EFFORTLESS

EFFORTLESS **SERVICES**

Complete Solution

SUITE

Top 2016 Healthcare IT Goals

Software and Operating System Updates
Ensure staff all are utilizing latest versions.

Reducing Capital Expenditures
Eliminating expensive equipment purchases

16%

14%

29%

23%

Advanced Security
Protecting PHI with advanced data privacy tools

Disaster Recovery & Data Back Up
Improve DR & Backup

8%

10%

Productivity Improvements
Staff empowering collaboration tools

Reducing IT Labor Costs
Cutting cost of labor with cloud computing

Founded by an engineer and his team, who have worked together serving healthcare companies for over 20 years!

We Are Cloud Solutions Providers

- Founded in 2010
- One stop cloud-based desktop, server, and security solution

Built By Engineers, Not Sales People!

- Born from a need for a product that could make the end user experience better in the cloud than it would be otherwise

EFFORTLESS

EFFORTLESS
CLOUD SERVICES & SECURITY

Clients Tend To Be
- Small & Mid-Sized Organizations
- Operating On Tight Budgets
- Concerned About Data Privacy
- Have More Than One Location

"The difference in our support is that we take on the mindset that the customer has no IT expertise. As such, we are prepared to do everything from the discovery, through the migration planning and execution, and on to end-user support. Any IT expertise they do bring is a bonus – because it is not expected."
-Ben Gayheart, Founder & President

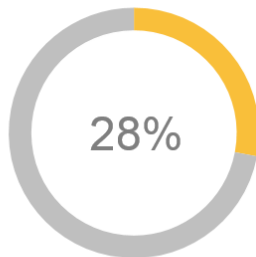Tiny but mighty – this device comes in at only 5 inches long, less than 6 inches tall, and about an inch and ½ wide.

- 4 USB ports
- Rich multimedia playback
- HD audio
- Multiple monitor support
- ONLY 6-12 watts of power!

◄ A seamless solution with dynamic features and a performance that will meet the needs of any environment

◄ Eliminates need for running, managing, maintaining or securing enterprise desktop computers while still delivering high-end user elements

EFFORTLESS

EFFORTLESS **WIFI**

- Fixed monthly fee
- Remotely managed by our crew
- Enterprise reliability
- Advanced Features and Flexibility
- Part of clients internal compliance policies
- Increased security
- Secure guest access

YOUR FLIGHTPLAN

Planned migration to go-live with your custom cloud

STEP 9

SUPPORT
Support staff will be ready 24/7 to answer questions and provide industry-leading service.

STEP 8

GO-LIVE
Your entire business team will now access their desktops using your personalized Effortless Cloud solution.

STEP 7

MIGRATION
Our migration process uses algorithms that secure your data and keep all settings and access pathways preserved.

STEP 6

TRANSITION
We introduce your team to their new Effortless Cloud. When your team masters the basics, your business will be positioned to fully appreciate the power of the Effortless Cloud.

STEP 5

TEST FLIGHT
Your test pilots can explore your custom cloud and identify concerns before they become problems.

STEP 4

CUSTOM CLOUD
Twenty-four hours after approving your migration plan, we start constructing your custom cloud.

STEP 3

PLANNING
We create an easy-to-follow, migration handbook with details about your timeline for testing, migration, training, and go-live date.

STEP 2

ASSESSMENT
Based on the results of these questions and profile interviews, we will deliver a comprehensive work plan with a final cost estimate.

STEP 1

KICK-OFF CALL
A Senior Migration Engineer will call to briefly review your goals and expectations.

EFFORTLESS

CLEARSKY MIGRATION

Critical infrastructure and a clean, fresh start

What is ClearSky Migration

- Exclusively available to Effortless Office clients
- The ClearSky environment goes above and beyond green-fielding
- Every Effortless Cloud is developed in a totally new environment
- Eliminates legacy system malfunctions
- Refreshes and proactively monitors computing environment

