SYMMETRY

Making "Cents"
of the Application
Hosting Equation:
A Buyer's Checklist

Determining where and how to host your IT systems is largely a strategic business decision, even more so than an IT decision. It's one that can have a large impact on your business, in regards to system performance, security and cost. Having a clear understanding of the true costs of it all to not only weigh all of your options, but to build a comprehensive cloud and IT outsourcing strategy is essential.

This white paper will provide insights into potential cost savings broken down by capital investment, monthly costs, facility expenses, maintenance costs and resource overhead. You'll also get an unbiased look into the average costs from surveyed hosting clients from multiple industries. At the conclusion, you should have a better gauge of what your company can really save, what parameters you need to set for your business and your future IT partner before you make the leap from an in-house data center to a hosting and/or cloud service.

SYMMETRY

What do the average data center costs add up to?

You may have heard moving to the cloud delivers a compelling ROI. You are promised greater IT operational performance with reduced stress on your internal resources. But how do you know that's all "true" without the calculated hard numbers? How do you determine what the best business decision is to internally host vs. outsource your data center operations? And how do you know what IT partner can bring the most to your operations with the least number of headaches?

Reasoning Before Resolution

No doubt, your company has debated whether to outsource your on-premise data center to a reliable hosting and cloud partner. But if you're a small to medium-sized business, you have a variety of questions to consider:

– How do you get started?

– What should you expect from a third-party IT hosting partner?

– What engagement is expected from your own internal resources, and how many hours are truly returned to your IT staff?
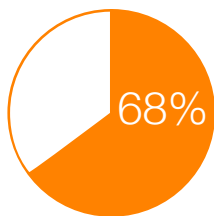
Most of all, you're probably wondering if economies of scale really contribute to your total cost savings. While you're not alone in questioning what the costs are, many other companies are becoming more reliant on partner hosted solutions as a way to drive down costs. The cloud is certainly not a "set it and forget it" environment, especially when dealing with critical applications like SAP. According to a report by McKinsey, "Companies that have moved operations to the cloud still aren't achieving the desired operational agility. A renewed focus on people, processes, and policies can unlock the cloud's full potential."*

"More than eight in ten companies currently use some form of cloud solution, and more than half plan to increase cloud investments by ten percent or more."
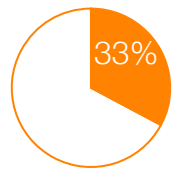
The Decision Point

Of course, just because other companies are making the switch, doesn't mean your company should, too. There's no sense in keeping up with the Joneses just to keep up, yet fall behind in your budget. However, the outlay for upkeep and dwindling morale can end up costing your business much more, even with the upfront investment in a hosting and cloud partner. As the cloud world expands to the masses, the economies of scale truly make outsourcing your data center a more favorable, cost-effective option.
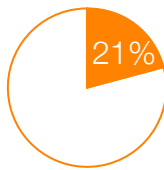

68% Sixty eight percent of IT leaders are using cloud infrastructure today, and 47% extensively use the public cloud for production.**
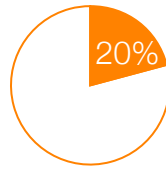
When choosing a cloud provider, several factors become critical to a successful deployment, and ongoing support and updates. After all, when you move off premise, your critical IT systems require a true partner you trust.

33%
Technology and domain expertise

21%
Willingness to collaborate with in-house IT

20%
Expertise in public and private cloud

The Costs of Hosting Internally: Breaking Down the Dollars

Every business must invest in its operations. However, when you host internally, your business is investing in pricey hardware and equipment that is certain to depreciate or become obsolete before your budget has even bounced back. Even if you have already begun

implementing a lofty data center or are in the process of updating, there are several incurred costs still left to consider, beyond the upfront investment:

– Monthly Expenses

– Ongoing Facility Costs (electricity, expert heating and cooling)

– 3rd party maintenance contractors to maintain space

– Resources (Training and FTE per Growth)

– Maintenance, Backup / DR and Updating Equipment

– Network Costs (complex networking to maintain and grow)

– Licensing

Up to 36% cost savings when opting for a hosted or cloud solution

After calculating the average costs per an on-premise data center vs. a partner hosted/cloud solution the total cost savings over three years is 27%, with an impressive 36% cost savings when compared to a cloud solution.

These statistics are based off of findings from the average small- to medium-sized client, industry standards and Symmetry's data center investments.

