whitepaper

Embracing Cloud:
What is there for Mid-size Businesses

Embracing Cloud:

What is there for Mid-size Businesses?

Pressure to be more competitive:

Large organizations have the technological and financial muscle power to implement their on-premise agile datacenters (Private Cloud). They enjoy the benefit of economies of scale. The number of large businesses adopting cloud based IT delivery is steadily growing. On the other side, Small players are swift and smart enough to fetch the low hanging fruits like Software-As-A-Service offerings to eliminate the hardware and software Capex. The mid-size players are always under constant competitive pressure from both large and small organizations as the biggies enjoy the economies to scale and the small ones enjoy the latest and smartest technologies and are more agile.

In this article, we try to find an answer for mid-size organizations on how to leverage cloud computing to help them to be more scalable and agile.

Compelling Cloud use-case for Mid-size companies:

More than two third of the Cloud enabled mid-size players say that cloud based email, Data storage, Backup and DR, and security services on cloud are the most compelling drivers for cloud adoption.

Email hosting in Cloud:

The traditional emailing system involved the installation of a dedicated or semi-dedicated server and installation email Server. This has its own risks. In addition, we must keep upgrading the software, which sometimes not so cheap. When we use a cloud-based infrastructure architecture provided by an outside vendor, many of the issues can be addressed.

Commercial clouds adhere to quality of service standards and service level agreements. The email solution provided on the cloud is almost infinitely scalable; many software service plans are priced according to the specific usage and needs, making it a much less expensive alternative. At the same time if your needs change due to the growth of your company, the cloud-based infrastructure can handle that, too. Hosted email can also set the stage for a wider range of collaborative apps like calendaring, publishing and messaging.

Marlabs Cloud Consulting services can help you to embrace this opportunity with delegated administration services and migration services on the public cloud hosted Email services

> **"**The public cloud is getting acceptance as an extremely cost efficient DR site The organization can put critical systems back into production within the cloud and access these systems from any location**"**

Bala KP
Director - Infra Services
Marlabs Inc.

Backup and DR on Cloud:

A large number of companies today use cloud storage to store their backup data sets. The reason this use case is so popular is the fast return on investment created by management savings and reduced capital expenditures. Storing backup data sets in the cloud removes the repetitive, mundane tape management and vaulting tasks, and it frees up expensive disk storage capacity. Given the size of these data sets and the rapid storage growth typical in organizations today, the savings in reclaimed storage and elimination of cost associated with purchasing additional storage is a powerful benefit.

Also, the public cloud is getting acceptance as an extremely cost efficient DR site. Data replicated to public cloud storage is off-site in very secure and well-designed data centers and is accessible from any location with data connectivity. In the event of a disaster, the organization can put critical systems back into production within the cloud and access these systems from any location. This capability alone can accelerate the process of recovery by several days.

Data protection as a service removes the complexity barriers for midsize businesses to meet enterprise-level recovery point and recovery time objectives. Your business can get higher levels of service by enabling rapid restoration of your data in minutes compared to hours or even days with tape-based recovery. Backup administrators also regain all the time they spend maintaining legacy tape-based data protection systems. The pay-as-you-go model allows your business to easily grow the amount of data you protect in the cloud. You can embrace data protection to the cloud at your own pace and pay only for what you use. Irrespective of the size of your data, you gain the benefits of a full service solution with experienced support team.

Since the cloud based solutions often have replication offered by many cloud storage gateways, mission-critical data is quickly replicated to the cloud, and thus an up-to-date copy of data is safely stored off site. Tapes, in comparison, are typically rotated off-site on a weekly schedule, so a much larger amount of data is at risk. **DR testing** is also much easier using cloud-based systems in that the data can be easily restored to a test system either on the premises or in the cloud.

> "There are other compelling reasons for a mid-size organization to embrace cloud. They can leverage cloud for Web based services, storage on-demand, personal productivity apps, database management etc."
>
> Sanjay Vidyadharan
> CIO, Marlabs Inc.

Security

Security is one of the most argued-about issues in the cloud computing field. Many organizations still worry about having their data off-premise. This issue is being widely discussed and there is a strong view from many of the thought-leaders including Marlabs that in some cases, the data can be better protected and more easily recovered at a Service provider's datacenter (Public Cloud) than managed by in-house resources of small or midsize organizations. A cloud based security solution can extend to your end-points, networks and messaging security. By having cloud based delivery, everyone and everything can have the same level of security, effectively managed and consistently updated.

Also there are other compelling reasons for a mid-size organization to embrace cloud. They can leverage cloud for Web based services, Storage on-demand, personal productivity Apps, Database management etc. As of now, Software-As-A-Service (SaaS) accounts for the two-third share of cloud spending. In mid-market, it grows at around 20% annually. Marlabs offers end-to-end Cloud services from consulting, architecture, design, implementation to management and monitoring helping organizations throughout the life cycle of cloud adoption initiatives. Leveraging our deep expertise, proven methods, frameworks and partnerships with industry leading cloud vendors, we accelerate and lower the risk of transitioning your IT to the best suited cloud.

"In some cases, the customer data can be better protected and more easily recovered at a Service provider's datacenter (Public Cloud) than managed by in-house resources of small or midsize organizations."

Sreejith Gireesan
Head – Cloud CoE. Marlabs Inc.