EFFORTLESS
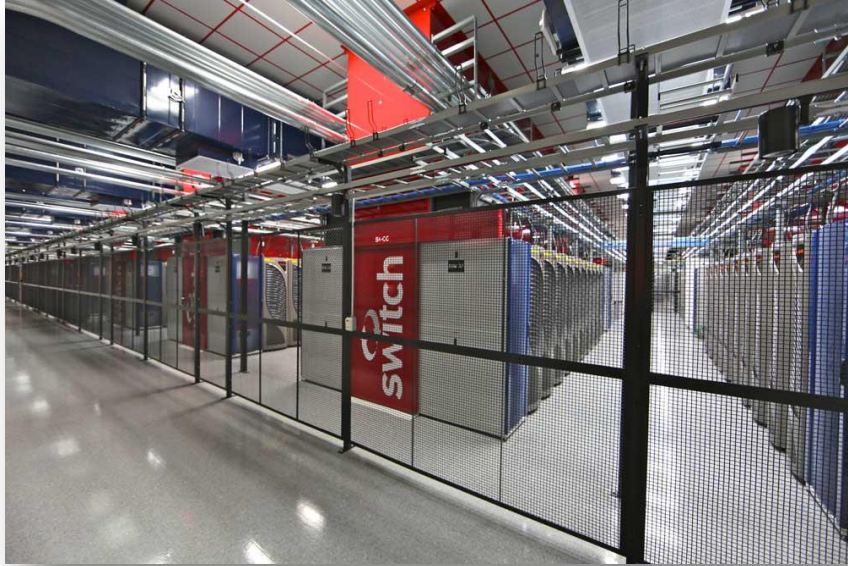
Switch SUPERNAP

Collocated Data Center

- 100% Uptime
- Switch SUPERNAP is the only Uptime Institute TIER 4 Gold facility-certified colocation data center in North America.
- Your data will be protected by biometric systems, key card protocols, digital surveillance and recording, bullet proof-walls, and armed guards!

Advanced Security

DEFENSE

Defend Every Attack:
- Security-as-a-Service
- Built around the same technology that protects the Effortless Cloud

The Facts:
- 61,000 cyber-security breaches in 2014
- OCR has 5,481 open HIPAA Breach Cases as of Dec 1, 2015.
- 10% to 15% of home computers globally are already infected with botnet crime-ware
- OCR - 253 breaches affecting 500 individuals or more w/ a combined loss of over 112M records

Threat Landscape

DEFENSE

Top 10 Healthcare Data Breaches 2015

Organization	Records Breached	Type of Breach
Anthem Blue Cross	78,800,000	Hacking / IT Incident
PREMERA BLUE CROSS	11,000,000	Hacking / IT Incident
Excellus	10,000,000	Hacking / IT Incident
UCLA Health	4,500,000	Hacking / IT Incident
mie MEDICAL INFORMATICS ENGINEERING	3,900,000	Hacking / IT Incident

Threat Landscape

DEFENSE

Top 10 Healthcare Data Breaches 2015

Organization	Records Breached	Type of Breach
CareFirst	1,100,000	Hacking / IT Incident
DMAS	697,586	Hacking / IT Incident
Georgia Department of Community Health	557,779	Hacking / IT Incident
Beacon Health System	306,789	Hacking / IT Incident
DJO Global	160,000	Laptop Theft
2015 Total	111,022,154	(almost 35% U.S. population)