SYMMETRY

Calculate Your Hosting Costs:

To weigh your options and estimate your own possible cost savings via a cloud or hosting model costs be sure to consider the following basic must haves:

Capital Investments

– Servers

– Disk

– Backup Library

– Backup Tapes

– Rack

– Network Gear

– Raised Floor & Communication Buckets (1500 sq. ft)

– Electrical Whip with Parts and Labor

– Software Costs – Operating Costs

Setup Costs

Equipment Setup and Deployment

Monthly Labor

– Facility Manager

– Equipment Manager

– Systems Manager

Monthly Costs / Facilities / Services
(included with hosting and cloud solutions)

– Facilities (computer room)

  – *Computer Room Cleaning*

  – *Floor space (1500 sq. ft)*

– Power Electric

  – *Panel Maintenance*

  – *Monthly Consumptions (5kW per month)*

  – *Annual Inspection (breaker/bus bar tightening)*

– Power UPS

  – *Battery Maintenance & Testing*

  – *System Maintenance*

  – *Battery Replacement (3-5 years)*

  – *UPS Specific Cooling*

– Power Generator

  – *Semi-Annual Maintenance with Load Test & Generator Battery*

  – *Monthly Transfer Switch & Generator Test*

  – *Fuel*

– Cooling

  – *CRAC Maintenance*

Network Cost

MPLS Provisioning (10mbps allocation)

![SYMMETRY]

The Benefits of Hosted & Cloud Solutions

Services Count as Much as Technology

Hosted and cloud solutions are meant to be easy. They offer more capabilities for your business – faster, more powerful computing, seamless functionality, enhanced security and easy scalability. So why task your IT resources with troubleshooting and maintenance responsibilities instead of strategic, growth initiatives?

Most IT environments are complex. Every element of the cloud needs to be architected specifically for the applications, and done so by a certified expert team. A reliable IT partner can lend instrumental guidance and complete technical support, from the initial migration to ongoing system management.
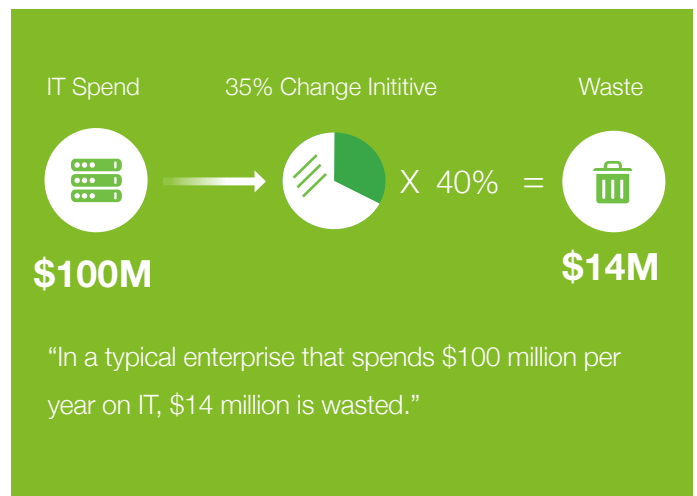
Don't feel rushed into choosing a hosting partner either. Even if you decide that now is the time, making any decisions too quickly could result in a deficient outsourcing relationship. Before you make the leap, outline the explicit goals your operations would like to achieve, whether it's the dollar amount saved, reallocating your internal resources or achieving a more secure, seamless environment. Shop around. There are many solution options, pricing plans and partners to choose from.

Profit from More Productivity

Your IT resources were intended to add value to your operations – to save business dollars and streamline processes through strategic, technical innovation. And while that is the intention, most IT departments spend the majority of activity maintaining their current system, instead of critical process-enhancing projects.

According to CIO Journal, "IT spending accounts for about 3.5 percent of enterprise revenue, on average, but that spending produces a majority of enterprise productivity gains. In other words, effective IT is key to increasing enterprise effectiveness—and according to our research, IT effectiveness is lower in enterprises where strategy is unclear or inconsistently executed."**

The article continues to iterate that the "absence of strategy implies significant waste." Based on findings, "the typical enterprise succeeds in about 60 percent of its IT- supported initiatives. Take the total IT spend and multiple by 35 percent, the average percentage of IT spending that's devoted to change initiatives. Now take 40 percent of that figure. That's how much waste is involved for IT alone.

IT Spend   35% Change Inititive   Waste

$100M   X 40% =   **$14M**

"In a typical enterprise that spends $100 million per year on IT, $14 million is wasted."

