

# Real World Examples of Infrastructure as a Service (IaaS)

*Gartner predicts that the IaaS market segment will reach \$50B in this year and is forecasted to grow nearly 25% year over year.*

Today's workloads and application demands require networks to be configured for prioritization as well as easier and quicker access to clouds and colocation.

IaaS refers to cloud-based infrastructure resources delivered to organizations via virtualization technology that help build and manage their servers, network, operating systems, and data storage.

IaaS eliminates the need for remote access hardware, helps with data replication and virtual access, offers security options, and provides an operational expense model.

Here, we're taking a look at three real-world scenarios to help illustrate the benefits of IaaS for small to mid-sized businesses.

## Story 1:

### THE SITUATION

A small software company has been experiencing exceptional growth with one of their niche solutions and have made the decisions to create a brand-new company that is focused solely on that specific niche market.

### THE CHALLENGE

The newly created entity has only 90 days to extract itself from the parent company and be functional as a standalone business—from finances and employees to hardware and networks. There is little to no budget to build an entirely new infrastructure in a very short timeframe, and they're not sure how much this new venture is going to grow or how fast—leaving them with the dilemma of not wanting to over-purchase, wasting valuable capital, or under-purchase, leaving them vulnerable to not being able to keep up with demand.

### WHY IAAS?

IaaS is the perfect solution in this situation. The new company can acquire the compute, storage, security and various applications they need to run the business without having to lay out a lot of up-front capital. They can have their cloud-based solutions up and running in a relatively short period of time and have a reliable and agile infrastructure that is able to easily grow in line with their growth.

## Story 2:

### THE SITUATION

A small chain of privately-owned wilderness supply stores in the Northern U.S., near the Canadian border has experienced steady growth over the past few years, with many repeat customers who spend time vacationing outdoors in the Great White North. These stores have become the mainstay of many naturalists and outdoor enthusiasts en route to their destinations. Several of the chain's long-time customers recently relocated to Canada and have been encouraging the owner to expand their business over the border.

### THE CHALLENGE

The paperwork to do business in Canada is done; the store locations are under construction, but this small company has almost no concept of the type of infrastructure needed at each location to enable the stores to operate effectively during peak seasons and scale back when business is slow; they have even less idea how to procure this infrastructure in Canada and ensure that the proper data privacy laws are being adhered on behalf of his new customers.

### WHY IAAS?

The Canadian technology consultant that the owner brought in to help with these decisions understood that money was tight, given the outlay of cash to build new locations, and they also knew the right set of solutions needed for the business to operate efficiently.

By taking advantage of IaaS, the stores won't have to procure data centers or spend money on costly hardware. Instead, they can take advantage of the existing tech footprint and leverage a Canadian cloud provider for network and security solutions. In doing so, the stores are ensuring that they have the agility to scale up and down based on business needs, avoid latency issues, and safeguard both their network and customers' data.

## Story 3:

### THE SITUATION

Two brothers had a unique idea for a new business; a mobile dog grooming service. The market in their area— upper income, working families— is perfect for this type of business, and they have just quit their jobs to take the leap.

### THE CHALLENGE

They don't have a lot of money, and the money they do have really needs to be invested in tools, equipment and marketing. But they can't even operate without a basic network— at minimum, they need a database to store customer information, a way to keep track of their appointments, and some sort of accounting solution. Is this the end?

### WHY IAAS?

Like many new companies today, theirs will be born in the cloud. The brothers don't need to make any up-front investments into hardware or data centers; IaaS allows them to start off with just the right amount of bandwidth and storage—while still keeping their network secure—and not break the bank. The brothers don't have to worry about over-investing in hardware (and securing the capital to do so) or needing a physical location to house the hardware. Instead, they're minimizing their risks by leveraging the Opex model of IaaS solutions. Even better, if their business takes off, they can quickly and easily scale up to ensure they can keep up with business needs.

***Think your business could benefit from IaaS?***

Request a consultation at [techguidance.com](http://techguidance.com).

