

1-2-3 Webinar: Demystifying the Cloud

Presented by:

Kristi Robison, Paintrock Consulting Services

Kristi.Robison@outlook.com

*Sponsored by Wyoming Entrepreneur Small Business Development Center
in conjunction with the U.S. Small Business Administration and the
University of Wyoming*



SBDC

Featuring the SBDC, PTAC and MRC

Objectives

- Defining “the cloud”
- A brief look at clouds we use daily and the cloud “stratosphere”
- Types of clouds
- The case(s) for using cloud services
- Factors to consider in your determination of cloud services
- Steps after deciding to procure cloud services



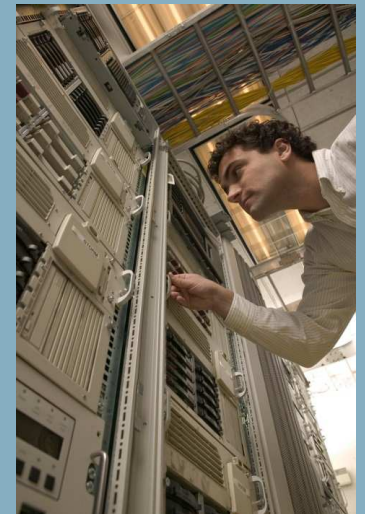
After today's overview you should have confidence in your awareness of Cloud Services and have a starting point for evaluating these options for your business.

What do we mean when we use the term “Cloud”?

Cloud computing is accessing or managing information that resides somewhere *other* than on Your Computer.

Information you access
online

What “the Cloud” is not...



Defining the Cloud - officially

“Cloud computing is a model for enabling convenient, on-demand network access to a shared pool of configurable computing resources that can be rapidly provisioned and released with minimal management effort or service provider interaction.”

- National Institute of Standards and Technology



A Few Statistics.....Every Day:

We stream
18.7 million
hours of
music on
Pandora

We send over
294 billion emails

We add 250
million photos
to Facebook

We watch 22
million hours
of Netflix

Over 270 million
different people
visit Facebook,
Google+, Twitter,
LinkedIn, and
Pinterest

We write
2 million
blog
posts

We upload
864,000
hours of
videos to
You Tube

*...and this
all happens
“in the Cloud”*

Cloud Computing Stratosphere

- *Communications / Social Apps*
- **Software as a Service (SaaS)**
- **Platform as a Service (PaaS)**
- **Infrastructure as a Service (IaaS)**

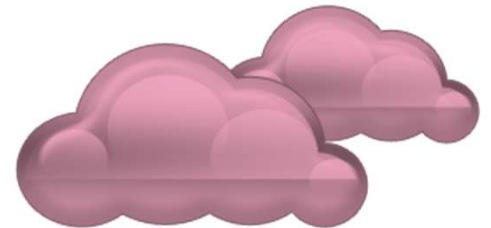


Infographic from the Horn Group. Data from Forrester Research, December 2011
Paintrock Consulting Services, LLC ©2013

The Types of Clouds

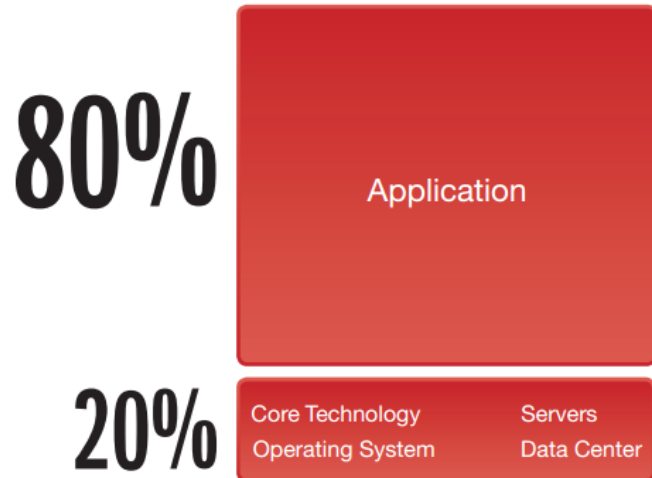
Your company's needs will determine what type (or types) of Clouds to utilize:

- Public
 - Managed by vendor at their premises. They own the cloud, you access via internet only. Services are free or fee-based.
- Private
 - Managed by you, dedicated to your organization, only your data.
- Hybrid
 - Combination of the two. Combines on-premise resources and off-site cloud infrastructure.



The Case(s) for Cloud Services - Efficiencies

IDEAL DISTRIBUTION OF TIME & RESOURCES



1. Reduce Costs
2. Greater focus on your core business rather than IT
3. Shift expenses from Capital to Operating
4. Increased flexibility
5. Greater collaboration and productivity

Cloud computing promises economic advantages, speed, agility, flexibility, infinite elasticity and innovation.

If your reality is the opposite of this chart – spending 80% of your IT \$ to maintain your systems, then cloud computing could benefit you.

