



For Crying Out Cloud!

Testing Your Cloud Strategy

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With leaders under pressure to deliver cloud solutions faster, many organizations don't spend the time to create a cloud strategy that fits their needs.

Cloud enablement has evolved from being a strategic lever for competitive advantage to a necessary means of operating a business. With industry analyst Gartner forecasting the public cloud service market to reach 331 billion by 2022,¹ companies are either enhancing or expanding their existing cloud footprints to take advantage of new capabilities and position themselves for future growth.

\$331

Industry analyst Gartner is forecasting the public cloud service market to reach **\$331 BILLION** by 2022.¹

- A** Wait, we are drowning in the proverbial technology soup, and you want to add another layer on top of that for me to manage, migrate, and somehow still fit into my budget? No way! We like fighting in the trenches—I'm sure there is light at the end of the tunnel.
- B** Purchase more cloud services. More of our competitors are looking to be fully in the cloud in the next year, and we can't be left behind (big FOMO)!
- C** As part of a cloud strategy, evaluate the current legacy estate to understand where consolidation, enhancement, or other opportunities exist.

Clearly, cloud capabilities are as useful as the people and processes that leverage them. IT should focus on building a future-state vision that supports and enables the business. While the cloud can play a role in it, the organization should use a broader lens.

Consider C. When evaluating your strategic cloud approach, the starting point typically involves understanding the balance between building new capabilities and leveraging existing legacy applications or infrastructure. A thorough analysis of the existing legacy estate can provide significant detail on opportunity areas and promote better system alignment and integration prior to cloud migration or enablement.

Question 2:

The current data center footprint is quickly reaching full capacity. Meanwhile, the company announced it is looking to complete its biggest acquisition to date in the next six to nine months. How should IT proceed?

- A** We are going to the cloud! It would bring the latest technologies to the organization and address the issue of capacity.
- B** No cloud. We should just leverage the acquired company's data center footprint, rationalize all the technologies, and then decide on what we really need.
- C** No cloud ... yet. We should build a new data center to help modernize our stack, increase capacity, and provide a "landing zone" for any technologies coming with the new company.

In this case, the IT organization developed a thorough business case, involving all major stakeholders, to provide the solution that best fit the organization's short- and long-term needs. It ruled out leveraging a public cloud provider because:

- As the health care industry tends to stay a few technology generations behind, migrating technologies from the acquired company (and any future ones) may prove too value-prohibitive (too complex / time-consuming).

- A full cloud solution becomes rather costly because dedicated infrastructure is needed to address certain regulatory requirements (e.g., HIPPA).
- The OPEX-heavy financial model disrupts the CFO's expense strategy.
- The current organization had little to no experience migrating and managing cloud technologies.

While a private cloud was also considered, the IT leadership demonstrated that they could leverage a private data center as a near-term solution (three- to five-year horizon) that is cost-effective, is compliant, and provides the right capabilities for helping to stabilize the infrastructure and enable the upcoming acquisition.



SCENARIO 3: DID YOU LOCK THE BACK DOOR?

A B2C services and support company has a strong national and even stronger statewide brand, leading to most of its customer acquisition coming through word of mouth and familiarity with the brand. However, during a strategic planning retreat, the COO raised his suspicion about the

