Frank Bennett Author and Consultant Talks About the Cloud, iCloud and His Books.

Author: Ian Charles

Frank Bennett, <http://www.frankbennett.co.uk/> pilot, fitness fanatic and IT consultant has enjoyed a long and successful career in IT starting in the mainframe days, going through storage and client server and for the last 10 years has focussed on what started as Software as a Service (SaaS) and has developed into what we now call the Cloud. Frank’s credentials are impressive; having enjoyed great success through the mill of the major corporates that for so long were the IT industry, he started his own SaaS business and built it from concept to over a dozen employees followed by trade sale. Now Frank makes a living owning a business called iCloud, a publishing company that also offers consulting mainly to large corporates telling them what to expect from the Cloud, showing them how this will impact their businesses and so putting them in a position to benefit from it.

Through iCloud Frank has turned his hand to writing two books, the first of which, Thinking of Selling Office 365 began life 3 years ago when the Microsoft BPOS (Business Productivity Online Services) was brought to market. The book was commissioned by Microsoft to build an awareness of the product, what it does and how it benefits end users. Over the intervening period, BPOS has developed into Office 365 and the book has been updated and revised to reflect the evolution of the product as both an offering and attendant user benefits. It remains available through the Microsoft Partner Portal where it is provided for use by the reseller partners; it is however deeply buried and so hard to find we know of many such resellers who are unaware even of its existence.

Frank’s co-author Dan Lewis is a trainer working mainly with Microsoft delivering training on both server operating systems and applications such as SharePoint and Exchange. Dan provides a useful technical foil to Frank’s commercial mindset plus deep knowledge of the IT supply chain to create a book that is written for non-technical people to understand how the product works and what it delivers. The book was originally written to assist Microsoft’s own resellers but will offer anyone needing a deeper understanding of Office 365 and what it will bring to their business, whether their job is commercial, general managerial, sales or financial.

The other book, Thinking of Using Google Apps was commissioned by Google to address the benefits of adopting Google Apps by all types of organisations. This book has less history and so there seems less to sat about it; that does not diminish its importance not least as an illustration of an alternative to Microsoft.

Any move into the cloud involves a loss of on premise equipment which gives the impression the client is losing control of their data. There has also been much disinformation and much wrong-headedness about potential security pitfalls of such a move and reading these books will give illustrate how to control these factors and so realise all the benefits moving into the cloud will bring.

Avoidance of capital expenditure, flexibility, agility and control of costs of their IT are the business drivers behind adoption of the cloud plus the innovation in IT that the cloud will deliver. The cloud is a seismic shift in the mechanics of IT delivery and these books show how a client will benefit from making the move.

Both of these books are now available as a free of charge download by registering at our website <http://www.managedserviceexpert.com/>

<http://youtu.be/cUqAwU3SWzw>