EBOOK

How to Sell the Cloud to Your Leadership Team

Must-Have Tips for IT Managers

In today's fast-paced world, your organization must be nimble, reliable, and secure. To meet both existing and new demands, you need an enterprise data center that connects to the cloud and other data to meet these requirements.

How do you make a case for the upfront and ongoing costs of digital transformation? More than likely, your executive team will rely on you to explain the features and benefits of the cloud, as well as the expected return on investment.

Read this eBook to find solutions to common data center pain points that can help you get executive buy-in from your leadership team.

What's Inside? Tips to Address These Common Pain Points:

1. Our On-Premises Data Center Costs Our Organization Too Much
2. Network Performance Is Lagging Now. Can We Scale Up for the Future?
3. The Pandemic Has Changed the Way We Do Business
4. Our Customers' Buying Habits Have Changed
5. How Can We Get Help Modernizing Our Infrastructure?

PAIN POINT 1:
Our On-Premises Data Center Costs Our Organization Too Much

Data centers have sprawled over the years, thanks to the explosion of data. This includes both structured and unstructured data, which can be difficult to archive and access. In 2020, the amount of data created and replicated reached a new high, according to Statista.[1] The pace of data growth was higher than what experts had predicted due to the increased demand caused by the pandemic, which led more people to work remotely.

In response to exponential data growth, organizations have:

- Added more equipment to support volume
- Spent more money on maintaining legacy equipment
- Consumed more energy to support on-premises hardware

Each of these increases the cost of IT operations, and those added costs will continue to multiply as your infrastructure grows in response to the market.

Solution: An investment in the cloud can support your organization in the short and long term. You don't have to move to the cloud all at once; you can adopt a hybrid cloud model that allows you to keep critical data on site and choose the best environment for each of your applications and workloads.

- Virtualized resources reduce capital expenditures, year over year.
- Cloud services allow you to deliver economies of scale.
- If disaster strikes, you can failover to other clouds in your environment.
- You can "pay as you grow" and tie your expenditures to actual consumption.

Contemplating the Cloud?

85%
of infrastructure strategies will integrate on-premises, colocation, cloud, and edge delivery options by 2025, compared with 20% in 2020.[2]

80%
of companies say they've experienced operational improvements within the first few months of adopting cloud technology.[3]

94%
of businesses say they saw online security improvements after moving to the cloud.[4]

30%
say cost is their biggest concern related to using the cloud.[5]

Did You Know?
51% of enterprise IT spending in key market segments will shift to the cloud by 2025.[6]

Tips for IT: To educate your leadership about the return on investment that a cloud-based infrastructure can provide your business, create a cost-benefit analysis over five years that shows:

- Capital equipment savings
- Increased reliability and redundancy
- Energy cost savings
- Real estate expenditure savings
- Efficiencies in staffing

While migrating to a public, private, or multicloud environment includes upfront costs, over time your organization will experience a positive ROI.

PAIN POINT 2:

Application Performance Is Lagging Now. Can We Scale Up for the Future?

Sluggish applications are more than a drag; they can bootstrap your productivity. On-premises data centers weren't designed to store the types and volume of data businesses consume today. As organizations grew, they typically added more equipment to meet increasing demand. This increased complexity, created siloes, and left applications and endpoints vulnerable. If you're operating in an outdated infrastructure, your performance will continue to suffer.

Solution: Adopting a cloud environment allows for high-performance computing, faster communication, and local edge computing. The cloud can improve your performance today and give you plenty of space to grow.

Tips for IT: Demonstrate to leadership how designing a hybrid infrastructure could increase your network speeds, free up space, and position your company for future growth.

- Right-size your compute, cloud storage, and network bandwidth on demand.
- Support diverse backup needs without adding equipment.
- Retain the value of your legacy system while building for the future.

Your migration to the cloud doesn't have to happen all at once! Progress according to your unique needs for backup and anticipated spikes in usage.

Which Cloud Is Right for You?

- **Public cloud:** Managed by a third-party provider, this service is shared by customers in a multi-tenant environment. Examples of the largest public cloud platforms include Microsoft Azure and Amazon Web Services (AWS).
- **Private/Hyperconverged cloud:** Hosted internally or by a third party, a private cloud gives you the dedicated resources to accelerate digital transformation. Manage your own security, application control, and SLAs. A hyperconverged infrastructure solution, paired with a private cloud, allows workloads to benefit from a software-enabled infrastructure that combines compute, network, and storage into a single system.
- **Hybrid and Multicloud:** If your environment includes diverse workloads, a "one size fits all" approach may not work for you. Adopting an approach that uses multiple public cloud services (multicloud) can give you more options and can speed up disaster recovery. The other option, a hybrid cloud approach, would spread your business functions across one or more clouds and an on-premises data center.

Did You Know?

48% of companies plan to migrate half or more of their apps to the cloud in 2022.[5]

PAIN POINT 3:
The Pandemic Has Changed the Way We Do Business

When businesses closed their doors in 2020, organizations quickly shifted to support a remote workforce. To pivot to this model, many launched cloud-hosted applications that could be managed and run securely on multiple devices.
Now, more and more organizations support bring-your-own-device policies, increasing the pressure on legacy networks to handle security protocols and disparate workloads.

Solution: By placing your applications in the cloud and running a virtual desktop infrastructure (VDI), you can ensure that your employees and partners are using the same software version — and that they all receive the same security and feature updates at the same time. VDI enables better access, connectivity, and protection for your users — and requires no local installations.

Support a Growing Remote Workforce

58%
of the total workforce is now remote because of the pandemic.[7]

87%
of enterprises will accelerate cloud migration in a post-Covid world.[8]

16%
of global companies are fully remote.[9]

With VDI, you can deploy, manage, monitor, and scale desktops and apps across private, hybrid, and multicloud environments.

