



CLOUD COMPUTING MEANS BUSINESS

10 BUSINESS REASONS TO CONSIDER MICROSOFT CLOUD COMPUTING

Cloud Computing is more than an interesting direction in technology: it has huge implications for business—including *your* business. Below are 10 business reasons to consider Microsoft cloud computing.

1. COST CONTROL

Cloud computing allows you to get your costs under control in ways not previously available:

- **Reduce Costs.** Cloud computing charges are pennies per hour. There's a good chance you will spend less on I.T. by leveraging cloud computing—quite possibly a lot less. Some businesses have reduced their costs by as much as 90% with cloud computing.
- **Efficient Use of Your Dollars.** In cloud computing you only pay for what you use. There's no waste.
- **Predictable Costs.** In cloud computing your costs are very predictable with a clear business model. Charges are based on how much resource you choose to allocate in the cloud and what the consumption is by your users.
- **Controllable** Costs don't exceed what you authorize in cloud computing.

With cloud computing, you'll be spending less and what you do spend will be efficiently applied, predictable in nature, and under your control. Music to a CFO's ears.

Explore your cloud costs and migration ROI with Neudesic's Azure ROI Calculator. <http://azureroi.cloudapp.net>

2. ELIMINATE HEADACHES

Cloud computing allows you to turn over many aspects of I.T. to your cloud data center, saving your organization the work and cost of doing it yourself.

- **Server Provisioning.** The cloud data center provisions servers as you request them, within minutes.
- **Operating System Patching.** In today's security-conscious environment operating system patches are coming out all the time. The cloud data center applies these automatically for you.
- **High Availability.** The cloud data center keeps your machines available, recognizing failed systems and allocating replacements. Updates and patches are applied in a sequenced manner so as to keep your applications available.
- **Easy Management.** The cloud provides a simple management portal that makes the job of deployment, updating your application, and switching between environments a snap.

Eliminating I.T. headaches makes sense for any business, but is doubly compelling if I.T. is not one of your organization's strengths.

3. CONVERT CAPEX TO OPEX



Cloud computing allows you to convert capital expenditures to operating expenditures.

In traditional I.T. it is necessary to spend money up front to purchase servers, network infrastructure, and other hardware. The capital expenditures for a new initiative can be significant, and often getting approval and funding can hold up or delay important projects.

In cloud computing, you are in a pay-as-you-go situation where everything is an operating expenditure. There are no up-front charges aside from your own software development.

Cloud computing will give you a healthier balance sheet and is fiscally responsible.

4. DYNAMIC SCALE

Changes in the market can be expected or unexpected. You may find perfectly adequate I.T. capacity to be suddenly inadequate—or overkill—for what you need. The cloud allows you to increase or decrease the size of your deployment at will. Changes made to your deployment take effect in minutes. The cloud offers as much capacity as you could ever need.

Any organization needs to scale up or down at times, and the cloud allows you to do that easily. Seasonal businesses in particular can realize an enormous benefit from the cloud's ability to dynamically scale up or down. For example, a tax preparation service might need a large amount of computing capacity in March-April and comparatively little the rest of the year. With the cloud changes in scale are available at the click of a button.

5. ELIMINATE THE NEED TO PREDICT FUTURE CAPACITY NEEDS

Cloud computing removes the need to predict in advance what your capacity needs are going to be.

In traditional I.T., you are forced to go through the exercise of predicting your capacity needs in advance. How many users will you have, what will the pattern of their usage be, and how many servers do you need to buy to support that load? For many companies these important questions can be tough to predict accurately, yet getting them wrong has consequences. Underestimating can lead to failure to support your peak load. Overestimating leads to excessive purchases that go unused.

With the cloud, you don't need a crystal ball: you simply dial the capacity you need when you need it.

6. REDUCE RISK

While it's natural to ask questions about risk with any new technology, cloud computing actually reduces risk in several ways:

- **The risk of unavailability** is mitigated by the cloud data center's use of server farms. The infrastructure will detect a failed server and replace it. Upgrades to servers are carefully sequenced in order to keep your application available.
- **The risk of data loss** is mitigated by the cloud data center's infrastructure which redundantly stores data in multiple places to guard against occasional hardware failure.
- **Security risks** are mitigated by the automatic patching of your servers by the cloud data center.

- **The risk of walk away consequences** is mitigated by the freedom of the cloud's business model. With a month-to-month arrangement you can walk away at any time without residual financial obligations or contractual obligations.

7. FASTER TIME TO MARKET

Getting your solutions to market in a timely manner can be the difference between being an innovator and being late to the game. Cloud computing is all about not wasting time.

