InsightaaS.com's *TechConnex Cloud Bootcamp*

Summary deck from the
February 21, 2014 session

TechConnex

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The "why" in enterprise technology

About the event

- The TechConnex Cloud Bootcamp was organized and facilitated by InsightaaS.com. Principal Analyst Michael O'Neil provided the research presentation that kicked off the session, and facilitated three of the panel discussions; InsightaaS.com Managing Editor Mary Allen and VP Business Development Doug Adams also facilitated panels.
- The session was structured around panels aligned with the five key steps in deploying cloud: cloud business planning, capitalizing on cloud infrastructure, applying SaaS within a business, integrating a hybrid environment, and driving the business utility of the cloud.
  - With this approach, we were able to identify issues that extend beyond isolated technology 'silos,' and to look at benefits that are similarly beyond individual 'one for one' replacements of on-premise systems with cloud-based alternatives
- Each panel discussion included 2-4 experts from industry, who collectively represented the 'who's who' of cloud in the GTA. Panelists were invited to submit 1-2 slides to help position their perspectives on cloud; each was also asked to submit five 'best practices,' which were used by attendees in case exercises designed to illustrate the application of cloud in different business environments
- Our goal was to provide a forum for knowledge exchange, dedicated to understanding how cloud can be applied to today's business challenges while at the same time recognizing future opportunities for extending the value of cloud.
  - It was clear from session interaction and attendee feedback that this goal was met – and that we should continue to use InsightaaS.com's approach to help Canadian businesses to find the best approaches to deploying, and benefitting from, cloud!

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About this deck

- This deck is intended to share some of the highlights from the *TechConnex Cloud Bootcamp* organized and facilitated by InsightaaS.com. It includes:
  - A key forecast slide
  - Panelist introductions and best practices across five stages of cloud adoption:
    - Cloud business planning
    - Cloud infrastructure adoption
    - SaaS adoption
    - Integrating hybrid environments
    - Driving business value from cloud
- The *Cloud Bootcamp* delved into each topic in far more depth than we can present here. For more information, please contact Doug Adams of InsightaaS at doug.adams@insightaas.com

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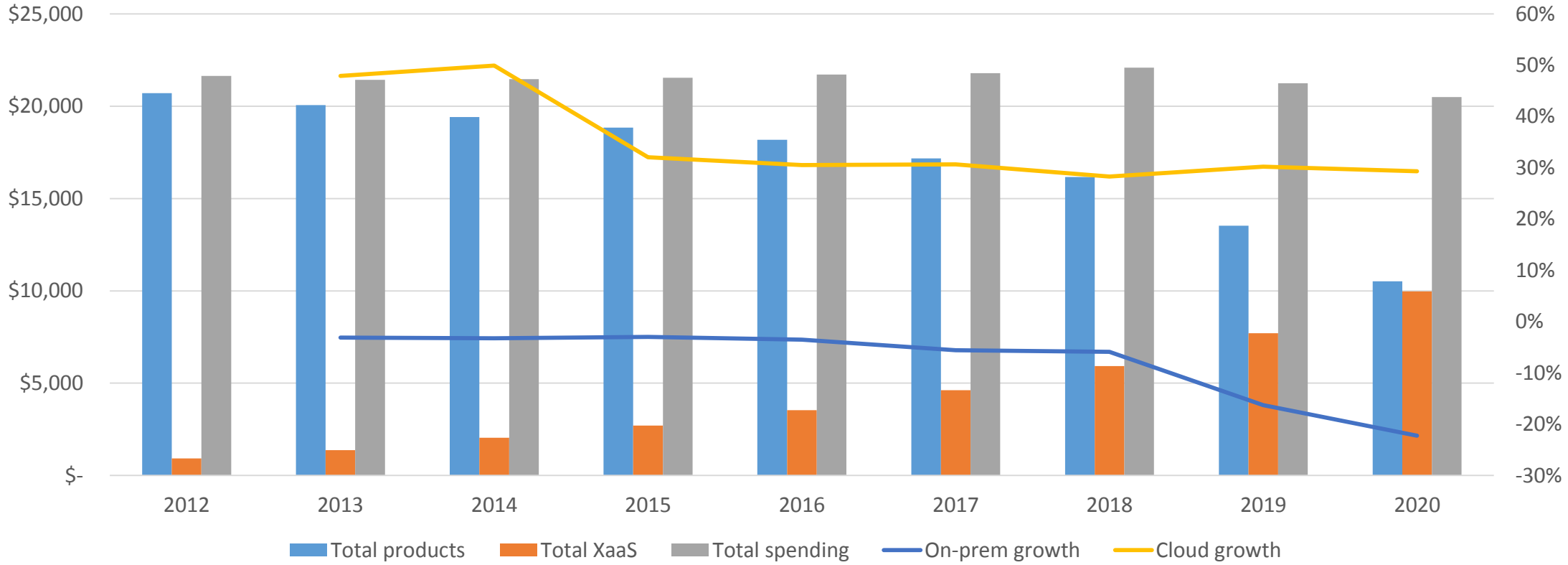
What's the real demand for hybrid?

