO LAUNCH NEW PRODUCTS:

The traditional software development cycle has been thought of as long and time-consuming. Here the product must go back and forth amongst development, QA, and deployment or operations teams before it is finally ready for release. The cloud makes the software development cycle more efficient as developers can simply focus on building, testing, and deploying the application instead of worrying about infrastructure demands or maintenance.

12 REASONS YOU NEED TO LEVERAGE THE CLOUD

08. ABILITY TO LAUNCH NEW PRODUCTS:

[cont.] The cloud not only benefits software development companies, but technology is also transforming the global manufacturing economy by digitizing virtually every facet of modern manufacturing processes – called “smart manufacturing.” In fact, the Information Technology & Innovation Foundation reports that digital services such as cloud computing now account for at least 25% of the total inputs that go into finished manufactured products.

Cloud-based computing, alongside other foundational technologies such as next-generation wireless, advanced sensors, high-performance computing, and computer-aided design, engineering, and manufacturing software (CAD/CAE/CAM), represents an essential component of the smart manufacturing revolution.

09. EXPANSION TO NEW MARKETS:

Imagine you own a business in Los Angeles, but you want to enter the Miami market. In the past, your organization would need to rent an office space, hire employees, buy an on-premise server,

and hire a consultant or Managed Service Provider (MSP) to set up the infrastructure of your network, wireless, and firewall. Then there's setting up communications, buying phone hardware, work furniture, the possibility of cosmetic building updates, and a host of other miscellaneous costs that quickly add up.

Today, a business can set up a virtual office in another area for less than \$100 per month, hire a few remote workers, provide training, and hit the ground running using their existing cloud infrastructure. You could mail the employees a work laptop and business phone if required. No matter how you slice it, this approach would save your business from investing 10s of thousands of dollars, if not more. That's hard-earned money that could instead be invested in marketing, sales, and strategic initiatives to help you gain a foothold in that new market.

12 REASONS YOU NEED TO LEVERAGE THE CLOUD

10. CLOUD SOLUTIONS ARE ENVIRONMENT-FRIENDLY:

Socially responsible organizations recognize the benefits of adopting cloud services as a more environmentally friendly practice compared to investing in on-site servers. Cloud data centers take up less space and infrastructure than their on-site server counterparts. With fewer data centers worldwide and more efficient operations, adopting cloud solutions means that less hardware needs to be manufactured, heated, cooled, and less hardware gets discarded or needs to be recycled. Many companies like Google are driving the "green cloud" movement by investing in 100% renewable energy to offset their customers' digital footprint with clean energy, which reduces technology's impact on the environment.

11. RAPID UPDATES AND FRESH RELEASES:

SaaS companies are frequently updating and releasing new versions of their applications. These software enhancements typically offer immediate upgrades to existing features, as well as releasing new features and functions that empower your workers to be more productive. In contrast, proprietary in-house built or

purchased software might release enhancements once, twice, or on a quarterly basis (best case scenario).

12. BETTER DISASTER RECOVERY:

94% of companies suffering from a catastrophic data loss do not survive – 43% never reopen and 51% close within two years.

(University of Texas)

It's a no brainer for smart executives operating in today's digital age: Every business needs an active data backup and disaster recovery strategy to protect their most valuable assets. Whether you experience a natural disaster, power failure, or other crisis, having your data stored in the cloud ensures it is backed up and protected in a secure and safe location. The cloud enables small businesses and startups to avoid the high cost of setting up an on-premise disaster recovery solution.

FINAL THOUGHTS

Despite these advantages, the Cloud Security Alliance has identified several obstacles preventing cloud adoption. First and foremost, security remains a top concern with 73% of organizations reporting that doubts about security are holding back cloud projects. Regulatory compliance and loss of control over IT services tied with 38% of companies reporting these factors are stalling cloud projects. Emerging technologies require specialized knowledge and experience, 34% of companies reported that knowledge and experience of both IT and business managers is a barrier to cloud initiatives. As businesses resolve their security and compliance worries by extending the organization's policies to data in the cloud and invest in the major cloud skills gap, more companies will be able to take advantage of significant benefits that cloud computing services can offer.

