

Migrating a Business TO THE CLOUD



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FOR THE END CUSTOMER OR USER

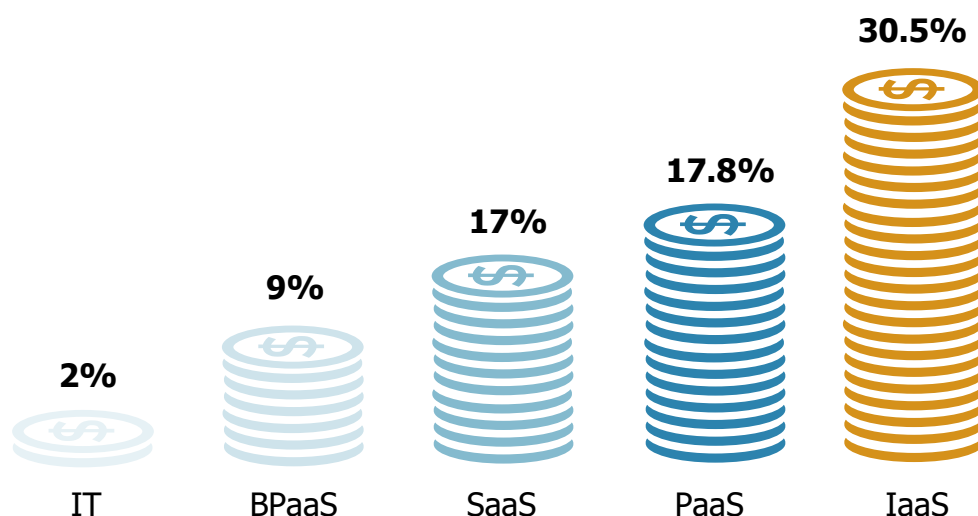
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For the Reseller

Transitioning to the Cloud

According to Gartner analysts, cloud services spending is significantly outpacing traditional IT spending and they predict this will only increase over the next few years.

2016 Cloud Services Spend



Source: "Forecast: Public Cloud Services, Worldwide, 2014 – 2020, 1Q16 Update" (G00302290)

As your customers transition to cloud services, they are encountering new challenges and now, more than ever, they need your help. Here are some tips and tricks that we've collected through our research efforts to enable you to help your customers.

We've also included a section in this booklet that you can brand as your own and deliver to your customers to help them with the discovery phase of cloud migration.

Digital Transformation is a Journey

Realize your customers are on a journey that continues to evolve, which is a good thing for your business. Help them identify a pain point that the cloud can solve for but with consideration for the bigger picture.

Treat the migration as an opportunity to reassess how their IT infrastructure can be streamlined to support their business. Like any transition, this is a process that must be done in building blocks. Pick one process, perfect it and then expand from there.

Avoid a Mishmash Cloud Environment

Customers may want to adopt multiple applications in an ad-hoc fashion and some may have already implemented applications that exist on different hardware, database and OS environments. Different departments may have chosen the tools based on their individual needs without consideration of existing IT infrastructure investments. The result of these efforts is the creation of a mishmash cloud environment wrought with integration issues and a severe disconnect between front- and back-office applications.

Successful cloud implementations require a strategic approach which is exemplified by a single cloud platform that can support the entire business. This means a centralized system of record that automatically aggregates data from all departments, taking the guesswork out of the day-to-day operations.

Keep Millennials in Mind

The millennial generation of workers relies on digital communication and more often than not, they prefer to communicate electronically rather than in person or over the phone. Given their lifelong indoctrination into the digital world, they naturally expect the same digital access in their work life through social networking, instant messaging, video-on-demand, online collaboration and blogs.

This sort of collaboration is not just great for business, but it's also a reflection of how the workplace is changing. If businesses rush to the cloud, they may fail to develop a comprehensive strategy that supports the needs of these workers. Your customers need a holistic view of their business to support unified data sharing, collaboration and communication, whether they are gauging key metrics like customer retention, employee satisfaction or supply chain logistics.

Know When to Migrate

Work closely with the business to determine the best time for migration to cause as little disruption as possible. Is it a 24x7x365 business? What weekly, monthly or seasonal trends indicate when they are the slowest? At what times will maintenance be scheduled? Even at the slowest times, how will this disruption impact their business and productivity?

Manage Upgrades and Training

Determine who on the customer side will manage the upgrades and how they will be managed. Identify a few key people who will be trained on the upgrades and make them agents responsible for educating the rest of the users. This saves the customer time and resources versus having to train everyone on the upgrade. They may find that not all users need to be educated on all upgrades all of the time. Don't forget to implement a documentation and reference library policy for newer employees who may need to refer to the training and education materials as they become familiar with the tools.

Secure Employee Exits

Cloud-based storage and apps mean that access can be gained from virtually anywhere, leaving your customer vulnerable to an attack from a former employee. Help them be prepared by documenting protocols for changing all passwords and completely preventing access for unauthorized users.

