

PRESENTS...

PUBLIC CLOUD

A public cloud is one based on the standard cloud computing model, in which a service provider makes resources, such as virtual machines, applications or storage, available to the general public over the internet. These services may be free or offered on a pay-per-usage model.

Main benefits of using a public cloud service:

- ★ Reduces the need for organisations to invest in and maintain their own on-premises IT resources;
- ★ Enables scalability to meet workload and user demands;
- ★ Wastes fewer resources because customers only pay for the resources they use

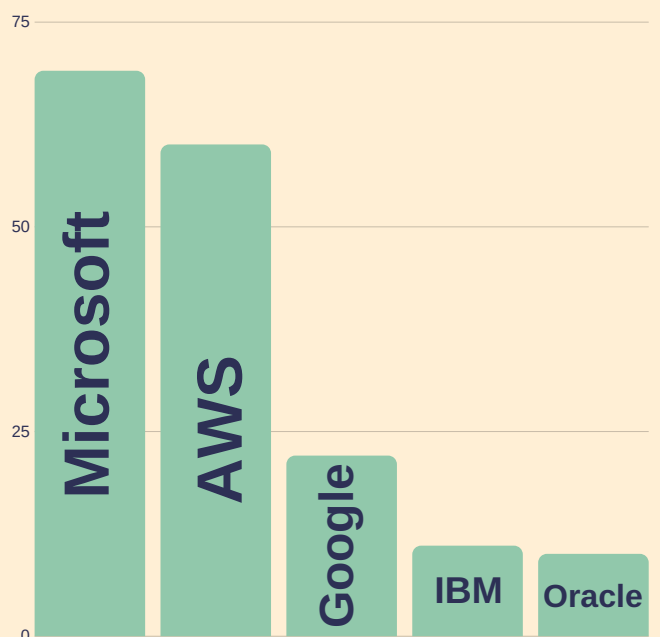
TOP PURCHASE DRIVERS

- 1 Strategic cloud transformation
- 2 Reduce on-premises datacentre footprint
- 3 Leverage cloud elasticity (scale up and down for cost/competitiveness)

TOP FEATURES

- 1 Data security and compliance
- 2 Ease of administration
- 3 Service level guarantees
- 4 Automatic or dynamic scaling
- 5 Data protection or encryption

Top 5 vendors being considered for purchase



easyJet

Walmart

BARCLAYS



5 big brands doing big things in public cloud