

References to cloud computing are everywhere these days. However, what the cloud represents and how it is applicable really depends on the business and their particular needs.

Before small and medium-sized businesses (SMBs) go forward in any direction, they need to understand the key differences in cloud services (web-based services in real time) and deployment methods (the necessary architecture and topology) to better align strategic technology and business goals. Here is a breakdown of each deployment and service type and how they can be leveraged individually or collectively.

BRING THE CLOUD DOWN TO EARTH

• DEPLOYMENT MODELS •

Public Clouds—the “common” cloud computing model in which resources (software, email, storage) are widely available and usually less expensive or even free to establish. Prominent examples would be Amazon and Google Web Services.

Private Clouds—also referred to as “internal cloud” and is solely dedicated to your organization (either on-premises or off premises). Private clouds enable you to control privacy settings and limit service access as needed.

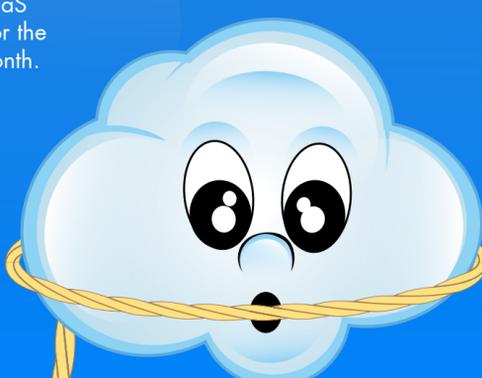
Hybrid Clouds—composed of at least one public cloud and at least one private cloud; or any cloud that uses multiple technologies.

SaaS Software as a Service

A web-based software delivery model in which ownership and management is handled by the provider(s). SaaS offers users the advantage of only having to pay for the usage on a fixed price basis, which can be per month.

55%

55% of respondents of Computer Weekly's third **Future of Cloud Computing** survey cited SaaS as the external cloud service they will use this year.



IaaS Infrastructure as a Service

With IaaS, “rental” or the pay-as-you-go model is for servers, storage, and networking. By renting the infrastructure, SMBs won't have to make the upfront hardware investment or commitment. Spending for IaaS is expected to reach \$207 billion in 2016.

41%

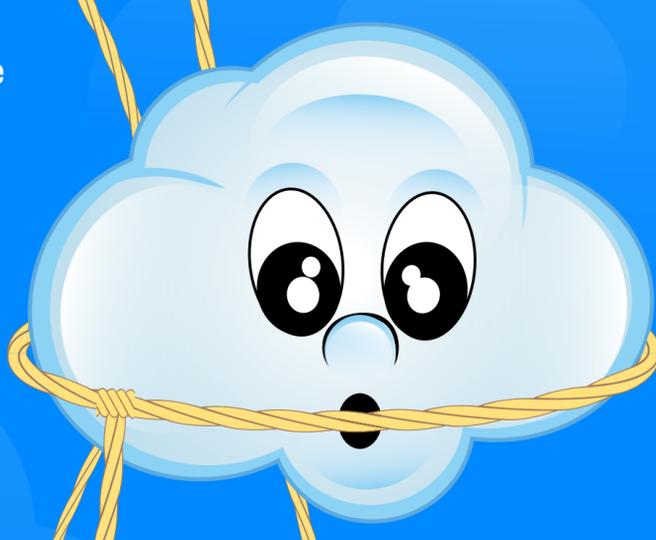
According to Gartner, IaaS will achieve a compound annual growth rate (CAGR) of 41.3% through 2016—the **fastest growing area of public cloud** the research firm tracks.

PaaS Platform as a Service

PaaS is a testing ground for developers looking to create new applications or services in the cloud. Services are available for testing, deploying, collaborating on, hosting, and maintaining applications.

65%

According to Synergy Research Group, the PaaS industry grew 65% in the first half of 2012 and continues to grow today.



Trying to reduce your hardware overhead? Want to have enterprise-level software without the implementation costs? Are you looking to extend access to your applications through mobile devices?

By bringing the cloud down to earth, you can redefine your cloud strategy and choose the services that best fit your needs.

INSITE CAN HELP YOU GET STARTED TODAY.