

# PERSONAL VIRTUAL OFFICE

The Personal Computer (PC) has been the primary way to run your business for over a decade. Yet with all its versatility and promise, the PC is no longer adequate. In order to be truly versatile and free, you must become unbound from the traditional concepts of modern computing. The evolution of the PC, from Desktop to laptop to tablet shows that people need to be able to work from anywhere, with whatever device they choose. The Personal Virtual Office answers this calling.

## What is the Personal Virtual Office

The Personal Virtual Office or PVO is a complete solution for anyone that wants to access their office from anywhere, on any device without complexity. All that is needed is an Internet connection. The Personal Virtual Office is how work gets done, communication and collaboration takes place, and makes one truly free from the confines of traditional computing.

With the PVO, the IT troubles that can challenge solo businesses and all sizes become problems of the past. PVO uses the strength of a datacenter with the versatility of Citrix to deliver highly available file storage, email, productivity applications, and account management. Concerns about back ups, redundancy, disaster planning, security, and continuity of service aren't gone, just leveraged with the economies of scale that are present in sharing rack space in a datacenter housing large and previously unattainable infrastructure, for the cost of a PVO. The PVO means accessing all pertinent needs of your business on your laptop, desktop, tablet, and smart phone without the costs and risks associated with building such an environment.

## How it works

PVO is the latest evolution in cloud based computing that relies on both .NET (Microsoft) and Citrix technologies. The platform that runs PVO is based in a Fortune 500 level datacenter which meets SAS70 II Certifications. Simply put, PVO provides access to resources that are typically only enjoyed by large companies with tons of computing power. Within the PVO, all files and settings are backed up in a triple redundant environment. A full time engineering staff maintains the systems, servers and software to manage the PVO for usability and improvements.

PVO's require secure connectivity for access. They need 128 bit encryption to provide secure online access from any Internet connection. This means that interaction with your PVO is secured to industry standards so outsiders cannot "listen in" to your session. This technology is made available through Citrix Xenapp Services and allows you to use any device to log in, and access files, programs and settings. The PVO is built upon collaborative technology principles such as Platform as a Service (PaaS), Software as a Service (SaaS) in which all IT needs are met by a simple fixed cost model. By leveraging these principles and providing *one on one personal support*, separate service offerings that were once delivered as is, are now provided without the "fend for yourself" realities of poor customer management caused by typical self help support methods of free



service offerings.

## Who uses a PVO

PVO can be used in virtually any solo to medium sized business environment that relies on IT to be successful. The PVO removes up front costs, and streamlines the IT process in order to meet these needs. The PVO can be customized to meet specific application platforms, and multiple users. Customized group access, public and private file storage, and specialized applications are what make the PVO a perfect option for entrepreneurs, freelancers, consultants and all other independent professionals. From solo businesses to small and medium, each individual/business has the ability to leverage the PVO to his/her needs and work freely from wherever she likes.

## Why PVO

Customization, fully backed up and secure, along with ease of use and the ability to scale to the needs of a solo business make the PVO the next evolution in modern business IT. With competitive pricing and unlimited support options, the Personal Virtual Office is responsive to the needs of the freelancer, cutting overhead costs and initial investment needs. Simply sign in and go.

The PVO is the core of the BOTH Freelancer Total Support offering and includes a hosted Microsoft Office Suite, as well as ample storage for documents and archives. Other professional software is optional. BOTH's PVO serves as the back office nerve center for each client. The infrastructure enables the client to interact and collaborate with his or her Personal Business Advisor, accounting services, the banking relationship, etc. The combination of this flexible portal and the support provided by the Personal Business Advisor, eliminates administrative, operational and IT hassles that a freelancer commonly has.

*Back Of The House (BOTH) provides Freelancer Total Support™ including self incorporation, health & retirement benefits and 1 stop back office services.*