Plan for Accidental Changes

How many times have you personally been aggravated when you learned that someone accidentally deleted or grossly changed a shared document that your team relies on? This hopefully occasional annoyance can become a severe problem for your customer if there aren't processes in place to control potential damage, or live editing and sharing of sensitive information. A critical eye should be applied to more than just company documents, files and email. Social media channels should also be included in process procedures and documents to ensure that an accidental post doesn't turn into a social media nightmare. Taking care to ensure accidents can be prevented before they happen will save your customers major headaches in the end.

Types of Offers That You Can Use to Capitalize on the Market

Cloud Architecture	Cloud Assessment Services
Cloud Migration Tools	Design and Architecture Services
Hybrid Cloud and Hybrid IT	Cloud Implementation
Management Frameworks	Cloud Migration Services
Integration Frameworks	Cloud Managed Services
Capacity Management	Cloud Brokerage Services
Cloud Brokerage Platforms	Support
Cloud Advisory Services	Training

For the End Customer or User

Identify the Need

Create a list of what IT-dependent tasks your business does today and what you're planning to do in the future. This will help you identify what type of cloud-based applications you'll need. If you need more than one application, it may be best for you to use a cloud platform that will consolidate everything in one place. For example, you may want to make it a point to invest in a platform that consolidates your accounting app, task software and your CRM programs into one location with one login.

Scope, Then Budget

Be sure to create a realistic checklist of what you'll need from your system. Everyone likes to dream big, however being truthful about your needs will ensure you don't miss an opportunity for reasons that may not be material.

Work with a team to discover where the need really lies — what is a necessity now and what can wait for later — depending on your budget. Compare what you believe the benefits will be against what you're doing now, and see what the actual cost and time savings can be.

When budgeting, weigh your investment today with your realized profits tomorrow. Sometimes it takes a little extra investment to see greater results, instead of waiting to implement change down the road.

Try Before You Buy

Most cloud solutions have a trial period which allows you to test various solutions, ensuring they're a good fit for your company. The great news is that you have a lot of options available to you. Your solution provider partner can help narrow the choices down to best-of-breed suppliers and solutions, which will help shorten the evaluation cycle time.

Get the Team On Board

As we all know, employee buy-in is crucial to successful adoption. Adoption ensures project success and justifies the company investments. Cloud solutions provide employees a wide variety of tools that can be used on almost any device and provide a similar experience and result. Enable employees a speedy adoption path by carefully considering what devices they're the most comfortable with, and incorporate those devices in the initial scope and planning stages.

Resources

BUSINESS NEWS DAILY

Small Business Solutions & Inspiration

Whether it's a food truck or a fashion line, a coffee shop or a consulting firm, Business News Daily's goal is to help entrepreneurs build the business of their dreams and to assist anyone working in a small business make smart decisions about products, services and ideas. Business News Daily's reporting style is simple: Seek insights and advice from experts and then stick to the basics by bringing you concise, actionable information business owners can use to make the daily decisions required to start and grow their businesses.

<http://www.businessnewsdaily.com/>

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Glossary

As a Service Terms

Backup as a Service (BaaS) – BaaS is a subcategory of Storage as a Service (SaaS). It provides users with a system for the backup (often remote), storage and recovery of computer files. Think of it as virtual backup stock.

Business Process as a Service (BPaaS) – BPaaS is a form of business process outsourcing (BPO) that employs a cloud computing service model. BPaaS reduces labor count through increased automation, thereby cutting costs in the process. It adheres to cloud computing's traditional monthly pricing schedule.

Cloud as a Service (CaaS) – CaaS can be defined as any resource that is provided over the internet but the most common cloud services include Software as a Service (SaaS), Platform as a Service (PaaS) and Infrastructure as a Service (IaaS).

Communications as a Service (CaaS) – CaaS is an outsourced communications solution that can be leased from a single vendor and enables the consumer to utilize enterprise-level VoIP, VPNs, PBX and unified communications without actually purchasing, hosting or managing the infrastructure.

Content as a Service (CaaS) – This service deals with content that can be delivered as a web service and offers hosted content storage.

Data as a Service (DaaS) – Think of DaaS as the cousin of Software as a Service. DaaS means that data can be provided on demand to the user no matter where they are or the separation of provider and consumer.

Database as a Service (DBaaS) – DBaaS is a cloud-based approach to the storage and management of structured data. As a cloud-based service, it gives users flexible, scalable, on-demand performance that's aimed at creating self-service and easy management, particularly in terms of provisioning a business's own environment.

Data Management as a Service (DMaaS) – DMaaS is when a company outsources the validation, storage, protection and processing of data to another party. This party ensures the safety, accessibility, reliability and timeliness of data for data users.

Data Mining as a Service (DMaaS) – This is the same as Data Warehousing as a Service.

Data Warehousing as a Service (DWaaS) – Data warehousing is the electronic storage of a large amount of information by a business. Therefore, DWaaS is when a business entrusts the warehousing of their data to another party. Storage of company data must be secure, reliable, easy to retrieve and easy to manage. As the amount of data companies deal with continues to increase this cloud-based data analytics solution takes a large weight off the shoulders of businesses.

