MISSION POSSIBLE

CLOUD COMPUTING BENEFITS

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COMPANIES ARE SAVING UP TO 60% USING CLOUD COMPUTING. FIND OUT HOW THEY ACHIEVE THESE RESULTS.

For storage and computing power, meeting increases in demand traditionally meant spending large sums of money to acquire new hardware long before it was actually necessary. This system also made quick adaptation to capitalize on unexpected business opportunities difficult. Instead of leading the trends, companies were often driven by them and found themselves playing catch-up.

INSTEAD OF LEADING THE TRENDS, COMPANIES WERE OFTEN DRIVEN BY THEM

Furthermore, the increasing complexity of modern computing (e.g. big data, energy conservation, and constant availability) makes these challenges nearly impossible to address without significant capital investment. Cloud computing, and the inherent benefits of this new business model, is a way out of this problem. With the help of the expert IT consultants at International Integrated Systems, Ltd. (IIS), services through the cloud can easily be scaled to fit customer needs. A properly deployed cloud provides an excellent solution to companies grappling with the challenges of today's computing needs, offering overall lower costs, faster and more innovative service deployment, quicker adaptation to changing needs, and more reliable service.

SOME POTENTIAL BENEFITS

Lower costs are achieved through computing that does not need additional capital expense. A good example of this lies in server power usage effectiveness. Servers use up the same amount of power when operating within a certain range of their capacity. For example, the energy a server consumes at 10% utilization is basically the same at 60% utilization. Virtualization can be used to increase the utilization of such a server from 10% to 60%, or even more. This will allow equipment to be utilized more fully at a minimal increase in power cost.

Also, traditional systems are administrator-heavy, requiring more manpower to keep the system running properly. Cloud environments and services, on the other hand, are extensively automated, so they require less supervision to maintain. An increase in load on the system will not require an administrator to personally make minute adjustments.

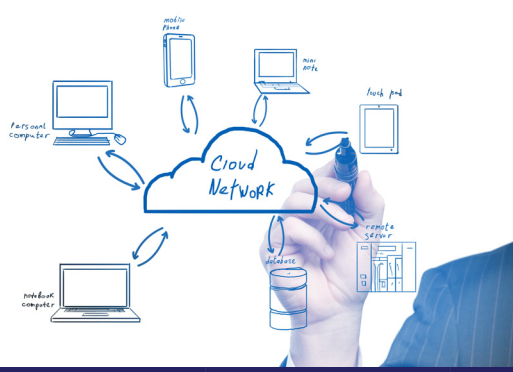
The rise and fall of demand is difficult to predict accurately. There will always be unexpected events that throw the projection off. This may result in the company either not being able to keep up with the increased demand, or having grossly underutilized resources in the event of a decrease – in both instances, creating loss for the company. Cloud computing helps to address this problem by allowing for the speedy adaptation of services to meet current needs. The company can thus immediately take advantage of increased business, or tone down cloud usage during lean periods. The customer enjoys consistent service regardless of the load on the system, helping the company to build a reputation of reliability in their eyes of their customers.

CLOUD COMPUTING HELPS BY ALLOWING FOR THE SPEEDY ADAPTION OF SERVICES TO MEET CURRENT NEEDS

Cloud computing means that operating costs closely match the amount of business the company receives. Thus, resources that were once focused on predicting and preparing for load changes can now be redirected towards seeking new innovations and deploying these in a timely manner. The company no longer needs to wait around until existing IT infrastructure matches the requirements. They can make use of what is already available through the cloud, be it Iaas, SaaS, PaaS, or some other XaaS. Cloud computing offers companies a means of practically applying the old maxim of “striking while the iron is hot.”

Another not readily obvious benefit of the cloud is the corporate shift from project-oriented (traditional) focus to service-oriented (cloud) focus. The emphasis becomes developing what is useful and profitable for the business in the current business climate. Instead of wasting resources unnecessarily on cripplingly high operational costs, companies will finally be able to reallocate these valuable resources towards the development of fresh ideas. Employees will feel empowered as possible sources of market-changing innovations.

RESOURCES THAT WERE ONCE FOCUSED ON PREDICTING AND PREPARING FOR LOAD CHANGES CAN NOW BE REDIRECTED TOWARDS SEEKING NEW INNOVATIONS



PRIVATE, HYBRID, OR PUBLIC CLOUD?

There are three types of cloud infrastructure a company can choose and configure to its specific needs: the private cloud, the hybrid cloud, and the public cloud. Which one best suits a company depends on the services it provides, the way it operates, and their existing IT infrastructure.

Those who usually benefit the most from a private cloud are companies with extensive physical infrastructure that are already using hundreds of applications. Cloud computing, by converging the company's IT infrastructure and de-duplicating it, can be used to increase the efficiency and effectiveness of the services delivered by their current hardware at a small fraction of the cost of traditional computing. In fact, the acquisition of additional hardware might not even be necessary. This extends the amount of time that companies can expect to be able to use their existing equipment, optimizing return on IT investment and making the most of their infrastructure. A private cloud also allows the company to exercise more control over critical data that would be "unsafe" in a public cloud environment.

THERE ARE THREE TYPES OF CLOUD INFRASTRUCTURE A COMPANY CAN CHOOSE AND CONFIGURE TO ITS SPECIFIC NEEDS

Most companies that start off with a private cloud eventually gravitate towards a hybrid cloud. An excellent benefit this cloud type provides is the ability to retrofit while continuing to provide the same level of service the company's customers. The company also retains the benefit of a private cloud configuration for sensitive information that they would like to keep in-house.

The public cloud, sometimes dubbed the most elastic cloud type among the three, is the most easily accessible even for smaller outfits with more limited resources. Additional services can be provided through this cloud by availing of what is offered by cloud providers, with the help of personalized IT consultancy by the experts at IIS. The very nature of this cloud precludes the company from being "locked in". They can therefore avail of new cloud services and applications that seem to increase almost every day, thus enjoying greater IT adaptability and flexibility.

CLOUD COMPUTING CAN BE MADE TO FIT A COMPANY'S NEEDS AND SPECIFIC WAY OF OPERATING.

THE RIGHT CLOUD SOLUTIONS PROVIDER

Cloud computing can be made to fit a company's needs and specific way of operating. The right cloud solutions provider is a company that can be trusted to place the best interest of the clients as their foremost priority. International Integrated Solutions, Ltd. focuses on guiding customers through the challenges of configuring their own cloud so that they get a solution that best fits their changing computing needs. They can also keep the inherent complexity of such an infrastructure to a minimum and provide the personnel training needed to fully utilize the company's cloud.

IIS has extensive experience in successfully and efficiently migrating their clients to the type of cloud that is best for their needs. They are an excellent resource for any company aiming for computing systems that meet their needs as efficiently and easily as possible. IIS Solutions does not stop there, seeing their customers from the initial planning stages of a solution, all the way through its lifecycle. Not only can they help companies meet the need for cost-effective, reliable and flexible answers to today's IT challenges, but they can help them develop infrastructure that will adapt to their future IT needs.