Leveraging the Cloud for Business Efficiency

vCIO Lunch and Learn | July 16, 2015

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Agenda
Leveraging the Cloud for Business Efficiency

- Cloud Concepts
- How will the Cloud help my business
- Which type of Cloud
- Where does my business fit?
- Security in the Cloud
- Choosing Cloud Provider
- Cloud Migration
Snapshot

• Leading managed services provider; regionally based with national reach

• Founded in 1995, privately held. Headquarters outside Washington, DC.

• Microsoft/DELL Solutions Consulting, Managed Services, and Enterprise Information Technology Management for two decades

• Extremely service and process focused
Recognition

• DELL Partner of the Year (FY 2015)

• 2014 DELL/SonicWALL - Security Better Together - Partner of the Year

• Talkin’ Cloud 100 – World’s Top Cloud Service Providers

• Named “Best Places to Work” – Washington Business Journal

• MSPmentor – Top 20 Managed Service Providers for the past 4 years

• MSPAlliance Accreditation

From L to R:
Bill Rodrigues, VP-GM, North America Sales
Cheryl Cook, VP of Global Channels & Alliances
David Eisner, CEO, Dataprise
Jim DeFoe, VP, Dell North America Channel Sales
What is the Cloud?

Cloud computing refers to the practice of transitioning computer services such as computation or data storage to multiple redundant offsite locations available on the Internet, which allows application software to be operated using internet-enabled devices.

Clouds can be classified as public, private, and hybrid.
Where is the Cloud?
How will the Cloud help my business?
Born in the Cloud?
Competitive Advantages

- Increased business agility
- Significantly reduced deployment times
- Virtually unlimited performance and scalability
- Enables you and your IT Services partner to focus on increasing business efficiency, rather than worrying about infrastructure
- Increased uptime
- Access to features that would otherwise be cost prohibitive
- Disaster Avoidance
Financial Advantages

• No capex
• Pay as you go
• No infrastructure licensing costs
• Reduced management costs
• Reduced building, HVAC & Electricity costs
Which Type of Cloud?
Types of Cloud Services

- Software as a Service (SaaS)
- Platform as a Service (PaaS)
- Infrastructure as a Service (IaaS)
Software as a Service (SaaS) is software that is deployed over the internet. With SaaS, a provider licenses an application to customers either as a service on demand, through a subscription, in a “pay-as-you-go” model.

SaaS is a rapidly growing market and SaaS has become commonplace within most organizations.
Software as a Service - Pros

Pros:

• Very low startup costs
• Basically zero deployment time
• Pay as you go and grow
• No infrastructure management or costs
• Free software updates / no software maintenance costs
• Mobility, employees can work from anywhere
Software as a Service - Cons

Cons:

• Not as flexible
• Potential Integration issues
• Lack of backend access
Platform as a Service

Platform as a Service (PaaS) brings the benefits that SaaS bought for applications, but over to the software development world.

PaaS can be defined as a computing platform that allows the creation of web applications quickly and easily and without the complexity of buying and maintaining the software and infrastructure underneath it.
Platform as a Service - Pros

Pros:

• Zero capital expenditure
• No infrastructure management
• Basically zero deployment time
• Pay as you go and grow
• Allows software developers to focus on development rather than infrastructure
• Improves speed, flexibility and agility
• Basically unlimited scalability and performance
Platform as a Service - Cons

Cons:

• Is your code compatible?
• Can your code handle constant platform upgrades?
• Not as flexible
• Potential Integration issues
• Lack of backend access
• Performance?
Infrastructure as a Service (IaaS) is a way of delivering IT infrastructure – servers, storage, network and operating systems – as an on-demand service.

Rather than purchasing servers, software, datacenter space or network equipment, companies instead buy those resources as a fully outsourced service on demand.

IaaS can be Public, Private and Hybrid.
Infrastructure as a Service - Pros

Pros:

• Zero capital expenditure
• No infrastructure management
• Reduced deployment time
• Pay as you go and grow
• Lowers the Total Cost of Ownership (TCO)
• Basically unlimited scalability and performance
• Removes the reliance of IT services on your office building!
• Increased uptime and disaster avoidance
Infrastructure as a Service - Cons

Cons:

• Lack of control or access
• IaaS can be expensive
• If connectivity to the cloud drops, the business is down
• Someone still has to manage operating systems and applications
Where does your business fit?

- SaaS?
- PaaS?
- Or IaaS?
Security in the Cloud
Is the Cloud Secure?

- Bigger question – is your in house IT secure?
- Most Cloud Providers are much more secure than the average internally hosted IT infrastructure.
- The size of some Cloud Providers makes them a target. i.e. Apple, Google, Microsoft, etc.
Public Cloud

- Generally accessible from the Internet via a portal
- Multi-Tennant – shared with other companies and separated logically
- Can be provisioned quickly via a credit card purchase

Pros:
- Fast provisioning, lower cost.

Cons:
- Security*, Performance*, Lack of flexibility
Private Cloud

- Single-Tennant – Dedicated to a single company
- Optional internet facing portal to provide self service
- Longer provisioning time due to dedicated hardware being utilized

Pros:
- Guaranteed performance, flexibility, security*

Cons:
- Higher cost, longer provisioning times.
Hybrid Cloud

- Some resources are still hosted in-house
- Connectors are implemented to allow for migration of workloads between onsite infrastructure and cloud infrastructure
- Hybrid configurations can utilize Public or Private Cloud infrastructure

Pros:
- Flexibility to move workloads, can be configured as Production and DR, high level of flexibility. Can cater for low latency requirements.

Cons:
- Still relies on onsite infrastructure, management costs, etc.
Choosing a Provider
Questions to ask Providers

• What is your pricing structure?
• How are your services secured and how is my data separated from other companies?
• Where is my data located?
• What happens if you lose my data?
• What customer support services do you offer?
• What is your uptime/downtime history and SLA’s?
• How will I access your services?
• Can you provide a Cloud Readiness Assessment?
Compliance and Certification

• What security and process certifications does the Cloud Provider have?
• Which of those certifications are critical to your own auditing practices?

Some of the Certifications to look for:
SSAE16, MSPAlliance, PCI DSS, FISMA, FedRAMP, ISO27001
Cloud Migration
Is my business ready?

- Connectivity is key!
- Are my applications ready?
- Do I have stakeholder buy-in?
- Do the stakeholders know what the Cloud provides?
- Perform a Cloud Readiness Assessment!!!
Migrating to Cloud Services

• Is migrating to Cloud-based services easy?
• Are there tools to assist?
• Certain providers say they will migrate me for free!
• How long will it take?
• What impact will it have on my business?
Conclusion
Efficiency Gains

• The cloud *is* more reliable! Less downtime, more productivity.
• Risk and responsibility shifts to the provider.
• Good cloud providers are audited by 3rd parties which helps with your business compliance objectives.
• No more costly projects to renew server hardware.
• More focus on strategic IT initiatives rather than infrastructure support.
Q & A