Tips for IT: No one could have anticipated the business disruptions caused by the pandemic. By conveying to leadership that a modern infrastructure supports VDI in the cloud as a Desktop as a Service (DaaS), you can make a strong case for a cloud investment. It's important to add that not only will the cloud enable VDI — it also gives management a single view into your network's data usage and availability.

- Tools in VDI can easily scale up or down to accommodate additional employees.
- By allowing for role-based access and single sign-on, VDI keeps endpoints secure.
- VDI puts IT in the driver's seat, giving them the ability to set encryption protocols and advanced filtering.
- VDI operating in a cloud infrastructure enables faster disaster recovery, no matter where devices are located.
- VDI can save you money on personal devices and reduces energy expenditure.

PAIN POINT 4:

Our Customers' Buying Habits Have Changed

IDC predicts the average person will have 5,000 digital interactions per day by 2025 — up from the 700–800 that people average today. To adapt to how customers interact with products and services today, companies increasingly offer features like chat apps and streaming video. These content-rich services require more bandwidth, and organizations need a way to securely archive customers' personal data.

Solution: To create interactive experiences, organizations will require data infrastructure that can support emerging technologies. Content-rich unstructured data is likely to represent as much as 80% of all data worldwide by the year 2025, according to IDC.[10] By adopting a cloud infrastructure, you can adapt to customer demands and prepare for spikes in usage.

Tips for IT: Your leadership knows it's imperative to keep pace with consumer trends to anticipate future business needs, but they might not realize how much an aging data center can cripple future innovation. Not only can the cloud safely store customer interactions, content-rich data, and personal data, but it also serves as an intelligence platform. By better understanding your customers, your business can more effectively budget resources and target growth areas.

- Run more demanding workloads
- Store large blocks of infrequently accessed data
- Achieve quicker response times; benefit from automatic replication

How Do We Know We're Ready for the Cloud?

Migrating to the cloud requires careful analysis and planning to reduce risk. Consider the following:

- Existing IT applications and infrastructure
- Security and compliance requirements
- Your own business processes
- Future business goals
- Internal IT resources
- Your total IT budget vs. estimated costs

Tech trends will continue to attract consumers — and impact businesses.[11]

- Virtual and augmented reality in shopping
- Desire to remotely "try on" products
- New social apps for brand engagement
- Wider adoption of 5G
- Advanced chatbots
- Authentication without passwords

Pain Point 5:
How Can We Get Help Modernizing Our Infrastructure?

Many customers struggle to figure out where to start their digital transformation efforts. TierPoint can help, no matter where you are in your journey to the cloud.

With TierPoint, you won't have to embark upon data center modernization on your own. Our experts will work with you to design a plan that takes into consideration your legacy equipment, business goals, staffing model, and budget. We'll ask the right questions and listen to your leadership team and IT stakeholders before you make your move to the cloud.

As a VMware partner, we are built to help clients design solutions using products from the leading provider of multicloud services for all apps.

Proud to Serve the Following Industries

- Financial
- Healthcare
- Professional Services
- Government, Education, and Nonprofit
- Technology and SaaS
- Manufacturing and Supply Chain
- Communications
- And many other industries

About TierPoint

A leading national provider of hybrid IT solutions, TierPoint helps organizations drive performance and manage risk. We operate more than 40 edge-capable data centers and 8 multitenant cloud pods. We also manage a portfolio of cloud solutions, colocation, disaster recovery, security, and other managed IT services.

Connect With Us Today!

For more information about how a cloud service provider can help you build for the future, contact TierPoint at **tierpoint.com** or email us at **sales@tierpoint.com.**

Let's Recap Our Tips to Help You Sell Leadership on the Cloud:

1. Your move to the cloud requires an upfront investment, but you don't have to move all at once.
2. You can choose to operate in different cloud environments, depending on the business: public, private, multicloud, or hybrid cloud.
3. Disaster recovery is faster and easier in a cloud environment. With replication and failover features, you'll experience less downtime.
4. Supporting your remote workforce requires an infrastructure that supports connectivity and security. VDI enables a "bring your own device" work model that gives IT the power to enact protocols that keep your network and edges protected.
5. As customers change the way they interact with your company, your data center needs to evolve. The cloud can securely store unstructured objects like images and video, as well as customer data that can give you critical business insights.

12444 Powerscourt Dr., Suite 450
St. Louis, MO 63131
877.859.TIER | tierpoint.com

[1]Statista, "Amount of data created, consumed, and stored 2010-2025," March 2022.
[2]Gartner, "Your Data Center May Not Be Dead, but It's Morphing," September 2020.
[3]Multisoft, "10 Amazing Facts About Cloud Computing!," 2018.
[4]Salesforce, "12 Benefits of Cloud Computing," accessed March 2022.
[5]O'Reilly Media, "The Cloud in 2021: Adoption Continues," December 2021.
[6]Gartner, "Market Impact: Cloud Shift — 2022 Through 2025," February 2022.
[7]Upwork, "Future Workforce Report 2021: How Remote Work is Changing Businesses Forever," September 2021.
[8]LogicMonitor, "Cloud 2025: The future of workloads in a cloud-first, post-COVID-19 world," June 2020.
[9]Owl Labs, "State of Remote Work 2021."
[10]IDC, "Worldwide Global DataSphere and Global StorageSphere Structured and Unstructured Data Forecast, 2021–2025," July 2021.
[11]Forbes, "13 Tech Trends That Will Soon Impact Consumer and Business Marketplaces," October 2021.