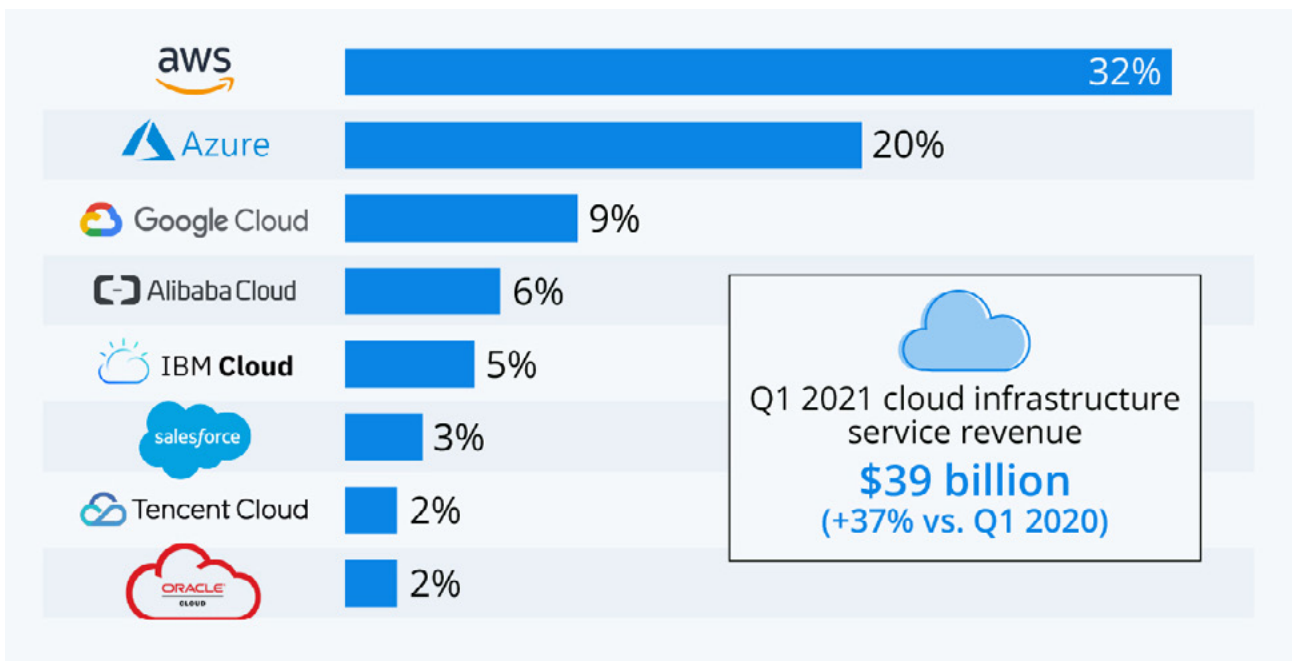# CLOUD COMPUTING -

One Size Does Not Fit all

Synoptek

Executive Summary

The cloud computing market is breaking all shackles: reports suggest that the cloud computing market is poised to grow by $287.03 billion between 2021-2025, at a CAGR of over 17% during the forecast period. All the hullabaloo about the cloud would have you believe there is one singular "cloud" to embrace, for all your storage and computing needs. In reality, there are a multitude of cloud types, models, and frameworks offered by providers located all over the world, delivering different services and a virtual world full of information. Each of these clouds is a data center that delivers many of the services you would formerly have found running in your own on-premises infrastructure. Given the complexities of managing IT systems and infrastructure in-house, it's easier for expert cloud providers to create these services in their down data center and deliver seamless, higher-quality services via a pay-per-use model.

Amazon Leads $150-Billion Cloud Market

Worldwide market share of leading cloud infrastructure service providers in Q1 2021*

*includes platform as a service (Paas) and infrastructure as a service (Iaas) as well as hosted private cloud services

Source: Statista

The Best Thing about Cloud is Choice

If there is one cloud benefit that truly stands apart from all others, it is the choice it offers. A multitude of cloud providers are constantly competing in many ways, launching state-of-the-art cloud services, and as the customer, you are the beneficiary of that competition.

Every cloud abstract, pools, and shares scalable computing resources across a network and runs workloads within a system. Every cloud is created using a unique mix of technologies, which almost always includes an operating system, some kind of management platform, and APIs. Additionally, every cloud allows you to add more features to extend capabilities or increase efficiencies.

But despite the same underlying concept, there are different types of cloud platforms, models, and services offered by a range of large, small, and medium-sized providers from different locations and offering different levels of ownership. This is what makes cloud a truly exceptional technology: it allows you to choose the platform, model, and service of your choice, and meet your unique business needs and requirements in the best possible manner.

Cloud Platforms	Cloud Service Providers	Cloud Models	Cloud Computing Services
• Azure • AWS • Google • IBM • Third-party	• Large • Mid-sized • Small	• Public • Private • Hybrid • Multi	• IaaS • PaaS • SaaS • XaaS

Since cloud eliminates CapEx and makes OpEx far more predictable, and each purpose-built cloud is designed and operated for its own specific function, you end up winning both on cost and quality. And today, you don't have to entirely migrate to the cloud; you have the luxury of choosing any cloud service you need: from analytics and software development to security and enterprise system, storage and database to disaster recovery and network. Just like receiving IT support locally or onsite within the enterprise, you can leverage cloud's high availability, scalability, and flexibility capabilities for any of your IT needs – via the internet.

