



## The 101 Guide to The Cloud

### Using Cloud Computing

Cloud computing delivers flexible applications, web services, and IT infrastructure as a service, over the Internet, using a utility pricing model. Cloud computing allows businesses to instantly scale their technology requirements to meet new demands. The Cloud is a cost-effective approach to technology because businesses don't need to make usage predictions, upfront capital investments, or over-purchase hardware or software to meet the demands of peak periods.

With the right approach, cloud computing can work for any size organization. The industry has seen the highest uptake from startups and tech savvy developers, however, enterprises are starting to adopt cloud computing. Examples of this include pharmaceutical companies using the Cloud to perform drug research analysis and online retailers trying a new strategy for surges in seasonal website traffic.

As you move into any new technology, it's important to understand the benefits or use cases it offers. It's imperative to carefully plan the implementation of cloud technology to ensure maximum ROI.

## Steps to Implementing a Cloud

### 1. Plan and Be Realistic

The most important first step when implementing a cloud solution is to establish clear and realistic goals. Approach the planning process with patience—don't try to do too much too soon. Also, you should consult key internal stakeholders at the outset of any cloud implementation. This includes legal advisors and indemnity insurers to ensure full protection if a data breach occurs. Other internal stakeholders, including those who sign off on technology purchases (e.g., the CEO in a small or medium business and the IT Director in a larger organization) must also be consulted.

### 2. Identify the Problem

Once the objectives have been outlined, take inventory of your applications and consider which ones should be moved first. Next, identify the in-house expertise available to support the migration. A thorough assessment of the applications to be migrated to the Cloud is crucial before any investment is made. Consider which applications are best suited for the Cloud and why.

One approach is to determine where you have the most IT pain today and where you stand to gain the biggest benefit from the Cloud. Another approach is to migrate less "risky" applications—those that are not core to the business or customer facing first. You may want to start testing the Cloud with a low risk or legacy application that needs to be refreshed. This will give your team time to learn more about working with the Cloud.

Implementing cloud does not have to be a complex project. Complexity, or simplicity for that matter, will be dictated by the planning that goes into the project prior to start, the chosen cloud provider's approach to migration and setup, and the type of applications to be migrated.

### 3. Choose the Right Partner

Choosing the right cloud partner is another key component for ensuring a successful and long-term partnership. Be sure that the Cloud provider is going to support you. They should care about your success and share in both your achievements and your challenges.

Key questions to ask a cloud provider during the selection process include:

- How long has the company been offering cloud services?
- Is the company profitable? If so, for how long has the company been profitable?
- Does the company provide a reliable and secure service? What compliance and controls are in place for the service?
- Does the company provide 24/7 technical support? Are there additional costs associated with the support provided? What is included in the company's technical support? How many support techs are on the support team?
- What technologies does the company's Cloud service support?
- Does the company have a product roadmap they can share?
- What is the service level agreement associated with the service?
- Does the company require a long-term contract to sign up for the service? Are there any setup costs associated with sign up?
- Are discounts available for high volume usage? If so, at what volume levels?
- Does the company require a minimum monthly spend?
- Is there a free trial period offered with the service?
- Does the service enable mobile access?

### 4. Implement "The Cloud"

After you've selected your cloud provider, and identified which applications you want to migrate first, it's time to begin your implementation. Email is usually a good place to start because it is one of the most painless IT applications to migrate. You can also try your email in the Cloud in a phased approach starting with a handful of users to pilot the program before fully committing. The Cloud is painless to try before you buy because the purchasing process is simple and there are no long-term commitments.

After the pilot program, reassess how the Cloud is working for your business needs. If everyone is happy with the performance and cost benefits, it is time to work with your cloud provider and begin a broader deployment.

Remember to evaluate your needs over time to see where you can gain new benefits from the Cloud. The Cloud is not a static technology and, as such, will continue to evolve and change. Because cloud provider-vendor relationships are fluid, you can move to better technologies without penalty.

Remember, the Cloud is a complement to your current IT investment. It is not an all-or-nothing solution, but something that can be adopted over time with careful consideration and planning. Each cloud implementation should be based on your company's individual IT needs.

### 5. The Time is Now

The time has never been better to start experimenting with the Cloud. The tightening economy means businesses have a greater need to get value for money and this is one of the primary benefits of cloud computing. It enables businesses to match costs directly to revenues to scale up and down very quickly. Experimenting now with the Cloud will put businesses in the best possible position to not only survive, but flourish when the recession ends.