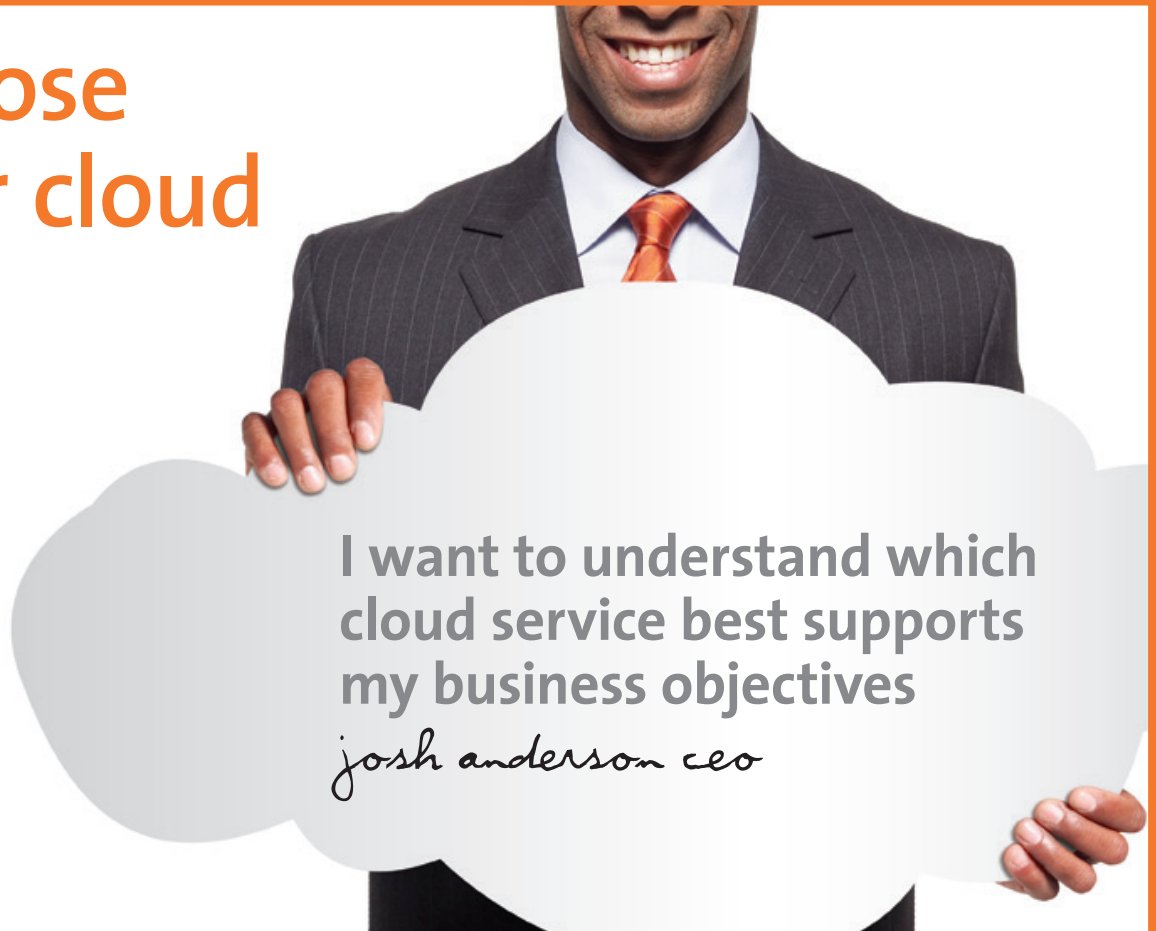


Choose your cloud



I want to understand which
cloud service best supports
my business objectives

josh anderson ceo

Private, public or hybrid, we help you decide

Cloud computing is rewriting the story of IT service provision – and consequently, the way business operates. Driving operational efficiencies, reducing costs, sparking collaboration, and speeding time to market are just a few of the many powerful benefits cloud offers. But amongst all the chatter, it's important to remember that there is no mystical cloud utopia. Instead, cloud's intrinsic flexibility means you can mould its capabilities to meet your current and future business needs, precisely.

How can you ensure you get the cloud benefits you really want?

Cloud computing's core business benefits can be achieved via several paths and there's a debate raging about which is the best route to take: a public cloud, a private cloud, or a hybrid solution that incorporates the best of both?

This Avanade Point of View will shine a light on the relative merits of each option to help you get cloud the way you want it.

How to be cloud savvy

Every size of company, in every industry sector can gain huge benefits from using cloud technology – whether public, private or a mix of both via a hybrid on-premise service. We believe that making the best choice hinges on developing a robust cloud adoption strategy. And because each customer situation is unique, it must take into account your business objectives, operational issues, security and industry or government regulations on data privacy and others. By doing this before embarking on technology roadmaps, organizations will maximize the rewards and ensure they create a long-term adoption roadmap that is defined by the needs of their business, not technology.

What's the difference between private and public cloud?

What differentiates the public cloud from the private cloud is the issue of multi-tenancy. With the public option your cloud is not entirely your own because large numbers of IT resources are being shared by many organizations across the internet. This model offers huge benefits in terms of cost efficiencies, collaboration and agility, but for some organizations, it also raises questions – sometimes unnecessarily – about security or data privacy.

On the other hand, private cloud offers IT resources solely for the use of your organization. And you can house your private cloud on-premise, in your data center (using wide-scale virtualization and automation), or have it hosted off-premise by a cloud service provider. Private cloud provides many of the benefits of public cloud computing such as self-service, scalability and charge-back options with the additional control and customization that comes from having dedicated resources at your disposal. It can deliver greater flexibility, however, which might make it prohibitively expensive for some organizations as economies of scale erode.

