



# Cloud Different™

The Promise of the Multi-Cloud Era



## Are You Meeting Your Cloud Objectives?

### ▶ **60%** Faster Transformation\*

On average, our clients migrate their entire estate to the cloud in 4 months

### ▶ **50%** Reduced Complexity\*

Our clients spend half as long keeping the lights on and doing reactive work

\*Typical Expedient Client Outcomes

# Overview

To realize the transformational promise of cloud computing and its impact on Digital Transformation (DX), a diametrically different approach will be needed than the one many companies have embraced until now. Given how “cloud” has become part of our global vernacular, that reality may be hard to grasp, let alone accept. But you only need to look at some key facts to recognize where we have collectively been, where we are, and where we can go.

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# 01

## The Age of Cloud

Fifteen years. That is the milestone cloud computing will cross in 2021.

A decade and a half of innovation and transformation in both business models and operating models across the globe for companies of all shapes and sizes, all started with the launch of Simple Storage Service (S3) and Elastic Compute Cloud (EC2) back in 2006.

Since then, essentially every aspect of our lives has been reshaped forever—whether it is how we get our entertainment (Netflix), how we get our food (Grubhub), how we travel and lodge (Airbnb), how we exercise (Peloton), how we find a great wine (Vivino), how we shop (Amazon.com, Target.com, Walmart.com), how we move across cities and towns (Uber), how we find love (Tinder), or in so many other areas. And that's not to mention the hundreds of thousands of applications that support the innerworkings of enterprises that employ cloud to deliver new capabilities to companies large and small across all industries.



# 02

## The Uneven Impact of Cloud

But things aren't all rosy. As William Gibson originally said, "The future is already here – it's just not evenly distributed." Most if not all the applications mentioned earlier are innovative applications built for the cloud from the start (i.e., cloud native). The cloud has been a huge accelerator for startups and has served as the de-facto "datacenter" for innovation, enabling new business models, and forming and shaping new markets along the way. Even for greenfield applications in enterprises, cloud has been an essential platform. But moving existing applications to the cloud has been tougher than expected, even for large enterprises with expansive IT management and application capabilities, skills, resources, and large budgets.

That reality doesn't align with what hyperscale-cloud providers would lead you to believe. Through multi-million-dollar PR and marketing campaigns, one would think that every enterprise was already "all in" on a hyperscale platform across their IT estate. But that is far from the truth. The exact numbers vary, but research from McKinsey and Company pegs the level of Enterprise cloud adoption at around 20%<sup>1</sup> of the total overall IT landscape. Here, age of company matters. If you have an organization that is over 10 years old, you have likely amassed an IT estate that has great diversity, across hardware, applications, databases, development tools, etc. Migrating all that to a single standard cloud operating model is practically impossible. We believe that two factors, unbending standardization and crushing technical debt, are the top inhibitors that slow organizations' moves to the cloud. Moving existing applications into a single hyperscale cloud is like putting a square peg in a round hole.

<sup>1</sup> McKinsey and Company: Cloud Adoption to Accelerate IT Modernization



**"The future is already here – it's just not evenly distributed."**

William Gibson

### Cloud Value vs Cloud Technology

According to Accenture, in 2020, only 37%<sup>2</sup> of companies are seeing "the full value expected on their cloud investments." Perhaps more enlightening-though, no more optimistic-is the realization that that number is only up 2% from 2018 when Accenture first asked the same question.

Cloud Different is not just technology. Cloud Different is an approach that leverages technology to extract value:

- Agility and responsiveness to changes in the market and the organization
- Ongoing cost optimization strategies
- Faster time to value on both business and IT projects
- Resilient, secure systems for better client experiences

<sup>2</sup> Accenture – Sky High Hopes: Navigating the Barriers to Maximizing Cloud Value



# 03

## The Impact of Standardization and Technical Debt

A foundational tenet of hyperscale cloud is unwavering standardization. Hyperscale cloud providers standardize on their compute, storage, security offerings, and practically all elements of their stack. They want you to standardize on their interfaces, their way of working, and their development tools, which invariably creates an IT skill-gap challenge since their way of working is different than anything your team has done before. Much of your team's existing knowledge isn't directly transferable and upskilling adds further delays to transformation initiatives.