Development as a Service (DaaS) – Here your developers can make use of cloud-based integrated development environment (IDE), which will then allow them to develop applications using a browser.

Desktop as a Service (DaaS) – A cloud service in which the back-end of a virtual desktop infrastructure (VDI) is hosted by a cloud service provider. This service is usually purchased on a subscription basis and the service provider manages the back-end responsibilities of data storage, backup, security and upgrades.

Disaster Recovery as a Service (DRaaS) – Cloud-based disaster recovery as a service is the replication and hosting of physical or virtual servers by a third party to provide failover in the event of a man-made or natural disaster.

Hardware as a Service (HaaS) – A service provision model for hardware that is defined differently in managed services and grid computing contexts. In managed services, HaaS is similar to licensing and in-grid computing. It's a pay-as-you-go model.

Infrastructure as a Service (IaaS) – A form of cloud computing that provides virtualized computing resources over the internet. IaaS is one of the three main categories of cloud computing services, along with Software as a Service and Platform as a Service. In this model, a third-party provider hosts hardware, software, servers, storage and other infrastructure components on behalf of its users.

Integration as a Service (IaaS) – This is making use of the cloud to develop or utilize tools that offer integration between your business applications. Businesses can leverage this to integrate backend systems, sources, files and operational applications. The IaaS model enables integration across the cloud, making it possible to share data between systems as well as third-party vendors in real time.

Monitoring as a Service (MaaS) – MaaS handles the deployment of monitoring functions for various services and applications within the cloud, offloading a large majority of the cost by having it run as a service opposed to an in-house tool. The most common application for MaaS is online state monitoring, which tracks certain states of applications, networks, systems, instances or any application deployable within the cloud.

Network as a Service (NaaS) – NaaS is a business model for delivering network services over the internet on a pay-per-use or subscription basis. What it means is that the network becomes a utility that's paid for and all complexities are hidden from view. NaaS saves businesses money on network hardware and the staff it takes to manage a network in-house, because now the network is a managed service within the cloud.

Platform as a Service (PaaS) – Hosted software that serves as a platform for building SaaS offerings. It provides the capability for consumers to have applications deployed without the burden and cost of buying and managing hardware and software.

Security as a Service (SaaS) – SaaS is a business model in which the management of security is outsourced to a third party. It usually involves applications such as anti virus software delivered over the internet, but SaaS can also refer to security management provided in-house by an external organization.

Software as a Service (SaaS) – Basically, SaaS is any software offered remotely as a service. SaaS gives the consumer the ability to use on-demand software that is provided by the service provider via a thin client device, for example, a web browser over the internet.

Storage as a Service (SaaS) – SaaS is when third-party providers rent space on their storage to end users that lack the budget or technical personnel to implement and maintain their own storage infrastructure.

XaaS (Anything as a Service) – XaaS refers to the delivery of IT as a Service through hybrid cloud computing. It can be either one or a combination of: Software as a Service (SaaS), Infrastructure as a Service (IaaS), Platform as a Service (PaaS), Communications as a Service (CaaS) or Monitoring as a Service (MaaS).

Generic Cloud Computing and General Computing Terms

BYOD – BYOD is short for bring your own device. In the consumerization of IT, BYOD, is a phrase that has become widely adopted to refer to employees who bring their own computing devices — such as smartphones, laptops and tablets — to the workplace for use and connectivity on the secure corporate network.

Cloud Computing – The practice of using a network of remote servers hosted on the internet to store, manage and process data, rather than a local server or a personal computer.

Data Center – A data center is a centralized repository, either physical or virtual, for the storage, management, and dissemination of data and information organized around a particular body of knowledge or pertaining to a particular business.

Hybrid Cloud – Hybrid cloud is a cloud computing environment which uses a mix of on-premises, private cloud and public cloud services with orchestration between the two platforms.

Infrastructure – IT infrastructure refers to the composite hardware, software, network resources and services required for the existence, operation and management of an enterprise IT environment. It enables an organization to deliver IT solutions and services to its employees, partners and/or customers, and is usually internal to an organization and deployed within owned facilities.

Internet of Things – The Internet of Things (IoT) refers to the ever-growing network of physical objects that feature an IP address for internet connectivity, and the communication that occurs between these objects, and other internet-enabled devices and systems. It is also known as machine-to-machine computing.

ISP – An ISP (internet service provider) is a company that provides individuals and other companies access to the internet and other related services such as website building and virtual hosting.

Private Cloud – Private cloud is the phrase used to describe a cloud computing platform that is implemented within the corporate firewall, under the control of the IT department.

Public Cloud – A form of cloud computing in which a company relies on a third-party cloud service provider for services such as servers, data storage and applications, which are delivered to the company through the internet.

LET'S GET STARTED DELIVERING RESULTS TOGETHER



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