Hidden in the Cloud: Your Competitive Edge

Reallocating part of your IT budget to cloud computing could liberate 35% to 50% of what you spend on legacy operations*

Tim Burke, CEO & President of Quest

According to Gartner, the "average" IT organization devotes almost two-thirds of its budget to day-to-day operations.

In my experience, plenty of organizations spend even more than that on getting by day-to-day — and they won't see their IT budgets increasing anytime soon.

Companies can't remain competitive unless they find a way to take advantage of newly emerging information technology capabilities.

An unprecedented opportunity, cloud computing, enables small and mid-size businesses to field IT capabilities and applications as leading-edge and profitable as any, and they can become as cost-efficient and competitive as any other company.

Transformed by the Internet

Cloud computing is neither new technology nor a new delivery model. It's a tried-and-true approach that utilizes the universality of the Internet.

Pre-Internet versions of cloud computing have been around for decades. Before the Internet, users of managed services had to pay a premium for network bandwidth of sufficient speed. Now, ubiquitous and inexpensive high-speed Internet access has been combined with hardware and software virtualization techniques to enable cloud computing services that provide just about any IT solution.

Cloud Computing Defined:

the practice of using a network of remote servers hosted on the Internet to store, manage, and process data on a subscription or pay-per-use basis, making hardware purchases unnecessary

Implementing cloud computing can boost your bottom line by:

- *Reducing capital expenditures.* Monthly fees coming out of your operating budget, not CapEx.

- *Spending less on IT operations.* You only pay for the technology you use. The money you once spent maintaining the resources necessary to handle occasional peak loads can now be devoted to innovations that differentiate your business from your competitors.

- *Leveraging resources and skills your cloud services provide.* They field hardware, software, and skillset resources for you. So when it's time to scale up, or you need additional technical expertise, your cloud services provider can respond quickly.

- *Improving your IT security, privacy, and availability.* The best cloud services providers operate multiple data centers built with leading edge virtualization technologies that enhance your IT security, ensure privacy, and increase the availability of your data and applications.

Learn more about Quest's Cloud, Managed & IT Customized Services

Invest in the Capability, not the Product®
800.326.4220 | www.questsys.com/CloudServices

*Source: http://www.gartner.com/newsroom/id/1526414

What kind of cloud computing works best for a business?

It's easy — too easy — to get lost in cloud computing techno-babble. Once you've decided which IT capabilities you want to offload to a cloud, what matters most is whether the cloud service you choose can really handle business needs.

I prefer a simpler way to describe today's cloud computing landscape: consumer clouds versus business clouds.

Consumer clouds. Consumer-oriented cloud services, such as those offered by Amazon or Google, make resources like data storage available over the Internet to the general public.

The cost is low, and accessing a consumer cloud service takes mere minutes. However, there are limited options and inadequate control. The ability to scale and customize use of consumer cloud services can be constrained. Assurances of security, privacy, and compliance necessary for a business may be skimpy. And the one-size-fits-all service-level agreement may not deliver the reliable availability & flexibility a business requires.

These factors might not matter to consumers, but they can quickly become deal-breakers for a business.

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Business clouds. Fortunately, the right business-focused cloud services can deliver a far more flexible and agile IT infrastructure that you pay for monthly, like a utility.

Do you want a lower-cost, shared hosting service in which your applications and data reside on isolated virtual machines located on the same server as other customers' data — or do you want the provider to dedicate data storage or servers just for you? What sort of service availability is necessary for your business? What level of security and compliance mandates must you meet?

The importance of customization & flexibility

Cloud computing saves you from much of the complexity inherent in today's information technology. But some providers may want to sell you a cast-inconcrete service package and then walk away.

I recommend looking for a cloud services provider who will take the time to understand your objectives. Without sacrificing affordability, the right cloud services provider should always be able to work seamlessly with your staff, systems, policies, and procedures to design, deploy, and support the exact service solution your business needs to compete and grow.

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