

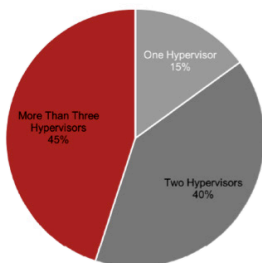
4 Things you can do to take your Cloud Strategy to the Next Level



Take your virtualization deployment to the next level with the opportunities that the Cloud offers.

So you have vSphere or Hyper-V deployed in your datacenter and you are virtualizing as many servers as possible. Great! Many organizations virtualize their environment, and that is a great first step, but it isn't the last step. There are many other things that you can do to continue to realize benefits of virtualization. In addition to virtualizing, a workflow-based management overlay can minimize operational costs while ensuring assets are fully utilized. Taking advantage of applications in the public cloud can further help reduce costs while ensuring agility and on-demand resources to meet changing business requirements.

Figure 3. Worldwide Research Circle Survey With 239 Respondents Who Indicated They Had Virtualized Servers, March 2014



Four Trends Changing Server Virtualization Decisions Published: 5 March 2015 Analyst(s): Thomas J. Bittman Page 5

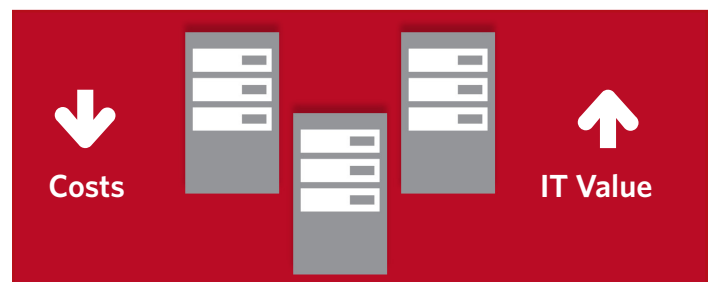
Source: Gartner (March 2015)

1 Deploy a Second Hypervisor if it makes sense

According to Gartner, many organizations are deploying a second hypervisor and some are even going to 3 or more to reduce costs and increase the value of IT. There are several use cases that make sense from a cost perspective without putting the environment or company at risk.

- **Reduce Costs:** Leverage a more cost-effective hypervisor for non-production or temporary environments
- **Disaster recovery:** Microsoft typically bundles software together when purchasing, chances are, Hyper-V licenses are already owned in the environment. Would there be a significant impact if applications were run on Hyper-V for a few hours or a day?

- **Test and development:** As Hyper-V licenses may be bundled in, does it make sense to leverage a Hyper-V environment to develop applications?



The one thing to watch out for is not to get too overzealous trying all kinds of hypervisors. The key is to start small – try out one new hypervisor for one use case. As you can demonstrate success, expand that same hypervisor to all secondary use cases. Once the IT team has a good degree of comfort with the second hypervisor, then try a third.

- Don't drive up costs with an experiment! Microsoft Hyper-V is probably already owned, so start there. Or if you own Citrix or are interested in RedHat, use them, but be sure to start with one.
- Also, start with just a few VMs, 10 or whatever size the team is comfortable with supporting. Hundreds of VMs aren't necessary to evaluate a new hypervisor and ensure it is meeting the needs.

2 Empower the Business with a Self-Service Portal

Portals were once thought to be only necessary or useful in larger organizations, but that is no longer the case. Today, many organizations are stretched thin on resources no matter what the size and a self-service portal can alleviate considerable burden from IT while empowering the organization to ensure their IT needs are met.

- **Training:** Provide clear online training on the key use cases of the self-service portal. Yes, this will take time, but if you record the training, that only has to be done once and then it is available to all other members of the organization.

- **On-Demand Reference:** Quick reference guides are also necessary to ensure the ongoing use. Remember, not everyone is in IT and knows the portal as well as the IT team, refreshers will save time from Help Desk calls and free up IT to work on other projects.

Be sure not to confuse self-service with set it and forget it. The portal will need ongoing maintenance and management. To further increase usability, be sure to include end-users in the design process or the portal selection process.

- Start small and as the users become more and more knowledgeable add more and more capabilities to further alleviate the burden on IT
- The more involvement from end-users the better as this will ensure buy-in and increased use, again reducing the burden on IT.

3 Try the Public Cloud – it’s cheap, flexible and can really help in a pinch.

Sometimes you need more resources and you need them right now. Waiting on new hardware to arrive isn’t always an option and repurposing the test and development environment can result in chaos and anarchy within the application team. Public cloud is a great option. Resources are available almost on-demand, just provide a credit card and you are off and running.

Public cloud isn’t just for cloud bursting, test and development, production environments and disaster recovery are all great uses of the public cloud.



- **Consolidate Assets:** Reduce the datacenter footprint even more by moving just test and dev to the public cloud
- **Fast Migrations:** Use the cloud for short high activity times like:
 - o Retailers at Christmas
 - o Travel-related businesses in the summer

If your use case for cloud is temporary, be sure to stay temporary. Have an end date in mind with a plan to migrate your data and applications out of the cloud.

- Be clear on dates for when information will be in the cloud and when it will come back out

- Research best practices and gotchas before moving information out of the cloud

4 Trial Software-as-a-Service for a non-critical application

There are many applications that you already use that you can consume as Software as a Service. This can help dramatically lighten the load on your IT team, especially with software that everyone uses like email, document management, creation, etc. SaaS for these common core type activities enables IT to focus on the more intensive and creative aspects of IT, which usually result in higher ROIs for the business.

- Reduce the burden on IT by outsourcing common use applications like email
- Replace costly infrastructure and ongoing management and maintenance costs with a predictable monthly cost
- Ensure the organization has access to the latest and greatest feature set as SaaS providers implement new features and functions faster than IT can
- Easily add new employees and deliver a consistent working environment with minimal effort

As the SaaS provider manages their own infrastructure, be sure to fully investigate the availability, backup and DR strategy.

- **Uptime:** Be sure the commitment to you is in line with what your business expects, is high availability in place?
- **Datacenter outages:** Is there a clear DR plan in place? What is their commitment to you for recovery?
- **Backups:** How often do they perform backups? How do you access them?

As your company relies on SaaS, you have to ensure it is protected in a manner that aligns with your SLAs and what your organization expects in terms of availability.

SUMMARY

If you virtualized, you are off to a great start, but don’t stop there!, There are several opportunities to extend your vision of cloud. It may seem complex to manage an environment that is this diverse, but it isn’t. There aren’t many, but there are solutions out there that make it easy to leverage hybrid cloud effectively, whether it is a mixed hypervisor environment, use of the public cloud, or SaaS.

Check out Zerto in 90 seconds at zerto.com

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