SYMMETRY

1 Does your firm support ongoing certified training and internal knowledge sharing?

2 Do you offer flexible pricing and customized hosting plans?

3 Do you have client references I can speak to about their experience?

4 What backup/disaster recovery plans do you offer?

5 When are your contact hours?

6 Will I be able to speak with a real expert or will it be a middle man?

7 Are you certified in the most common enterprise applications?

8 What are your core competencies?

9 How long have you been providing hosting and cloud services?

The Symmetry Difference

Flexibility isn't a notion for Symmetry; it's a definitive practice of delivery. After all, no two operations models are created equal. All customers receive 24x7 coverage from Symmetry's certified IT experts, with a premier data center network spanning the globe. You choose the hosting option that best meets your business operations, compliance requirements and budget.

Any cloud vendor can eliminate the financial burden of owning, maintaining and updating hardware and equipment. But as a trusted IT partner, Symmetry takes it one step further by ensuring we are always delivering the best technology, quality and value to our customers. Through research, client-led development and industry best practices, we continually build upon our multiple state-of-the-art data center facilities. Above all, we believe in giving our customers the flexibility and autonomy they desire with the expert, dedicated support they need.

All of our certified experts follow a client-centric approach. No landscape or set-up requirement is outside our realm of capabilities. Our wide-ranging IT talent is versed across the entire infrastructure architecture. Each specialist stays abreast of the latest industry innovations, through internal cross-training, and partner certification programs. Symmetry recognizes and truly understands your unique operational challenges, in order to tailor a solution that will bring the best value to your business.

Symmetry has the security, quality and affordability built into our hosting solutions and data center services, specifically designed to reinforce confidence for our customers. Symmetry has combined the certified expertise in hosting architecture with an all-inclusive integrated data center approach through hosting and managing all enterprise applications, through a certified solution that ensures secure, stable, fully redundant,

and optimally-performing environments. Symmetry's hybrid data center solutions are road-mapped, built, and supported by industry leading network, infrastructure, security, and application engineer teams.

Symmetry customers can take advantage of the improved security and performance available through a dedicated hardware infrastructure. Rather than locking you into a hardware or cloud choice, Symmetry's cloud services provides the freedom to choose the platform and cloud solution that delivers the best performance, lowest total cost of ownership, while being scalable to grow with your business.

Symmetry's hosting customers can consolidate equipment, scale out without delay and eliminate extra expenditures. Above all, our hosting solutions promise more reliable protection and stability through the multiple layers of security, redundancy, and 24x7 monitoring on-site at the data center and throughout our application management.

Not sure what solution is right for your business? Leverage Symmetry's years of experience and deep technical insight

to help arrive at your decision. By following the best practice of delivering honest, strategic guidance, Symmetry's expert team, works side by side with you to assess your business requirements to ensure the tailored cloud solution is meeting all your business goals. Symmetry then devises a comprehensive cloud infrastructure plan and ongoing cloud strategy that includes hosting of all of your mission-critical and third-party applications. As a true extension of your team, we take the confusion out of the cloud equation - Symmetry handles all of the complexities of the cloud; networking, security, redundancy daily management, system optimization and performance.

A certified cloud and hosting provider, Symmetry is the leader in IT managed services by integrating end-to-end hosting solution options with the agility and security of our world- class data center network. The difference is a single-source support team backed by enterprise-grade data centers. The result: peace of mind for you from a seamless, comprehensive delivery model.

Get Started Today:

https://SymmetryCorp.com   +1 (888) 796-2677 | salesinfo@symmetrycorp.com

About Symmetry:

Symmetry™ is a leading applications management and hybrid cloud hosting solution provider with deep expertise in SAP application management. As a true extension of your IT team, we place a laser focus on our customer's experience and offer highly flexible, tailored solutions to meet the unique business needs of enterprise clients.

Since 1996, Symmetry has been managing complex SAP® implementations on a global scale for more than 200 of the world's leading enterprises in challenging and heavily-regulated industries such as healthcare, financial services, retail, manufacturing, automotive and beyond. We has built a base of expertise unmatched by any other independent SAP service provider. We provide one of the industry's most advanced SAP hosting platforms, and our service portfolio includes expert application management across all deployment environments: on-premise; hosted; and private, public and hybrid cloud. We also provide an award-winning governance, risk and compliance (GRC) solution, ControlPanelGRC®, for comprehensive compliance automation of SAP environments to keep you *Always Audit Ready™*. Our customers have the peace of mind that comes from knowing everything will be taken care of — and taken care of right the first time.

*SAP is the trademark of SAP AG in Germany and in several other countries. IBM is the trademark of International Business Machines Corporation, registered in many jurisdictions worldwide. All other products mentioned in this document are registered trademarks of their respective companies.