- **No Procurement:** there's no procurement cycle to deal with, no approvals, no purchases, no waiting.
- **Fast Deployment:** You kick off deployments through a portal and machines are provisioned in minutes.
- **Fast Upgrades:** Updates to applications are also done with the portal and take effect in minutes.
- **Instant Scale.** Scaling up—or down—is a simple, fast portal exercise.

The cloud streamlines your application deployment and lifecycle management and will make your organization more agile.

8. GIVE YOURSELF A COMPETITIVE EDGE

Cloud computing is a platform for innovation that you can use to realize a competitive edge.

If your solution support multiple clients or partners, cloud computing is a great way to efficiently serve multiple companies with a single deployment. Both your server farms and your data can be "multi-tenant", and you can make separate decisions about tenancy for hosting and storage.

The cloud provides many services difficult or impossible to provide in-house. These include full spectrum security and communication services that allow you to integrate well with client, partners, and suppliers with a minimum of fuss. This along with multi-tenancy helps you make it automatic and painless to provision new users or companies.

For many companies the cloud computing business model opens doors. Initiatives can pay for themselves as they operate. Scaling up capacity can be done in a controlled manner: as demand grows, coupling your spending to business demand.

9. REMOVE ORGANIZATIONAL OBSTACLES WITH SELF-SERVICE COMPUTING

If you're part of a large enterprise, your projects may have to compete with many others for attention and priority from your I.T. department. The cloud offers a self-service approach that allows your department to spin up new initiatives quickly without bureaucracy. With the cloud, there's no procurement cycle to deal with and no one ahead of you in line. You can have your applications deployed with all the capacity you need in just minutes.

10. GET THE BEST OF BOTH WORLDS

Microsoft's approach to cloud computing allows you to realize the benefits of cloud computing without giving up the benefits of enterprise software. While some businesses may choose to run all of their applications in the cloud, more often companies will run a mix of cloud and local applications, especially if they are larger companies with many software applications.



The Microsoft strategy for cloud computing is called Software+Services and recognizes that for many organizations a combination of software in the cloud plus software in the enterprise will make the most sense. Many of Microsoft's software offerings have both enterprise and cloud versions, allowing you to choose what you want to run locally and what you want to run in the cloud. For example, there are both enterprise and cloud versions of SQL Server, CRM, SharePoint, and Exchange.

The cloud also provides features designed to couple your applications and data in the cloud with your enterprise. This includes database, communication, and security integration between cloud and enterprise. For example, you can have a cloud-based web site that authenticates users against your enterprise domain. These services also allow your local databases to be kept in sync with your databases in the cloud.

If you've made significant investments in building your own data center, you may feel compelled to continue running software locally in order to see a return on what you've already spent. With the Software+Services approach, you can decide on an application-by-application basis whether to keep applications local or when to run them in the cloud, based on which makes the most business sense.

By bringing the cloud alongside your existing data center you have more options and will receive a maximum return on your I.T. dollar.

HOW TO GET STARTED

The business story behind cloud computing is compelling, but there are right and wrong ways to apply cloud computing. It's important to do the following:

- Identify the cloud opportunities for your business and what your ROI will be
- Formulate a sound cloud computing strategy
- Select the right cloud computing platform
- Work with professionals in migrating your existing applications or developing new ones

At Neudesic, we pride ourselves on our business and technical expertise in Microsoft cloud computing. Neudesic brings you superior value in cloud computing services:

- **Maximum value.** We identify the areas where cloud computing makes business sense *for you*.
- **Reduced risk.** Our trained, experienced consultants apply cloud computing correctly in careful accordance with best practices for success.
- **Lower cost and shorter time.** Our unique intellectual property accelerates cloud project work, saving you time and cost with shorter engagements.
- **Stay aligned with the future.** We're aware of the technology roadmap and are careful to design solutions that make sense today and tomorrow.

We are experts in Microsoft's Azure cloud computing platform, Windows Azure, and the Microsoft Business Productivity Online Suite (BPOS) which includes CRM Online and SharePoint Online. Our services include:

- **Assessment Services** in which we identify the cloud opportunities for your business, compute the ROI on moving applications to the cloud, scope the cost of migration, and help you form a cloud strategy.
- **CRM Online** development using the cloud version of Microsoft's Dynamics CRM.
- **SharePoint Online** development using the cloud version of Microsoft SharePoint.
- **Migration Services** in which we migrate your existing applications to the cloud.
- **Custom Development** of new cloud applications using the Windows Azure platform.
- **Managed Services** providing the services of a traditional hosting service with the Microsoft cloud.

The first step in exploring cloud computing with Neudesic is to schedule a brief assessment to make the business case and create a road map tailored to your organization. From there you can move forward with confidence and reap the benefits of cloud computing.

Contact us at info@neudesic.com.

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