As the customer, you get to choose which services you require, which cloud best fits your business and which provider you'd prefer to obtain your services from, and it doesn't have to be just one cloud for all your needs. Since each provider competes to deliver "best-of-breed" services, you can choose a tailored mix of cloud types and models for your unique business requirements.

Applying This to Core Cloud Computing Services

With modern cloud data centers delivering all these utility, productivity, and other services, the most important part of the puzzle to pay attention to is the core compute services at the center of your IT strategy. These are the private cloud and public cloud services you use to run your primary line-of-business applications and manage your most important workloads.

The biggest players in the cloud market are vying to have you choose their data centers to obtain these core services from. Each of these companies is a monolithic behemoth trying hard to create a "one-size-fits-all" environment for everyone to simply subscribe and plug in to.

But on the other side of this equation are midsized cloud service providers, with deep expertise and long history serving companies across industries. These experts work towards achieving a level of intimacy with customers that the giants simply cannot. Qualified consultative experts explore each customer's individual needs and design solutions which address them far more precisely and skilled information architects are prepared to adapt offerings to better customize those solutions.

When you are on the lookout for the "ideal cloud" for your business, it is important to consider several different factors:

- How are important functionalities like high-availability, data backup, disaster recovery, and continuity of business baked into the cloud?

- Have you carried out a thorough cost-benefit analysis?

- Would a public cloud be more suited for your business or a private cloud? Is multi cloud or hybrid cloud an option?

- What is the level of personalization or customization offered?

- What level of compute and storage capacity, network and data security, redundancy, and fault tolerance are being offered?

- Do you have a good understanding of the licensing requirements and other T&C?

- What is the cost and ROI associated with the model or framework you're vying?

- If there is a high level of security and compliance you need, which cloud model or framework is best suited?

- How easy will it be for you to scale resources with the cloud option you have in mind?

- What SLA, training, and support options is the cloud service provider offering? Does it align with your business needs?

Creative Cloud Construction

As an organization looking to migrate to the cloud, it is important to be as creative as necessary in crafting cloud configurations that satisfy your unique requirements. As an example, a healthcare client with many unusual business associates (BAs) whose HIPAA compliance requires unique supervision needs to negotiate a custom agreement with a service provider that will enable them to facilitate that.

In the end, it all depends on your unique business: your specific requirements, IT and business strategy, compliance requirements, users, and the industry you operate in. These factors outline the level of configuration and customization that needs to be done: if a standard out-of-the-box cloud solution does not align with your business, you can modify it till it fits your needs.

Because most cloud providers give you multiple configuration options, you can get a tailored experience that matches your business needs and personal preferences – without the hassle of customizing an on-premises solution. And the options are limitless: you can integrate your cloud instance with the tool or system of your choice, add in a bunch of reporting requirements, customize business process workflows and UI, tailor drill downs, and do a lot more.

Choosing the Right Cloud Partner

The most important element as you continue your migration to taking greater and greater advantage of cloud computing economics is the partner who guides you. Choosing an objective, platform-agnostic partner assures that every choice you are offered is a choice that benefits you most, not the cloud provider. Their continuing relationship with you depends upon their ability to keep you satisfied with the cloud services you use to support your business every day.

When choosing cloud-based solutions to your biggest information management and operational challenges, don't let sheer size be your guide. Choose a proven partner with a long track record, extensive professional resources, multiple quality data centers, and the kind of relationship builders you know you can trust to keep your best interests at the forefront of the conversation.

About Synoptek

Synoptek provides world-class strategic IT leadership and hyper-efficient IT operational support, enabling our global client-base to grow and transform their businesses.

With geographically diverse data centers, Synoptek serves more than 2,500 active clients located around the world operating their critical IT networks and systems. Operating for over 20 years, Synoptek is consistently recognized for thought leadership and growth as confirmed by industry awards and recognition. Synoptek's focus on Managed IT Services provides exceptional value and improves our clients' businesses, not just their IT environment. We truly do "Think Globally and Act Locally.

We offer personal attention and value to every client, every time, and our commitment to customer service is unmatched in the industry. Our comprehensive, tactical information technology services include core infrastructure management using advanced toolsets supported by our 24×7 Enterprise Operations Centers, managed cloud and hosting, security services, end-user service and support, including 24×7 Help Desk, applications support, business continuity and disaster recovery services along with expert IT consulting.

For those looking to migrate to the cloud, we extend the choices available by offering both Synoptek's own cloud services as well as Azure or AWS cloud services implemented and produced on Synoptek infrastructure. This eliminates the need for customers to choose either/or. They can now obtain both from Synoptek, including Synoptek's superior brand of close-to-the-customer, deep-engagement support.

If you accept that cloud is critical to your company and that the management and support of that technology is equally important, give us a call and learn more.

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