



A guide to communicating the benefits of private cloud to C-suite executives

# BUILDING THE BUSINESS CASE FOR PRIVATE CLOUD



# HEADS IN THE CLOUD



New research from ServerChoice has revealed that a staggering **72%** of those surveyed showed a preference for private cloud when moving into a hybrid workforce.

We know that you understand tech - that's why you're here. But you're struggling to get cloud buy-in from C-suite executives when it comes to migrating to a **private cloud** solution. Unsurprisingly, there are many misconceptions and misunderstandings around the cloud which prevent executives from making the right decision for their business.

Perhaps the real-world implications of the concept can feel too far removed from their day-to-day tasks, or the perceived risks of migration hold them back from exploring private cloud in more detail.

That's why we've put together this guide to make it clear: private cloud is the future of business, and to ensure future success, leaders need to act now.

# WHY PRIVATE CLOUD IS THE FUTURE

The pandemic has been a wake-up call for organisations around the globe, with entire industries realising their reliance on cloud technology to simply survive.

With many businesses downsizing or getting rid of their offices entirely, the inevitable extinction of on-premise hardware has been accelerated and the demand for reliable cloud providers is increasing tenfold.

While huge organisations such as Netflix and Facebook will likely always stay with public cloud vendors like AWS and Azure, the public cloud is not

always the right solution for the enterprise IT environment – especially as privacy concerns continue to rise.

With hyper-scale public cloud vendors often charging as much as 10% of their cloud bill on top for support, it is unsurprising that a growing number of enterprises looking for a **managed service** are starting to lean on smaller private cloud providers to host their infrastructure and support their employees. In fact, a report from June 2020 said that the private cloud market is poised to grow by **\$70.55 billion** by 2024, progressing at a compound annual growth rate of over 25%.



# HOW PRIVATE CLOUD **BENEFITS** YOUR BUSINESS



## **CUSTOMISATION**

Private cloud environments are uniquely designed with the needs of the business in mind, allowing for custom configurations that the public cloud simply cannot offer. For example, a genomics company might need dedicated hardware to run multiple laborious calculations for genetic sequencing; this kind of high-intensity processing would require multiple dedicated processors, which simply wouldn't be possible on a shared platform.



## **BILLING**

The random billing associated with public clouds doesn't bide well with accounting departments across the globe. The public cloud pricing model is based on usage, so if you use too much compute, RAM or storage, your cost will skyrocket. Instead of a pay-as-you-go approach, private clouds offer a fixed billing model, which ultimately allows businesses to plan growth and budget more effectively in the long run.



## **CONTROL**

Private cloud is compliant by design, allowing users to have direct control and administrative rights that are not offered on the public cloud. For industries such as government or finance that require complete control of their hardware to meet compliance terms, managed private cloud is the only suitable option.



## **SECURITY**

Whilst any cloud environment requires robust anti-virus and firewall protection, private cloud solutions offer increased peace of mind to decision-makers. By utilising hardware solely dedicated to the needs of the organisation, sensitive information is kept safe and secure.



## **MANAGEMENT**

With on-premise, IT support teams quickly becoming cost-prohibitive, and public cloud vendors charging astronomical prices for management, the private cloud serves as an all-in-one solution. Managing a cloud platform is no simple feat, so finding a cloud partner who is prepared to proactively support both migration and wider business transformation is essential.

# IN CONVERSATION WITH THE C-SUITE...

Preparation is key. Have your answers to key concerns ready for your conversation with the C-suite.

*“We don’t have the expertise in house to adopt a private cloud strategy”*

**Counter:** You’re right in thinking that deploying and running a private cloud is complicated and specialised. That’s why it makes sense to work with a managed cloud provider who takes the headache out of it for you. We’ll get all the benefits of the cloud - better security and accessibility, and infrastructure that supports our business objectives - alongside a team of cloud experts who are available 24/7/365.

We need our IT team to focus on day-to-day operations, not on trying to build a bridge to the cloud that they aren’t trained for.







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*“The cost of private cloud is too high”*

**Counter:** Private cloud can actually be more cost-effective than public cloud when you take into consideration the hidden costs of public cloud management and maintenance services, which comes as standard with a private cloud solution. Think about the costs we can eliminate too - by outsourcing to a cloud provider, we can free up the time and money spent in staffing, maintenance and physical security. Shifting some budget to a team of cloud experts can actually free up our IT team to focus on the business. Yes, it will cost some money, but we are working toward a long term goal to create operational efficiency.

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*“How do we know putting our data in a private cloud is safe?”*

**Counter:** Security risks will always be a part of technology, but when with a private cloud solution, the benefit is that you share the security responsibility with your hosting partner. Most hosting providers will also boast an array of security measures, designed to progressively weaken any potential attacks, such as DDoS Defence Systems, Firewalls, VPNs and SSL certificates.

Today's business leaders should be asking themselves where their organisation will be in a few years, and what infrastructure and support are required to get them there.

Now is the time to make your case for a strong private cloud offering that will fit your business, align with your objectives and position your enterprise to succeed in decades to come

Your **Cloud** Experts



Learn more [here](#)

