



# Choosing the right Cloud for you...

## Q Associates Guide



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## Choosing the right Cloud for you...

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The thing we love most about the Cloud is that it's one of the few technology advancements that lived up to the marketing hype. There was at one stage a cynical view that it was just another industry fad but the fact is, Cloud is delivering.

The question we're often asked is 'What type of Cloud is right for me?' and with good reason. Where the options surrounding the Cloud models have undoubtedly grown, expertise and clear guidance on which Cloud route is the most suitable, is harder to come by.

In this guide we explore the different types of cloud along with some key questions you should be considering.

### **Firstly... Public, Private, Hybrid or None?**

The first thing worth noting is that Cloud isn't a 'do or die' situation. For example, there may be good reasons where opting for a full Infrastructure as a Service (IaaS) wouldn't make sense for your business and this is something that any good provider will always tell you.

The variables for Cloud offerings exist for good reason, the needs for Cloud Computing differs greatly depending on your own environment, size and type of business. Typically most solutions will be based around four basic models: Public, Private, Hybrid and Community. So let's strip away the marketing gloss and explain in simple terms what each of them could deliver for you.

#### **► Public Cloud**

The model that involves sharing physical servers with other clients. It doesn't mean they have access to your environment and in theory, doesn't mean there is any greater security risk to your data and systems.

Providers use the power of virtualisation technologies to provide flexible and secure environments for your use. It solution provides ultimate scalability, furthermore the fabric of it can span multiple data centres making it very robust in terms of availability.

Software-as-a-Service (SaaS) for example makes use of this approach, so when you are buying that off-the-shelf Supply Chain App, it is most likely to be this model.

Public Cloud is undoubtedly tried, tested, most likely to deliver value for money and is proven to keep your operating costs lower than running your own data centre.



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### ▶ Private Cloud

Private Cloud is a dedicated resource ringed fenced for you and you alone. Your IT department has control over this environment and access is from behind your corporate firewall.

The resources tend to come from dedicated pools rather than an expanded fabric. If 'Cloud-bursting' is needed for those unexpected spikes in usage then they need to have been reserved. There will also invariably be a retention cost involved.

Many consider this model to be more secure, which, depending on your provider is debatable. Savings arise from not having to build and manage the physical attributes of your own data centre.

### ▶ Hybrid Cloud

Hybrid Cloud is the integration of Public and Private to perform distinct functions. It's scalable and a very desirable option when cloud-bursting (expanding resource use beyond what you paid for) occur for example, unexpected usage spikes, ad hoc processing, project work etc.

Typically companies may use Private Cloud for sensitive or core systems and take advantage of the more scalable and cheaper Public Cloud when the need arises. It is a highly cost-effective way of support project work and ad hoc tasks that haven't been planned for.

### ▶ Community Cloud

This is a multi-tenant infrastructure shared between organisations, think Local Governmental Departments that use the same applications, rules and systems. It keeps computing costs down and is typically a pay-as-you-go model similar in architecture to a Private Cloud.

### **Saving Time, Money and the Planet**

The cost of building or procuring a suitable data centre can prove economically challenging. It is not so much as finding a site for a data centre, but the cost of construction: air-con, redundant power supplies, physical security, capacity and 24x7 management. Data centres also need staff, monitoring and a whole lot of time, which unfortunately adds up to additional and unwanted cost. Purpose built data centres are also likely to be a whole lot greener than the homespun variety and that's an important consideration for any responsible business.

### **Overcoming Uncertainty**

Deciding whether to adopt a Cloud solution means asking yourself a few questions such as:

- ▶ Do I really want to be saddled with the Capex model of having my own infrastructure?
- ▶ Will I be able to react quickly enough to support unexpected growth?
- ▶ Do I want to employ costly expert administration staff to manage my own data centre?
- ▶ Just how lean and efficient do I want my ICT function to be?
- ▶ Does being Green matter?
- ▶ Will reduced project and development life-cycles make a difference to my business goals?



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**Q can answer those questions. We can help you realise benefits that include:**

- ▶ Reduced operating costs – no upfront capital expenditure
- ▶ Fast deployments of infrastructure that will grow as you grow
- ▶ Minimisation of spare capacity – the ability to burst and flex on demand
- ▶ Reduced energy costs to help keep your business green
- ▶ Exploiting new technology
- ▶ Enterprise-class security and resilience so you have confidence your assets are secure
- ▶ Expert advice and unparalleled support from a company big enough to deliver but small enough to care.

**Whatever you do, do something**

If you are an SME looking to leverage the benefit of Cloud or maybe even a larger organisation who is reaching a point where it's time for a review your approach, then having some guidance from a specialist is clearly the best path forward. In turn, we'll provide you with an informed solution conveyed in simple, executable terms.

To learn more about what model of Cloud Computing is right for you, please [click here](#) and we'll get back to you within an hour of receiving your request.

**Contact our specialist team on:**

**Tel: 01635248181 or Email: [info@qassociates.co.uk](mailto:info@qassociates.co.uk)**