Effortless Difference

DEFENSE

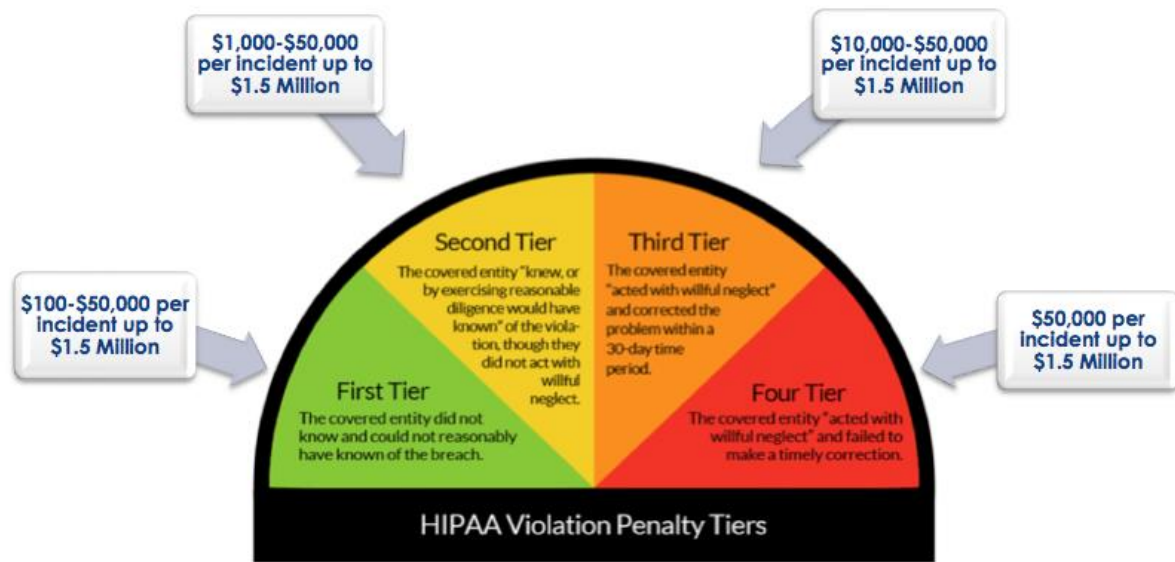|	EFFORTLESS DEFENSE	MASERGY	FIREEYE	DAMBELLA	TREND MICRO	ANTIVIRUS + IDS/IPS
INBOUND: Analysis and prevention of inbound threats (Malware, infected objects)						
Known malware detection (signatures & heuristics)	✓	✓	✓	✓	✓	✓
Dynamic, on-demand analysis of malware, torjans and droppers (sandbox)	✓		✓	✓	✓	
Dynamic analysis of documents with embedded exploits (PDF, Office Docs,...)	✓	✓	✓	✓		
Detailed forensics for both malware binaries and web threats (exploits)	✓	✓	✓			
High resolution malware analysis (monitoring execution from the inside)	✓	✓				
Support for multiple OS (Windows, MAC OS, Mobile)	✓	✓		✓		
Collect live threats via customer crowdsourcing	✓	✓	✓	✓	✓	✓
Collect live threats via active threat discovery	✓	✓				
Flexible malware analysis in the Cloud	✓	✓		✓	✓	
Multi-method engine with machine learning	✓	✓				
Integrated web and email detection	✓	✓				
Workflow of mitigation and remediation	✓	✓				
Anti-evasion and anti-armoring technology	✓					
Behavioral Analysis based on Machine Learning as opposed to signature / rules based learning	✓					
Advanced Persistent Threat and Malware detection with Sandbox detonation to protect Customer Environment	✓					
INTERNAL: Outbound, Lateral, Network visibility, blocking of C&C connections and data leakage						
Content rules and signatures to block known, malicious traffic	✓	✓	✓	✓	✓	✓
Reputation analysis (URLs, Ips) to block traffic to known bad sites	✓	✓		✓	✓	✓
Identifies anomalous network activity (domain generation, fast flux)	✓	✓		✓		
Detect and block attack behavior (spam, DoS)	✓	✓		✓	✓	✓
Abstract malware communication pattern detection (network fingerprints)	✓	✓				
Multi Vector Inspection of Web Traffic, Email Traffic, and File Sharing Traffic within the most trusted zone of the network	✓					
Detects Lateral malware propagation that evades perimeter security controls	✓					
Rapid containment and remediation to reduce long term exposure	✓					
CONFIGURATION FLEXIBILITY						
Deployment Options	✓	✓	✓	✓	✓	✓
Proprietary hardware appliance	✓	✓			✓	
Virtual appliance (for specific environments)	✓	✓				
On-Premise: Customer facility or Colocation Data Center	✓	✓				
Platform is built on a restful API architecture and can easily integrate with existing security services	✓					
Agentless deployment without adding load to compute or latency to network	✓					
SUPPORTED NETWORK SPEED						
>20 Mbps egress	✓					
100 Mbps egress	✓	✓				
1 Gbps egress	✓	✓	✓	✓	✓	✓
10 Gbps egress	✓	✓		✓	✓	✓

ENCRYPT

Enjoy the security of encrypted mail

Encrypted email with Effortless Encrypt can help your clients avoid fines, penalties, and the negative publicity that comes with violation of regulations such as HIPAA, HITECH, GLBA, and State Data Security Laws.

- ‹ Fast, easy, simple to use
- ‹ Send secure email to anyone
- ‹ Guaranteed secure replies