

How can multicloud deliver business value?

By driving shorter lifecycles and reduced costs



In pursuit of agility and faster time to market, enterprises are fast moving to multicloud. The big problem is that not all enterprises understand how to manage multicloud, or ultimately, how to derive maximum business value from their investment. These enterprises are left disillusioned with big consumption bills, increased complexity and projects that fall way short of targets.

Enterprises increasingly want to use multiple cloud providers to address their business requirements. A well mapped out, consistent and ongoing multicloud strategy can deliver many benefits. This includes provisioning cloud-based services that speed up the development of new products and services, bringing new revenue streams online and supporting marketing and sales through enhanced customer engagement and compelling campaigns.

The modularity and flexibility of cloud architectures also lets enterprises rapidly tap into best-of-breed solutions and new technological advances to boost business. It can also help avoid vendor lock-in.

Building a robust multicloud strategy

A multicloud strategy should underscore the best way of delivering specific business applications to align with your business needs now and in the future. Developing a multicloud strategy is pivotal to eliminating technology redundancy across the organization and encouraging business agility, so you get the very best value from your cloud investment.

While an ad hoc approach to multicloud might help you find out in the beginning what works and what doesn't, in the long term it will cause problems if services and tools are added without any thought as to their suitability for the task. Services being added without review will also send consumption and associated bills sky-high.

It is therefore imperative that you plan your multicloud roadmap meticulously from the start, carefully identifying and prioritizing key applications and workloads to migrate to the cloud. Decide which cloud is the best business fit for each application so that you get maximum business value.

More clouds mean more complexity

The flipside of the agility and flexibility that multicloud brings is its complexity. Each and every service on every cloud needs to be managed and secured, and usage also has to be carefully monitored. This means working out the most efficient way of using various clouds to ensure you don't end up spending more money than with on-premises services. Ensure you cover the five following points when putting together your cloud strategy.

- 1. Research your cloud partners** and ensure that their offerings fit with your business needs.
- 2. Do your due diligence** before you sign up to a cloud service to ensure you understand SLAs, including professed levels of up-time.
- 3. Put a multicloud management process in place** to ensure you are getting the most in terms of efficiencies and cost optimization from your cloud providers.
- 4. Put regular security assessments in place** for your multicloud network to reduce risk.
- 5. Track which users have access to what data.** This can be challenging when using multiple vendors, so make sure you have data and application controls in place from the start.



47%

of enterprises said they took an ad hoc approach to multicloud deployment¹



Business Services

1. Forrester – Multicloud arises from changed cloud priorities 2018.

10 top tips to getting business value from multicloud

Multicloud is very different from creating a traditional infrastructure – you are building for constant change, not trying to avoid it. Managing this change is complex, but you can always learn from others. Talk to experts and look at what other enterprises have achieved in terms of success and multicloud maturity. To help you succeed, our consultants have put together these 10 top tips spanning the entire multicloud journey.

- 1 Understand the consequences of digital transformation as an organization by educating top management.** Get the backing for a complementary operative model, trust, budget and internal KPIs. Consider that the metrics and DNA in a multicloud journey will be different to what you have on-premises and must be read accordingly.
- 2 Establish a cross-functional team to drive your enterprise's digital transformation through multicloud.** Include the wider community, such as heads of security, site engineers and developers. Allow this team to liaise with cloud providers and internal departments to drive business results. This team can also help to train and upskill internal staff.
- 3 Foster a fail fast culture.** If you try and put multicloud into a traditional governance and product model you will quickly get left behind in the marketplace. Failing fast promotes a culture of experimentation, letting you discover where multicloud can generate sustainable value. With multicloud, failing fast means you are progressing.
- 4 Be prepared for constant change in your cloud environment.** The security team, for example, must transform and focus on security guidelines not strict rules in order to allow for constant change and speed to market.
- 5 Rebuild your security and adapt your security services and processes to the speed and process of development – not vice versa.** This allows developers to fit security on the fly as part of the application development process using tagging for example, and roll it straight into production to accelerate time to market.
- 6 Use native security tools in each cloud such as Azure Security Center or AWS Security Hub.** Expect to integrate some third-party tools into your enterprise infrastructure that are delivered as SaaS for maximum efficiencies.
- 7 Establish an innovation lab for machine learning.** Data-driven innovation and decision-making are key to business success. Machine learning and data science will require new data management efforts in the multicloud for sophisticated analytics. Early innovation in this space is paramount.
- 8 Work with cloud vendors and partners that acknowledge the difference on traditional and multicloud infrastructures and are best placed to accelerate your success.** For a managed service provider (MSP), this may mean having cloud native, multi-tiered services that perfectly complement those of the hyperscaler (like Azure Security Center and AWS Security Hub).
- 9 Establish competence on IaC (Infrastructure as Code).** IaC manages and handles infrastructures just as application source code. This includes versioning, reusability and consistency. IaC is an agile, efficient, secure mechanism for application development with fewer errors. Implementing IaC for DevOps increases automation in relation to infrastructure creations in multicloud deployments – significantly speeding up time to market.
- 10 Keep a very close eye on cost and security management in the multicloud.** Utilize cloud management tools to manage cost, usage and ultimately optimize the cloud. Ensure all entities in your cloud environment are compatible with the cloud tools you are using and adhere to your security policies and requirements. Monitor continuously for change and regularly assess the security of your multicloud network.

Find out more about how Orange Business Services can help you access unmatched agility by adopting cloud services [click here](#).

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