In addition, technical debt build-up inhibits moving to the cloud. Currently, most applications aren't designed for autoscaling, for microservices, or to work in a Continuous Improvement/Continuous Development (CI/CD) world. There are hidden dependencies that are encountered typically mid-migration, when applications are placed on a platform for which they weren't designed or optimized. For most mature organizations, this adds up to massive technical debt amassed over decades that must be resolved before moving in order to realize cloud's promised benefits.

CIOs and IT leaders know these challenges all too well. For years, IT has been pushed to deliver more capabilities for the business, support the latest and greatest technologies, and deliver new business capabilities all while absorbing budget cuts of 5-20% a year. In short, you have been pushed to do more with less. What suffers? Maintenance of applications essential to run the business! Because this has occurred year after year for decades, organizations that have been around for 10 or more years find themselves with a level of technical debt that threatens to crush their organization.



# 04

## The Pandemic Reckoning

Then a once-in-a-century event hits. The Coronavirus pandemic has made us all realize how fragile and brittle our institutions truly are. Governments, health systems, businesses, educational institutions, communities – we have all felt the impact of the pandemic. It has not only highlighted the brittleness of our institutions but also the frailty of the IT infrastructure that supports them. Worse, that realization came as the entire world was dramatically increasing its demands for digital interfaces as widespread need for remote, touchless, web-meeting work was required.

Consider that in the spring of 2020, in the throes of the Coronavirus pandemic, the unemployment system of New Jersey essentially collapsed under the weight of 200,000 people filing for benefits in a single week. The application, written in COBOL over 40 years old, was an amalgamation of technical debt amassed through years of neglect. When demand peaked, there was no ability to keep up. That employment system and millions like it were built based on assumptions made years ago. IT professionals made the best selection of technology at the time with the visibility that they had, but no one foresaw what we faced in 2020 as an industry.

Given all of that, it is time to modernize our infrastructure in earnest. It is time to quickly move to a cloud operating model that not only supports our existing applications but positions us well for any future contingencies, opportunities, and/or disruptions. We must act now to chart a strategy that enables us to both protect our business and our customers well into the future.



# 05

## Something is Still Holding You Back

You know what you need to do. You know where you need to end up. The question becomes, what is holding you back? What keeps you from realizing the full potential of cloud in your organization?

Maybe you feel overwhelmed. How can you possibly migrate to and modernize on the cloud, given the results you need to deliver? Your IT estate was amassed over decades, so how can you possibly re-platform everything to support DX more readily?

Maybe you need more data and insights. Which workloads should you move first, which workloads should move where, and how much it is all going to cost?

Maybe you are worried about your team and their skills. How can you possibly train the right number of people to take advantage of all that cloud offers? What about the years of investment into the skills they already have? Do you have enough staff, skills, and budget for the migration and the steady state environment going forward?

Maybe you are worried about security. How can you best protect your IT estate when it runs across one or more cloud platforms, and your existing data center?

Maybe you already tried to move to the cloud and it ended in failure, taking longer and costing far more than expected. How can you get there faster? Why did it cost so much? What happened to that universal cloud promise of better, faster, cheaper?

