

JOURNEY

TO THE CLOUD

Organizations use the internet for some of their most vital functions and data storage - and that information is starting to float

PAST

RISE OF CLOUD COMPUTING

for business

	1950s	1970s	1990s	Late 1990s to early 2000s
Situation	Computers were too bulky and expensive to buy for every employee	Organizations could only execute one operating system at a time	Telecommunications companies offered single point-to-point data connections	The cloud was only a term to express the empty space between user and provider
Solution	Mainframe computing allowed multiple people to access one central computer through dumb terminals	Virtual machines (VMs) allowed more than one OS to function simultaneously in one space	Virtualized private network connections gave users shared access to the same physical infrastructure	Salesforce and Amazon successfully used "cloud computing" to deliver software and products to customers

2006 Data wasn't easily stored or shared online

amazon web services™

Google docs launched

PRESENT

93%

OF ORGANIZATIONS USE THE CLOUD IN SOME FORM

42% of companies derive 50% or more of their business through cloud-based apps

Enterprises invest an average **\$1.62 MILLION** in cloud computing

SUCCESSFUL BUSINESSES USE THE CLOUD DIFFERENTLY TO ACCELERATE GROWTH

2015-2020, worldwide spending on the cloud is expected to grow **6X FASTER THAN SPENDING ON I.T.**

Worldwide spending on public cloud computing will more than double

Current issues with cloud computing will need solutions

Internet service outages | Limited control and independence from cloud providers | Privacy and security risks