Cloud the way you want it

The real beauty of cloud computing is its flexibility and inherent ability to be structured exactly the way you want. A hybrid cloud provides the best of both worlds allowing you to divide IT into two areas: that which adds value to your business or helps differentiate you in the market, and that which supports business as usual activities. With hybrid you can therefore have commodity IT services and business differentiators delivered via the cloud, and others remain on site.

This is a great solution for companies who want to generate cost savings from sending more general computing functions to the cloud, while retaining certain business critical applications or sensitive data in-house. Financially it also makes sense to move elements of your environment to the cloud as they reach end of life to save reinvestment costs in new infrastructure.

If you are an investment bank you might, for example, run standardized software such as email via a Software-as-a-Service (SaaS) provider, while maintaining your bespoke trading applications in-house with developers and support personnel instantly on hand to tweak functionality or resolve issues.

Security and the cloud

Since Cloud computing first came to the fore there has been much debate about security risks particularly from accessing corporate data and business critical applications over the internet. Aside from any concerns that might arise about the technical and operational aspects of cloud, we advise our customers to take into account any additional considerations that need to be made for data that is regulated by external authorities. Doing so early will help you avoid selecting an inappropriate cloud model that could be expensive to modify.

Our approach, which centers on developing a cloud strategy first before considering the models of implementation, helps to mitigate risk. To preclude security violations, this strategy should account for your organization's tolerance to risk, the quantity and types of data or other intellectual property that are managed, and the service provider's ability to comply with specific regulations for data protection within your industry.

Why move to the cloud?

The benefits of going public:

- Reduce time to market
- Improved cost visibility
- Develop new business models – with IT charge-backs
- Enter new markets at lower cost
- Increase agility
- Boost inter-organization collaboration
- Move from a capital to operational expenditure model
- Modernize your application portfolio
- Handle variable demands with more scalable, elastic IT
- Enable high performance computing

While both public and private clouds deliver many of these benefits the public model provides the best opportunity to attain them.

The benefits of going private:

Some of the benefits generated by the public cloud may not be as profound with a private cloud solution, but other powerful advantages compensate for this, including:

- Increased operational control
 - Reduced risk
 - Better IT visibility with a more straightforward service provision model
 - Greater flexibility in contract terms and conditions which facilitates a future move to public cloud
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The Avanade advantage

We take a holistic approach to designing cloud solutions for our customers, making business objectives our primary concern. Our Cloud Strategy Solution begins by formulating your cloud strategy, followed by a review of your applications to ensure that the best opportunities are quantitatively analyzed. Finally there's an in-depth assessment to ensure business case and technology fit.

Because we believe each organization's cloud requirements are unique, we offer solutions that cover the entire IT spectrum:

Infrastructure-as-a-Service

Storage, computing hardware and networking can all be moved to the cloud, reducing the level of capital investment needed to keep equipment up to date. And because it's owned by your cloud service provider they take responsibility for running and maintaining it, you simply rent the capacity you need and free your IT staff for front line and strategic activities.

Platform-as-a-Service

A convenient way to package computing hardware, storage and networking with reusable services, operating systems and systems management provided over the internet as a platform to run your applications. With capacity available when you need it and paid for only when you use it, this is an extremely cost-effective way to support existing applications and to develop and test new ones.

Software-as-a-Service

Enjoy the freedom and savings that come from having your applications hosted and available, on demand. It's particularly attractive in software services such as CRM and email with office productivity tools like Office 365 where the software is commoditized but the user base is large. Some of our customers have seen savings of over 50 percent in operational costs.

Our cloud credentials

We've built an enviable pedigree in designing, deploying and supporting clouds for thousands of customers across diverse industries from manufacturing to retail, insurance to utilities. We're able to create uniquely tailored environments for all our customers because of our deep technical heritage and systems integration capabilities, our thought-leading people, and our industry-oriented expertise.

Driving up business performance and collaboration at Hyatt

Hyatt operates over 400 global properties, with a highly distributed IT infrastructure. They wanted to simplify their IT environment and make it less costly and time consuming to manage. In addition, they wanted a more effective way to communicate and collaborate while also improving systems performance and up time.

With Hyatt we assessed the market for high-performance mail solutions to find a comprehensive solution that addressed all their needs. They implemented Microsoft Business Productivity Online Services (BPOS) giving 57,000 employees access to this new communications hub with its in-built security. Our on-site project managers and support staff are overseeing the extended rollout of BPOS too.

Microsoft SharePoint Online allows Hyatt's sales teams across over 350 sites to collaborate freely with each other and with customers which has boosted satisfaction levels. Microsoft Exchange Online gives computer access to all employees, even those in deskless roles such as housekeeping. This cloud solution also means Hyatt can continue to work efficiently using its decentralized IT model that allows them to manage its extensive estate. And from a financial perspective, the organization is expected to achieve a TCO reduction of 30% against the previous system.

The Avanade approach

Avanade has a proven track record in devising cloud strategies and deploying tailored technological solutions to help customers realize better business results – faster, at lower cost and with less risk.

Born from a partnership between Accenture and Microsoft we have the strength of both in our business consulting and technology expertise.

Our people work with customers in more than 25 countries to help them achieve their business goals through the innovative use of technology. We are dedicated to using the Microsoft platform to help you embrace change and it shows. We are Microsoft's worldwide 2010 Enterprise Partner of the Year 2010, an award we have won for the last three years running.



About Avanade

Avanade provides business technology services that connect insight, innovation and expertise in Microsoft® technologies to help customers realize results.

Avanade consultants apply unsurpassed expertise in the Microsoft platform to create innovative solutions that enable large organisations across all industries to improve performance, productivity and sales.

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