**There has to be a better way.**

**“As larger organizations grow more advanced in their use of cloud, multi-cloud postures, where multiple different public cloud vendors are part of the cloud mix, grow more common.”**

451 Research: Demand and opportunity in the alternative cloud provider market. January 11, 2021

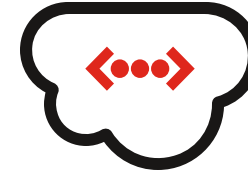
### The Barriers You're Facing

- Complexity was underestimated
- Gaps in available skillset
- Technical debt amassed over years or decades
- Initial attempts didn't yield expected outcomes



06

# Cloud Different™



## A Better Approach

This is where Expedient can help. We believe that cloud is a journey, not a destination. And we think there is a specific approach that can help your organization realize the full transformational power of cloud. We call it **Cloud Different**.

Cloud Different is, at its heart, a multi-cloud approach that leverages the best platforms and technologies for each specific application, all accessed through a set of easy-to-use universal management services that minimize the learning curve for your current staff. It starts by understanding the outcomes you are striving to achieve across your organization, as well as within IT. From there, we leverage three critical elements that help you deliver on the full promise of cloud: **Cloud Smarter - Cloud Safer - Cloud Simplified**.





# Cloud Smarter

If you have been moving some elements of your operation to the cloud and are like most companies, you have hit the point where cost is higher than anticipated, and you may have even seen a drop in reliability. In short, your IT landscape has likely become too complex or is poorly optimized. In order to Cloud Smarter, you need data for decision-making purposes. Understanding your IT landscape and what you have is key to figuring out what you need to do with it.

Cloud Smarter with an inventory that provides full visibility into what you have and can give you an understanding of what to do with each application or workload for ultimate success.

But a giant spreadsheet manually created by talking to a bunch of application managers across your organization isn't necessarily an actionable tool. For starters, it's unwieldy and difficult to use. Additionally, it only provides a snapshot in time and doesn't take into account how your estate evolves over time. To properly assess your IT landscape, you need the proper tools. We believe it is critical to leverage world-class technology to develop a real-time inventory with all the details about your applications and the associated infrastructure. Then, once you have the data, you can use a combination of technology and subject matter expertise to help you figure out the best landing spot for each workload.

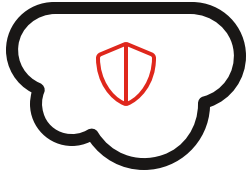
## Cloud Smarter with Expedient includes:

- A complementary, third-party collaborative IT intelligence platform and cloud experts that help you understand your IT landscape and aligns applications to their best platform, whether it's on-premises, enterprise cloud, or hyperscale cloud
- An Expedient Cloud infrastructure that has been optimized for the essential virtual machines that Gartner estimates make up 80% of corporate workloads in 2021
- Cross-cloud provisioning and cost optimization capabilities that help you save money up front

## The Culture of Data

According to 451 Research, 36% of businesses have a formal strategy and are actively implementing cultural and organizational changes to become more data-driven.

Data is an asset and a driver of opportunity. Celebrate its use. Encourage experimentation and thinking that puts the customer first. And move quickly to address new insights you uncover.



## Cloud Safer

Security is not for the faint-of-heart. The universe of tools needed to keep your organization safe is expansive and ever growing, each with its own best practices of settings and configurations. Keeping track of the options that exist today and staying abreast of new innovations is not to be taken lightly, not with this much at stake. And it becomes even more challenging in a multi-cloud environment. Do I need a firewall? Do I need a WAF? What about micro-segmentation? Will an SIEM help? Are these things the same or different for each cloud provider?

We believe that the best approach is to leverage a comprehensive, unified management plane that manages security policies regardless of whether the workload is running on-prem, on an Enterprise cloud, or across hyperscale clouds. Leveraging that unified management to provide a consistent configuration protecting the attack surfaces across clouds with alerts all feeding back into a single security information and event management (SIEM) system is a great way to keep yourself protected and ensure things don't get missed.

We also believe micro-segmentation is a critical part of your security architecture. Firewalls protect north-south, but if someone gets inside your firewall, they can attack east-west from server to server. Micro-segmentation establishes a more granular level of security that protects against east-west attacks.