2015: \$67 BILLION | 2020: \$162 BILLION

Learn how successful businesses accelerate growth

AVOID CLOUD COMPUTING COMPLEXITY

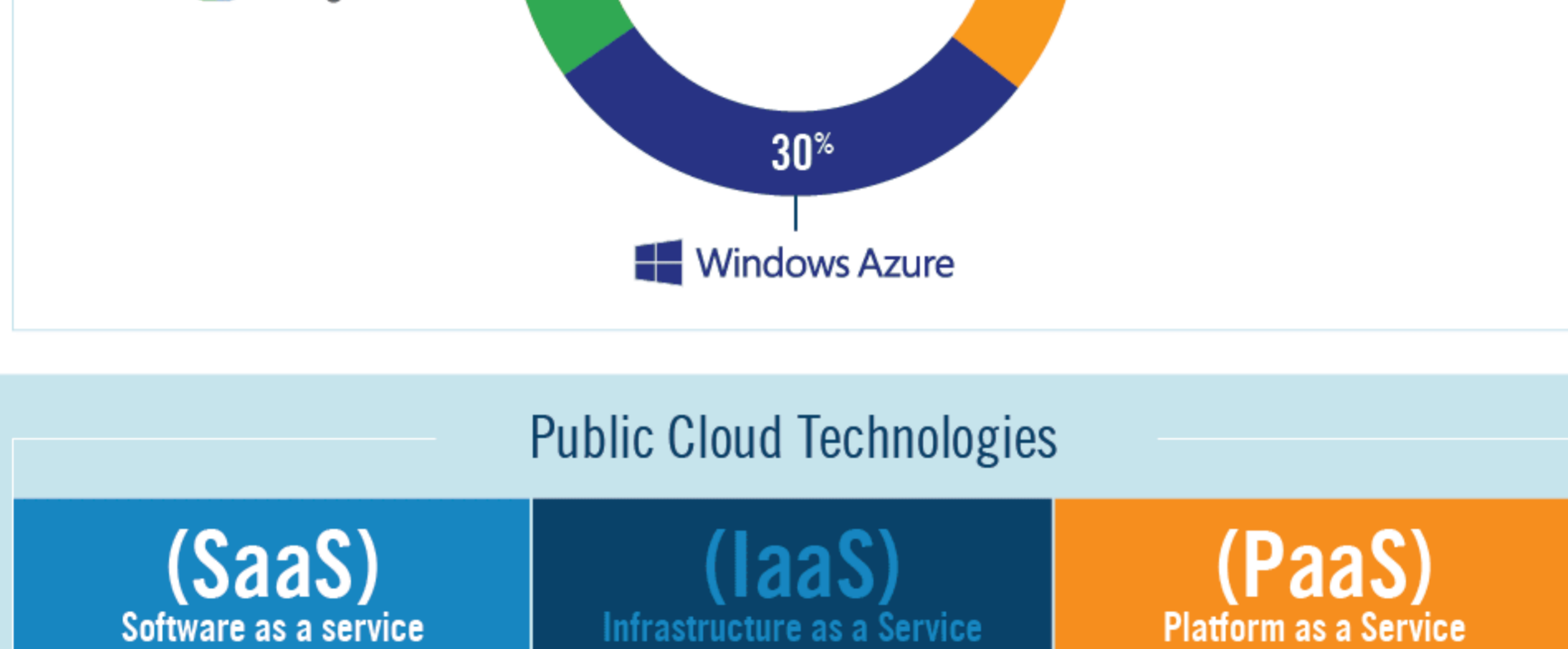
with these simple and effective paths

Public	Private	Hybrid
All hardware, software, and supporting infrastructure is owned and managed by a cloud provider , which provides a firewall and other security	Used exclusively by one organization or business	Combines on-site infrastructure with public clouds
Can be hosted by third-party service provided or at organization's on-site data center	Can be hosted by third-party service provided or at organization's on-site data center	Data can be moved between public and private clouds
Being replaced with SD-WAN for even more improved performance, efficiency and costs	Being replaced with SD-WAN for even more improved performance, efficiency and costs	
Advantages: Lower costs, no maintenance, high reliability	Advantages: Greater customization, heightened security, high scalability	Advantages: Control, cost-effectiveness, ease of use

RESULTS ARE IN: BUSINESSES PREFER...

In 2016,

technology and business experts used hybrid services the most



Public Cloud Technologies

(SaaS) Software as a service	(IaaS) Infrastructure as a Service	(PaaS) Platform as a Service
66%	31%	3%
Third-party provider hosts applications and makes them available over the Internet	Provides virtualized computing resources over the internet	Third-party provider delivers hardware and software tools over the internet
Freely up time, space, and money organizations would use to install and run apps on their own computers and data centers	Hosts servers, storage, and networking hardware that would usually be present at an organization's physical site	Allows organizations to focus on creating and running applications instead of building and maintaining infrastructure
Advantages: Lower costs, no maintenance, high reliability	Advantages: Greater customization, heightened security, high scalability	Advantages: Control, cost-effectiveness, ease of use

Why Switch to the Cloud?

Top cloud concern: Security

GREATEST BARRIERS to companies adopting cloud computing

- Concerns with data security
- Concerns with dependency on third parties
- Potential for service outages

Is the cloud a security risk?

Average organization experiences **23.2** cloud-based threats per month

Only 8.1% of cloud services meet data security and privacy requirements of enterprises

Cloud governance policies

61% of enterprises employ policies to control risky cloud usage

Status of cloud services used

- 5.4% Approved
- 63.3% Permitted
- 31.3% Not allowed

Top most-approved cloud services

- salesforce
- OneDrive
- SharePoint

Top most-outlawed cloud services

- The Pirate Bay
- SPLIT PDF
- picresize

NaaS and Software Defined WAN (SD-WAN) solve these problems

Flexible, cloud-based technologies that connect enterprise networks to their offices and data centers over large distances

Replaces expensive, less secure fixed circuits and no longer require dependency on hardware

Top cloud business goal: saving money

Top business goals driving cloud investments

- Lowering total costs
- Replacing on-premise legacy technology
- Enabling business continuity

Does the cloud save businesses money?

Solutions save businesses money on...

- Hardware and infrastructure
- IT and maintenance costs
- Time investment

Some offer technology obsolescence, which provides businesses with constantly updated enterprise-grade equipment

Leading cloud-savvy businesses...

Derive **2.3x** more revenue growth from the cloud than less savvy users

Are **2.3x** more likely to create a competitive advantage using the cloud

Finance executives say using the cloud would...

64% Reduce operational costs by up to 20%

15% Reduce operational costs by more than 20%

Overwhelmed by ALL THE OPTIONS?

Should you rip out your MPLS or use a hybrid model? Trusted partners can help you pick the right services and solutions for your business

ASK cbts IT EXPERTS for a free 1:1 consultation or free demo

one third of organizations USE FOUR OR MORE CLOUD VENDORS

BENEFITS OF THE CLOUD

- Cloud Computing for business
- Data and analytics storage
- Real-time financial data analysis
- Instant creation of and access to new company resources
- Scalable services to fit company growth
- Utility-based metering to save money

A single-source provider will help you

- Tailor your business's cloud needs
- Harness analytics for powerful decision-making
- Transform your IT department into a revenue generator

IT MIGHT JUST BE TIME TO GET YOUR HEAD IN THE CLOUDS