



## What You Need to Know About the Cloud

Article 1 of 3

**Itergy**



### Three cloud service models

Today, most organizations have experienced the cloud in its simplest form: Software as a Service (SaaS), where applications such as Microsoft Office 365 reside in the cloud instead of on a user's computer or in a data centre.

Similarly, the move toward Infrastructure as a Service (IaaS), where you can avoid costly hardware expenses and simply rent computing power and data storage on demand, seems inevitable.

As for Platform as a Service (PaaS), which essentially offers a development platform on the Internet, it may not gain popularity as fast as SaaS and IaaS, but IT professionals should keep a close eye on it because that is where the new IT standards—and possibly the leading vendors—will be established.

### Choosing your cloud model

Deciding which cloud environment to use for which application depends on a number of factors, including security, privacy, regulatory compliance, cost and scalability.

A **public cloud** is where a service provider makes computing resources available to the general public over the Internet. You may not control where those resources are hosted, but you can usually access them for a fraction of the price you'd pay if you were hosting them on-premises. Examples include Microsoft Office 365, Windows Azure Services Platform, Amazon Web Services and Salesforce.com.

A **hybrid cloud** combines the public and private cloud delivery models. This model lets you decide which applications to host on a private cloud and which to keep on public clouds, depending on your requirements. Microsoft Community Cloud.

A **private cloud**, is dedicated solely to your organization, and can be hosted by you, by a data center provider, or in the cloud on an IaaS platform. The advantage is that it can be highly customized for your organization's specific needs, and is considered more secure than some of the other solutions. When hosted on IaaS, the costs are pay-as-you-go, versus either a large upfront cost to build your own or to have it built in a data center.

A **community cloud** involves sharing computing resources among organizations of the same community, such as Microsoft Government Community Cloud.



## The true benefits of the cloud

**Scalability.** One of the greatest benefits of the cloud is that you can scale your resources and licensing up or down to adapt to changing business needs, while paying only for what you use.

**Productivity and collaboration.** The cloud enables employees to work together in ways that were not previously possible. For example, Microsoft Office 365 makes it easy to access email, documents, contacts and calendars from virtually anywhere, and through multiple devices.

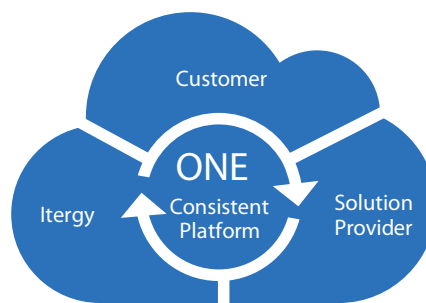
**Analytics.** With cloud analytics, organizations no longer need to buy or install costly hardware or software to mine insights from their data. You can now rely on both Infrastructure as a Service-based data warehouses and Software as a Service-based intelligence tools to store, analyze and understand massive amounts of data.

**Reliability.** Cloud technology, and especially hybrid cloud technology, typically offer redundancy solutions superior to on-premises infrastructures, keeping downtime to a minimum. SLA's are usually much better than organisations can do themselves.

**Security and compliancy.** Over time, public cloud vendors will continue to integrate to their offerings new technology, tools and regulatory and industrial best practices, which will favour the cloud over on-premises computing to reduce security and compliance risks.

**Backup and disaster recovery.** Cloud-based backup solutions provide off-site storage that simplifies data management and eliminates the need to purchase backup equipment. Furthermore, data recovery can be performed from virtually any location and much quicker than with traditional backup methods.

Whether you want to explore the possibilities of cloud computing with a public or with a private cloud, you will only achieve the expected benefits if you work with the right people. Itergy can help you.



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