### Cloud Safer with Expedient includes:

- Robust, best of breed security tooling and infrastructure that is designed and architected to work together and support world-class security operations
- Top tier data centers optimized for uptime and efficiency. In fact, we believe in our data center design and expert team so much that we offer a 100% uptime SLA
- Data protection, backup, and disaster recovery capabilities that are as simple as pushing a button

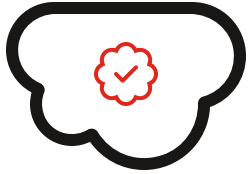
In addition to north-south and east-west attacks, the third attack vector to consider is end users. It is critically important to have a robust, single-sign-on capability enabled with two-factor authentication that works across your entire IT landscape, whether it be SaaS, PaaS, IaaS, co-located or on-premises.

Cloud Safer goes beyond security measures, though. It is also about streamlining operations. By having a unified platform across computing environments, the security operations team can manage policy from a central point and provide the development team with tags that they can use to apply pre-approved policies. This simultaneously improves the overall security posture of the organization and reduces operational burden all while accelerating application delivery.

Even with the best security practices, we all know that a breach is not a matter of if, but when. So, it's crucial to have automated backups in case something ever goes wrong with your applications. And you need simple, multi-region disaster recovery to protect against disasters, ransomware, and other nefarious actions targeting your multi-cloud environment.







# Cloud Simplified

As you can tell by now, we do not believe in an “all-in” approach with a single cloud provider. We believe there are great capabilities being built in each of the hyperscale providers and you should take full advantage of that capability when it makes sense. We believe in a well-planned, well-architected, multi-cloud approach where “the cloud” is not a single platform, but an optimized multi-cloud environment tuned to your organizational needs. But multi-cloud is hard and leads to significant complexities for an organization doing it alone. The way to combat that is to employ a set of innovative, universal multi-cloud services that enable you to take full advantage of best-of-breed cloud capabilities while managing your environment from a single, unified control plane. These kinds of services allow you to identify the optimal costs up front before you deploy your workloads and move into the cloud.

- ▶ **83%** of companies expect cloud to be the primary venue for most workloads by 2022<sup>1</sup>
- ▶ **45%** of organizations cite complexity as a top challenge<sup>2</sup>
- ▶ **23%** of companies are overspending their cloud budget<sup>3</sup>

<sup>1</sup> 451 Research: 2020 Voice of the Enterprise

<sup>2</sup> Gartner: 2020 Cloud End User Buying Behavior Survey

<sup>3</sup> Flexera: 2020 State of the Cloud Report

## Cloud Simplified with Expedient includes:

- Multi-cloud universal services that include simplified management and monitoring, provisioning, cost optimization, security, container management, and networking, and provide standardization and work across all cloud and on-premises infrastructure
- Services to support cloud-native development inside Kubernetes containers that can be deployed on any cloud platform
- Co-location capabilities to house unique workloads and applications and allow you to exit your data center and eliminate the need to manage power, heating, cooling, facilities and hardware
- Simplified steady state monthly pricing for cost predictability, even in a multi-cloud operating model
- Hands-on expert support from assessment through architecture to delivery and into operations to ensure that you never have to do it all yourself
- Familiar VMware-based environments, allowing you to move to a Cloud Operating Model while leveraging existing team skills in parallel with building out cloud native