The Case(s) for Cloud Services - Financial



Average cost reduction of 23% due to cloud computing savings on infrastructure



62% of companies who utilize cloud services and save money have reinvested in these areas:

- Product / Service Innovation
- Expanded product / service offerings
- Marketing / Boosting Sales
- Increased wages or bonuses
- Increased headcount
- Increased training budget / learning organization

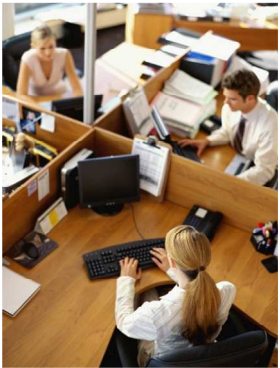
The Case(s) for Cloud Services - Effectiveness

- Access information from anywhere, from any device (BYOD)
- Forces the benefit of internal house-cleaning and architectural validation before migrating content
- Younger, smaller businesses can move to and adapt to the cloud more quickly – carving out advantages and efficiencies
- Allows rapid increase in capacity or capabilities
- Reduces the need to invest in new infrastructure and related training
- Better manage costs by paying for what you use



Ease of adoption for new technology coupled with agility and flexibility within your market gives you an advantage over your competitors

Factors to Consider for Cloud Evaluations



Ensure Best Practices, Compliance, and IT Governance shape your needs

1. Your Corporate Risk
2. Your Data's Complexity
3. Your Data's Availability and Integrity Needs
4. Your Corporate Compliance Needs
5. Your Corporate Governance Needs
6. Scalability

Cloud Computing is not a band aid for all IT-related issues



Cloud computing won't necessarily allow you to dispose of your data center and other IT resources or departments

So you've decided to use the Cloud. Now What? – Basic Edition



	+2.688
0	+5.000
1	+1.500
0	+1.125
0	+1.062

How complex is your data?

How much do you anticipate your data needs to grow?



1. If you are just starting out, or are a relatively *small* Small Business, a simple cloud hosting solution may be a good way to begin.
2. Dropbox, Google Drive / Apps, Sky Drive are easy ways to become comfortable “in the cloud”.
3. Consider using multiple basic cloud services for redundancy (risk mitigation) and to increase your comfort level with use.

So you've decided to use the Cloud. Now What? – Mid-Size Edition



Manage your Migration like a Project to continue your business focus.

Define your needs, risks, requirements, and research vendors.

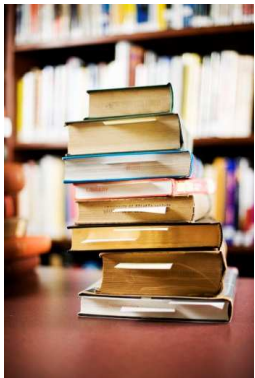


R/Define your Governance Model and Scale it to the Cloud

Data location and possible co-tenancy	Securing data entry to and exit from the cloud
Access to data	Accountability
Disaster recovery	Manage privacy in relation to all the regions you do business
Cloud provider stability	Service Level Agreements (SLAs)
Performance Monitoring	Data encryption and management
Integration with existing IT – legacy applications, compatibility	Regulatory requirements (HIPAA, OSHA, Sarbanes-Oxley, etc)

So you've decided to use the Cloud. Now What?

Mid-Size Edition



Research your vendors. Once you have scoped your cloud needs, request proposals.

Define your risk tolerance for your business and its cloud data.



Vendor Evaluation Considerations	
Do you require SSAE 16 Type II compliance?	Is the vendor equipped with multiple net lines in / redundancy / carrier-agnostic?
What is the vendor's Service Level Agreement (100% is optimal, evaluate company and its customer reporting on SLA coverage).	What are the vendor's disaster recovery / business resumption plans?
Do you require multi-layered security?	Do you require techs onsite 24/7? Or techs available (not onsite) 24/7?
Will the vendor provide you with existing and former customer references?	Does the vendor provide VMware hosting?
Do the vendor's mission and core values align with those of your own company?	How long has the vendor been in business? Supported your industry?

Thank You! And Wrap-Up:

- We can think of the cloud as technology, applications, or information that resides somewhere **other** than on Your Computer
- Most small businesses start using Software as a Service (SaaS)
- Most of us already use Cloud Services on a near-daily basis
- Public, Private, and Hybrid clouds allow you customization and control to fit your business
- Innovation, cost reduction, and collaboration are some of the common cases for using cloud services
- Risk, data complexity, and compliance requirements are some of the key factors to consider
- If cloud services fit your model, research vendors, define your risk and governance, and migrate. You can start small and build up.



You should have an awareness of Cloud Services, and a starting point for evaluating these options for your business.

About the Presenter

Kristi Robison is the director of Paintrock Consulting Services, specializing in IT Project Management , Change Management, and Productivity. Kristi has 14 years of experience in the Oil and Gas industry spanning project management, business process management, and efficiency implementation. She is active on LinkedIn, Twitter, Facebook, a variety of blogs and online groups, and enjoys volunteering in her local community in the Big Horn Basin of Wyoming.

Kristi Robison

Paintrock Consulting Services

Kristi@paintrockconsulting.com

307-431-8690 (m)

[LinkedIn](#) (klobison)

[Twitter](#) (@KristiRobison)

www.paintrockconsulting.com