Total business spending on on-premise and XaaS, based on a conservative SaaS projection



Spending on cloud for every $1 in on-premise spending								
$.04	**$.07**	**$.11**	**$.14**	**$.19**	**$.27**	**$.37**	**$.57**	**$.95**

In this slide from the event, an InsightaaS.com forecast demonstrates that a hybrid on-premise/cloud environment will become the norm for Canadian businesses.

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Expert panelists: Cloud business planning

Randy Milthorpe

Converged Cloud Business Development Manager at Hewlett-Packard

Sid Nag

Director Global Strategy, Enterprise Solutions Group at Dell

Best practices in cloud planning

- Conduct Initial planning
- Understand your existing enterprise capabilities and establish your vision
- Baseline and Define your future state:
  - Business architecture
  - Application architecture
  - Technology and infrastructure architecture
- Conduct strategic gap analysis and transition planning
- Conduct implementation planning
- Establish a governance process for the implementation
- Gain stakeholder buy-in and give traction to any existing cloud initiative, embrace open hybrid
- Leverage best practices around hybrid automation, applications and service management/delivery
- Understand current situation, future aspirations and to define a roadmap
- Take an open approach to Cloud including technology, process, people and governance
- Discover “cloud” related projects that are strategic, transformational and which hold the biggest promise for quick and/or good ROI/business value/valid use case
- Promote the benefits, scope, scale and critical success factors for adopting cloud/becoming a cloud service provider

Expert panelists: Capitalizing on cloud infrastructure

Peter van der Zouwe

Microsoft

Senior Business Development Manager, Cloud Computing at Microsoft Canada

Bik Dutta

CenturyLink

Director, Market Development at CenturyLink Technology Solutions (Canada)

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Best practices in cloud infrastructure adoption

- Consider the following in evaluating and adopting cloud infrastructure:
  - Think about the solution you are trying to provide, not the infrastructure. Cloud requirements should map to business need. Assess what business problem needs to be solved and how cloud fits into the solution.
  - IT is VERY threatened by the Cloud and will stall the conversation (try and talk to the business)
  - CFOs sometimes do not know how to buy Cloud (CAPEX vs OPEX)
  - Make sure you talk to Security and Networking up front – they can be a bottleneck
  - Look for the ability to enable hybrid-friendly integration: cloud must interoperate with other IT consumption models to be effective (colo, managed hosting and on-prem/DIY)
  - Evaluate suppliers by looking for those that take an enterprise-class approach that is suitable for multiple market segments: technology stack, security, operations management, SLA
  - Data-Centre Location is not an issue for ALL Applications (but it is for some)
  - Innovation + the human touch: Elasticity, self-serve, automation are key elements of a true cloud, but human interaction (i.e. service) is still needed
  - Do a small POC to see if Cloud works for you (it will save you a lot of time)
  - Contract flexibility and transparency: a solid offering stands on its own, no strings attached

Introducing our expert panelists

Phil Kaszuba

President at DMTI Spatial

Andrew Dixon

SVP, Igloo Software

Alex Topitsch

CEO - Futurestate IT

Chris Adams

CoFounder & CTO gShift Labs - SEO Software For Agencies

Best practices in SaaS adoption – consider the following…

- Understand your present requirements and make sure the software is able to meet those needs today
- Start with a needs assessment
- Document your technical requirements
- Understand your users and workflows
- Have an adoption strategy
- Review client testimonials and case studies. Understand how to maximize the value of the software
- Make sure you subscribe to onboarding support services
- Understand your growth path and other software you will need to ensure future compatibility.
- Service level agreements and data back-up – ask for the details
- Understand contract duration and understand billing details
- Understand your corporate security and data compliance regulations
- Be clear on how your SaaS service handles data
- Don't get complacent with your SaaS Interface
- Do you need your SaaS offering to handle external data?
- Make sure that the SaaS license model fits your needs
- Measure

