Cloud Computing is Transforming IT Strategies

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Being competitive in today's always-on world demands IT systems that can keep up with our 24-hour pace with storage and networks that provide redundant, reliable, and secure access to critical data and applications seven days week, 365 days a year. It takes higher skilled resources, state-of-the-art data centers, and disciplined processes to deliver and manage complex IT business services. For companies to innovate as quickly as possible and remain competitive, they need to shift to Cloud. Cloud computing facilitates business innovation as a change-agent with less human capital and energy compared to traditional IT models.

According to a recent 2012 CFO study, 60% of enterprise companies have already implemented Cloud-based systems to some extent, and 76% of respondents believe cloud computing is important to a company's overall success over the next 12-18 months.[1] The benefits of Cloud computing are clearly present with today's

business models delivering IT services to clients, employees, business partners, and key stakeholders.

Why are more organizations switching to Cloud? Because it enables rapid delivery and consummation of IT on-demand services in a world of dynamic business drivers. Companies leveraging Cloud services are more agile, flexible, and adaptable to market changes. And today's CFOs are rewriting the book on IT expenditures and how companies reevaluate CAPex to increase ROI through streamlined OPex models. These tangible benefits improve management decision making involving IT budget planning and reporting.

Our Cloud Approach

PCM Services works with clients in many capacities to identify and design custom Cloud services that are right for their business. This consultative approach requires a close working relationship with the client and consists of five phases:

- **Design** — Understanding the business and technical requirements

- **Build** — Creating Private, Public, Hybrid, and Hybrid+ Cloud solutions
- **Migrate** — Moving data and applications to the Cloud
- **Manage** — Enforcing single interface models and Service Level Agreements
- **Protect** — Ensuring security measures, regulatory compliance, availability, and recovery

Companies wanting to take full advantage of today's advanced IT solutions are leveraging many forms of Cloud services. These services help to maximize their company's IT ROI while realizing greater flexibility in cost management, productivity, and overall business strategy.

Customer Benefits

As the 2012 CFO study points out, "The benefits of the cloud are real and achievable, but today's CFOs need to look beyond the immediate savings of cloud subscription to the future use of cloud application and its role in the business." Customers partner with PCM's Managed Services to host and deliver a number of Cloud Services that

[1]Findlay, M. B., Hyatt, J., Rosenbaum, D. (2012). *Conquering the Cloud.* Retrieved from http://cfo.com/whitepapers/index.cfm/displaywhitepaper/14667557

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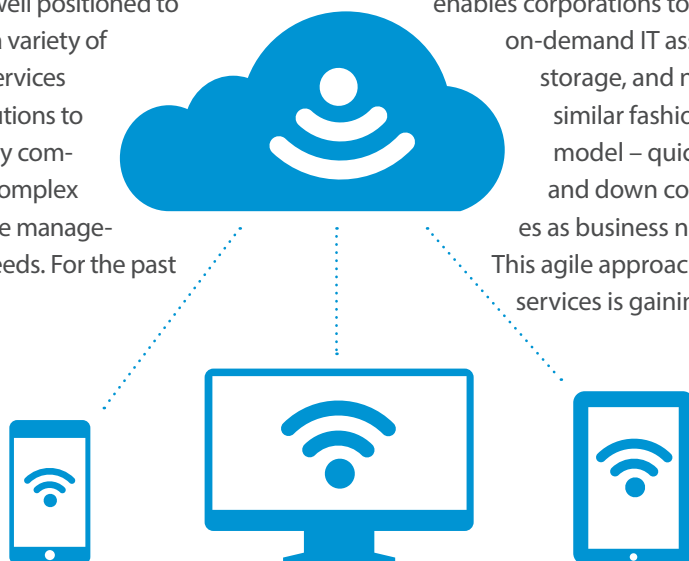pcm.com/cloud-services

WP109510RECA022014

are tailored to their business and IT requirements, including:

- Extended systems compute capacity to run the production systems
- Entire storage capacity to run critical databases, applications, and operations
- Secure network infrastructure with Cisco core backbone, VPNs, and MPLS connections
- Application monitoring and management support to ensure $24 \times 7 \times 365$ availability of critical applications like Exchange, Citrix, and Active Directory

The president of a current customer expressed the benefits this way: "Having PCM host and manage our entire data center computing needs enabled us to focus on the business aspects of building a successful enterprise. Our goal was not to build an internal IT staff, but rather rely on data center experts with the scalability and flexibility capabilities to grow with us over time."

How PCM Cloud Services Can Help You

PCM is well positioned to deliver a variety of Cloud services and solutions to meet any company's complex IT service management needs. For the past

two decades, we have designed, built, and managed data center centric solutions. And as Cloud became more prevalent over the past decade, we have kept pace and have been recognized as a leader in the Managed Services Provider space.

According to the 2013 MSPmentor study, we are ranked #3 nationally and in the Top 10 worldwide for delivering data center solutions and expertise. This recognition is appreciated and demonstrates our commitment to providing exceptional Managed Services. We adhere to ITIL v3 Best Practices, following proven processes that run and maintain IT shops with defined SLAs.

Moreover, our data centers undergo extensive audits — including SSAE 16 SOC2 and PCI Data Security Standards (DSS) certifications — every year to ensure operational excellence. Whether you're considering dedicated Hosted, Hybrid Private, or Public Cloud offerings, our services meet the highest regulatory and compliant requirements, including:

- **Infrastructure as a Service (IaaS)** enables corporations to leverage on-demand IT assets (servers, storage, and networks) in a similar fashion as a utility model – quickly turning up and down compute resources as business needs change. This agile approach to computing services is gaining momentum

in the marketplace as companies navigate to stay competitive.

- **Software as a Service (SaaS)** provides companies the ability to utilize applications (Microsoft Outlook, SharePoint, and CRM) on a monthly flat-fee basis without having to invest in IT assets and infrastructure. This low-cost approach to consuming a business service allows corporations to manage and forecast budgets without spikes in CAPex.

- **Disaster Recovery as a Service (DRaaS)** is a vital solution for companies that need to service their clients, employees, and business partners with critical systems and data for continuous operations. Our robust, reliable, and secure data centers offer several benefits to those companies seeking to take control of their Disaster Recovery Programs. Plus, our redundantly designed data centers are built to withstand natural disasters and offer peace-of-mind to companies in highly regulated businesses such as Finance, Healthcare, and Banking industries.

This move to Cloud changes the very nature of IT Services. It shifts from the process of evaluating and investing in technology assets to how the business can utilize technology and applications to deliver competitive business services to grow into new markets and improve service to its customers. ∎

[1]Findlay, M. B., Hyatt, J., Rosenbaum, D. (2012). Conquering the Cloud. Retrieved from http://cfo.com/whitepapers/index.cfm/displaywhitepaper/14667557