

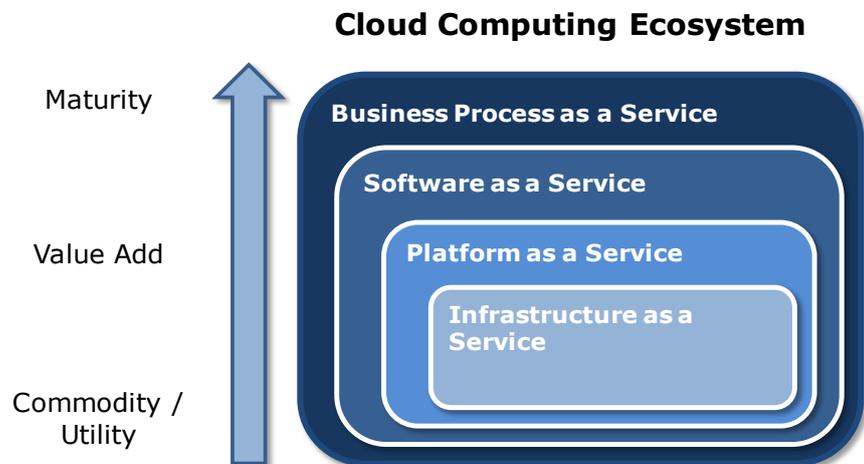
BROADScale – Cloud Computing Assessment

We are going through a step-change in the way that underlying technology services are delivered. Cloud Computing in its various guises is gaining industry acceptance. Terms such as Software as a Service (SaaS), Platform as a Service (PaaS), Private Cloud, Hybrid Cloud, Infrastructure as a Service (IaaS) and so on have made their way into the vocabulary of the CIO organisation.

Cloud Computing isn't new. Indeed many organisations have been sourcing applications or infrastructure in a utility model for years, although it is only recently that vendors have rebranded these offerings ("Cloud Washing").

With all the hype it is vital that organisations consider carefully their approach to Cloud as part of their overall business strategy and enterprise architecture.

Most importantly, it is **not** a technology issue and should be considered first and foremostly from the standpoint of Business, Applications and Operating Model.



Organisations are facing a number of common challenges:

- Technology budgets are under increasing pressure, with CIO's looking to extract more value from existing assets with less resource
- Data Centre investment continues to grow with IT departments constantly battling the issue of power consumption and physical space constraints
- Time to market and business innovation sit uncomfortably alongside the speed with which IT departments can transform and refresh technology
- Increases in service level management standards and customer intimacy continue to be at the forefront

Cloud Computing can assist in addressing some of these issues, but only as part of a well thought out strategy as it also brings with it a number of additional complexities and challenges of its own.

Market Snapshots

Over the next 5 years it is estimated that enterprises will spend \$112B cumulatively on SaaS, PaaS and IaaS combined.

Gartner estimate that 90% of organisations will maintain or grow their usage of SaaS.

Forrester forecasts the Public Cloud market at \$25.5B and Private Cloud market at \$7.8B in 2011.

UK spending on Cloud is expected to double by 2012 to over £1B.

Utilisation of assets can increase from an industry average of 15-35% in corporate data centres to 80%+ in the Cloud.

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Considering the bigger picture, a “Strategic Cloud Framework”

Before entering into a Cloud deployment, organisations should look at all of the dimensions which drive their technology requirements, not the technology itself. These will shape the Cloud Framework and include:

- **Governance** - business alignment, policies and procedures, approval processes and workflow.
- **Organisation** – changes to operating models, organisation, interdependencies, end-to-end processes, roles and responsibilities.
- **Enterprise Architecture** - application profiling to determine which applications are suitable, such as irregular / spiky utilisation, loosely coupled, low latency dependency, commodity, development and test.
- **Sourcing** – internal versus external, Cloud providers positioning, service management, selection approach and leverage.
- **Investment Model** – business case, impact to technology refresh cycle, cost allocation, recharge model and finance (such as Capex reduction impact).
- **Data Security** – user access, data integrity and availability, identity management, confidentiality, IP, reputational risk, legislature, compliance, storage and retrieval processes.

The BROADScale service

At Broadgate Consultants we have developed an approach to address the business aspects of the Cloud strategy. Our consultants have experience in the underpinning technology but understand that it is led from the Business domain.

Our recommended initial engagement depends on the size, scale and scope of services in terms of the Cloud assessment.

1. **Initial** – High Level analysis of maturity and focus areas
2. **Targeted** – Specific review around business function or platform
3. **Deep** – Complete analysis and application profiling

At the end of the assessment period we will provide a report and discuss the findings with you. It will cover the areas outlined in the “**Strategic Cloud Framework**” and provide you with a roadmap and plan of approach.

During the engagement, our consultant will organise workshops with key stakeholders and align with the IT Strategy and Architecture.

For more details and to schedule an appointment contact us at our main address or email BROADScale@broadgateconsultants.com

Benefits

Agility – deploy with more flexibility.

Lower fixed cost.

Multi-Tenancy – opportunities for shared infrastructure.

Improved application utilisation.

“Burst” capability.

Self-Service options.

Scalability outside of internal constraints.

Attention Areas

Service Management.

Organisation realignment to support new model.

Data protection, compliance and regulatory requirements.

Maturity and potential “lock in”.

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