- Cloud – Platform vs Infrastructure
- SAAS/Cloud vs on-premise – It's hard to live in two worlds. Commit, Commit, Commit
- Cloud/SAAS – Clients expect to experience the product before they buy. Be ready with a powerful experience
- Before I let you run my business, I need to know how you are going to keep it safe in your Cloud/SAAS — know the baseline facts of running someone else's business on your platform
    - *The Cloud community has worked hard to ensure this barrier to reduced dramatically. Your teams need to know the answer to: SSAE16 Type 1, ISO/IEC 27001, RPU/RTO. The community has them and can help you appear much bigger/capable*
- Bring your clients/prospects into your world quickly — Insight Squared/C9

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Introducing our expert panelists

Loïc Calvez

softchoice

Datacenter Practice Lead for Softchoice

Richard Iwasa

ideaca
fromStrategytoSolution

Solution Architect, Ideaca

Justin Folkerts

SUPRA ITS
Information Technology Services

VP, Infrastructure Services, Supra ITS

Best practices: Integration

- **Know your data**. Understand where you want your data to live, and how and where it needs to be accessed. Determine where data lives, how it will move, and how much will move
- **Develop a mobile device strategy.** Control file transfer, storage and remote access via mobile devices without compromising user experience.
- **Implement an identity management platform.** Gain the ability to provision and de-provision users as needed, and control access to apps and data from a central hub.
- **Aggregate cost structures.** Consolidate procuring and billing SaaS via an internal cloud service broker, reducing costs and increasing compliance.
- **Communicate with (and train) end users.** Understanding the benefits of cloud computing (and the risk of unsanctioned activity) will help increase user adoption.
- **Keep in mind** the business and technical goals and constraints when determining what should run in the cloud vs on-premise
- **Do not forget** about governance, process, monitoring, and control, especially across environments
- **Ensure appropriate levels** of performance, latency, and security
- **Design for** agility, scalability, and resiliency
- **Build with the future in mind.** Include an integration blueprint; federation of services – in house and Cloud;
- **Keep it simple**. Visibility across the platforms,, granular management and optimized monitoring.
- **Federate and burst**. Automate, secure and synchronize using tight control measures. Invest in IAM.
- **Governance should be an enabler.** Governance is the key and it is essential. Establish capabilities, define policies, performance rules and change management should be practical.
- **Bring business early in the game.** Remember that IT is a business enabler and no cloud strategy will ever work until there is a complete buy-in from the business.

Introducing our expert panelists

Paul Lewis

HITACHI
Inspire the Next

CTO, Hitachi Data Systems Canada

Craig McLellan

ThinkOn
The Virtual Data Centre Company

Founder, ThinkOn

Tracey Hutchison

CISCO

Director, Distribution Sales, Cisco Canada

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Best practices: Extending the value of cloud

Big Data/Analytics

- Start with a documented business strategy and IT Strategy to fully appreciate the needs of the business and the IT organization over a broader horizon; become a value producer not a technological innovator
- Of the list of technology strategies produced (compute, data centre, service management) create your Cloud and Enterprise Information Strategy focused and measured on the business value produced
- Converged or Engineered carry the same characteristics of Cloud, and therefore are TCO and time-to-market decreasing deployments of Cloud, especially for new and singly defined workloads
- The “level of doneness” of each of the characteristics of your Cloud may impact the amount of value created by the services its powering
- The nexus matters. Implementation of Cloud, Big Data, Social, and Mobile individually are complex but produced siloed value. The integration between them is what matters
- Classify your Data and Have a Plan to Put Your Data on the right platform: not all data is created equal and it shouldn’t be treated that way
- Design your applications to leverage non-traditional storage platforms: using object based data storage can dramatically improve your data durability and mobility
- Leverage the cloud to increase the availability of your applications: cloud based infrastructure can significantly improve your application’s survivability
- Applications are being Data Centric: moving your applications is easy compared to moving large data volumes so pick the right platforms
- Take the time to ensure your application self-heal: the cloud allows for true, distributed high-availability. Make sure your applications can leverage it

Mobility

- Mobility works to drive positive business outcomes - don't be scared away by solution complexity
- Extending cloud to trusted mobile devices relies on effective IT management: Compliance, Management, Enforcement, Remediation
- Work systematically through the key stages of mobility enablement:
  - Key infrastructure issues: security, virtualization
  - User basics: mail, calendaring, GIS
  - Expanded enablement: collaboration
  - Advanced functionality:
    - Intranet, customer data (SFDC), etc.
    - App delivery/management via an estore
- Focus on key results:
  - increased choice for users
  - Increased manageability
  - Improved collaboration

Many thanks to our panelists…

Many thanks to TechConnex… and

Thank you!

Michael O'Neil

michael.oneil@insightaas.com

www.insightaas.com