The benefits of using the cloud are apparent to us at Next Perimeter, and our trained technicians are experienced and ready to help you identify the best solutions for your business, as well as which type of cloud deployment makes the most economic sense. To learn more, call us today at 888-286-4816.

To assist your team, we've created a list of essential questions when evaluating an MSP as your strategic partner.

TOP QUESTIONS TO ASK WHEN EVALUATING AN MSP AS YOUR STRATEGIC PARTNER

EXPERIENCE

- How many managed services customers do you have in total?
- How many customers do you have that are our size?
- How many people are on your service delivery team?
- What is your "sweet spot" for customer size?
- How many endpoints do you manage?

VALUE

- How do you help customers save money and lower IT costs?
- In what situations will you advise customers to purchase technology that you don't sell?
- How do you help customers plan for the future?
- How do you help customers identify and mitigate vulnerabilities before problems occur?

SERVICE OFFERINGS

- What services are included in your managed services offerings?
- What technologies do you support?
- Do you offer any IT compliance services?
- What SLAs do you offer for incident response, and what is your SLA compliance rate?
- Do you incorporate security into your managed services offerings?
- What security services do you offer?
- What cloud platforms do you support?

TOP QUESTIONS TO ASK WHEN EVALUATING AN MSP AS YOUR STRATEGIC PARTNER

CUSTOMER SATISFACTION

- How do you measure customer satisfaction?
- What is your annual managed services customer churn rate?
- What is your customer satisfaction performance for the past 12 months?

OPERATIONAL EXCELLENCE

- What metrics and reports do you share with customers to demonstrate the status of their environment and incident response effectiveness?
- What's different or unique about your systems management approach?
- Are your support tools integrated into a single dashboard?
- What is the number of daily incidents resolved automatically by proprietary automation?
- How do you audit patch status and remediate vulnerabilities?
- How do you measure and report the success rates for backups?
- What is the first-call resolution rate for calls to the help desk?
- Is your organization SOC 2-certified?
- How do you ensure that technicians are knowledgeable about customer environments?
- How do you ensure knowledge is not lost when staff leaves?
- Do you adopt ITIL or similar excellent practices around IT service delivery?
- How many backups are successfully performed daily?
- How do you know they are successful?

WHAT SETS US APART?

It All Starts in the Cloud

Your .com is what ties your business to the web, allowing you to get your email and collaborate online. Whether you're using Google Workspace or Microsoft 365, Next Perimeter has you covered. Your team can leverage our certified experts for matters concerning your email deliverability, DNS records, licensing concierge, and more.

Your Team and Workstations are Fully Covered

When your team logs into your corporate environment today, what types of protections exist? Next Perimeter, by default, deploys endpoint security and hardware monitoring to every workstation that we manage, ensuring productivity is at an all-time high. Your team will enjoy unlimited round-the-clock support for everyday issues ranging from authentication to hiccups with their equipment.

Battle-Tested SOPs

Whether we will handle all of your IT, or collaborate with an internal team, our procedures have been perfected against millions of business scenarios. Our system has been trained to adapt to each customer as their organizations evolve.

Future-Proofed for Compliance

We know you want your cybersecurity to be reliable, predictable, functional, and cost-effective - that's why we've simplified cyber so it's back-of-mind. By signing up for Essentials, you've created a predictable path toward future compliance needs as our agents can fulfill virtually all requirements they might ask for with simple per-user/device pricing.

Let's Work Together



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About Us

As a leader in cloud-first cybersecurity and IT support, Next Perimeter protects businesses from modern threats, whether in the office or remote. Our Zero Trust architecture and SaaS posture management deliver a secure, optimized endpoint experience without the need for servers or office space.

Our SASE network as a service replaces traditional VPNs with an always-on, secure connection, ensuring high-speed, reliable network security across the globe. Specializing in holistic threat detection and response, we safeguard your digital assets with cutting-edge AI-powered solutions.