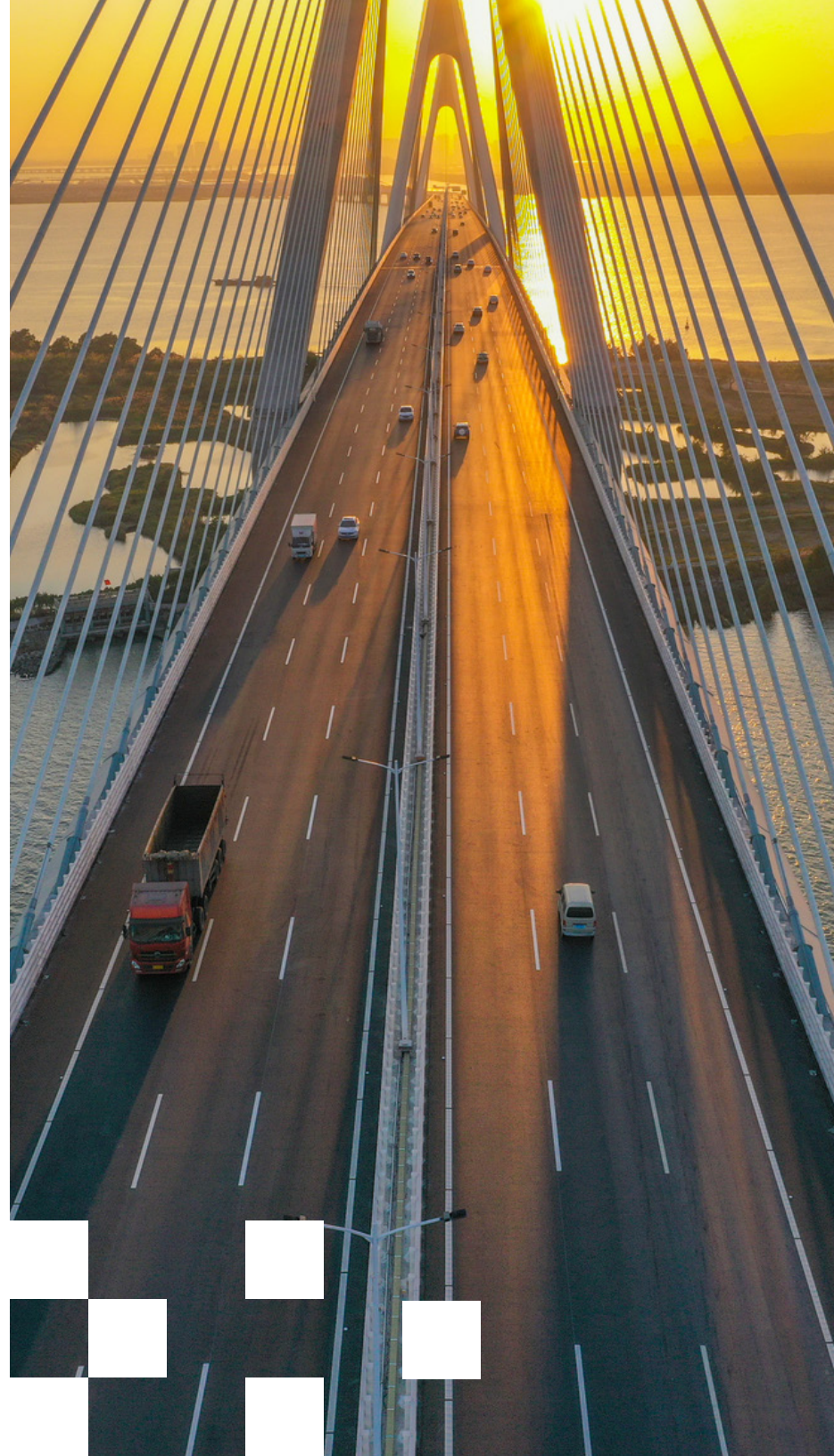
# 07

## Cloud Different™ in the Multi-Cloud Era

After 15 years of false starts, uncertainty, and even repatriation, it's time for a new approach to cloud. Cloud Different to realize the true promise of cloud across your entire IT landscape set in motion more than 15 years ago. Cloud Different to extract more of the value of the cloud faster, while re-focusing your team's efforts on re-platforming where you can get the most bang for your buck. Cloud Different to solve your complexity problem and unlock the true potential for your organization's future!

**Take the first step to accelerate your digital transformation and cloud journey**

**Begin Now**





# Cloud Different™