

Businesses can benefit immensely from cloud computing because of its superior flexibility, accessibility and capacity as compared to traditional computing and storage methods. With the tremendous potential that cloud platforms and technologies offer, it should be an easy decision for IT decision-makers to harness the transformational aspect of cloud computing for their businesses. The question, though, arises with regard to which platform to select. With vast differences between public and private clouds, how can you be sure which is the best option for your organization?

This guide will direct you through the beginning stages of your decision-making process. Review these six questions with your IT staff to understand which cloud model is best suited for your business and the protection of your data.

1. DO WE REQUIRE EXPANDABILITY OR PREDICTABILITY?



Public Cloud lets you create and deploy hundreds or thousands of virtual servers at the drop of a hat. This is valuable if your server needs fluctuate often (for example, an online media provider may deploy a new server every time another customer watches a movie). However, there's no telling who else will be sharing your server.



Private Cloud lets you know everything that's running on that cloud and how it might affect you. Your resources are dedicated solely to you, and all the components that make up the infrastructure are yours alone. Your security and performance won't be affected by other clients or companies. Cost is also more predictable—your monthly fee will stay roughly the same.

2. SHOULD WE SET UP AND MANAGE THE DETAILS OF OUR OWN SERVERS?



Public Cloud gives you developer-friendly, customizable systems. However, your infrastructure options are limited and you'll need to settle for the option that most closely meets your needs. You may also need to pay for tech support and personnel may not be readily available in the case of downtime.



Private Cloud provides a fully managed solution that gives you a lot of control over your infrastructure. You can work with your cloud provider and develop the right solution to fit your business performance and security needs. And, with the right provider, you'll get faster and more personal support.

NOTE: Managing your own server requires time and technical expertise, but the financial investment is often less. Fully managed servers can require more financial investment, but less of your team's time and costly internal expertise. This decision can't be standardized as it depends heavily on each organization's unique situation and priorities.

3. WILL WE NEED EACH SERVER LONG-TERM?



Public Cloud is a pay-as-you-go model with no contract, so you can shut down your server after a couple of hours. This is ideal if you only need virtual servers temporarily, such as for development and testing—or if you need something that scales flexibly with your organization's growth.



Private Cloud typically uses a contract model that provides stability and greater control. This model nicely fits companies that need to store data indefinitely and in a stable infrastructure.

4. DO WE NEED TO MEET COMPLIANCE REQUIREMENTS?



Public Cloud can't help you become compliant because you share hardware and resources with other tenants in a way that can't be guaranteed. There's no telling who you might share your server with or where your data resides. There are many unknowns about how the provider will handle your data.



Private Cloud provides the hardware, storage and network configuration for you alone. Your sensitive data is completely isolated from other parties and you have complete visibility about how the data is handled. So you can be compliant in the cloud – with the right configuration.

NOTE: Data sovereignty is a major issue. Because companies may be subject to compliance standards, knowing how and where your data is being stored is critical to understand.

5. HOW IMPORTANT IS DATA SECURITY?



Public Cloud's shared resources can't guarantee data security. For organizations that do not have sensitive information (such as patient health information or credit card data) to protect, this isn't a major concern.



Private Cloud is dedicated to your organization. So the hardware, data storage and network can be designed to ensure that your data can't be accessed by other clients who are hosted within the same data center.

NOTE: Most organizations like the idea of the hybrid cloud, but the security of a public Internet structure is a major concern. In fact, IDC's 2018 Cloud and AI Adoption Survey revealed that 80% of IT decision-makers are migrating back to private cloud solutions for greater security and data protection.¹

6. DO WE NEED TO SELECT THE HARDWARE OUR SERVER IS PLACED ON?



Public Cloud doesn't give you a choice of hardware, cache or storage performance. Your virtual server is placed on the hardware and network that your public cloud provider designates for you.



Private Cloud lets you select your hardware and network options. Working with a cloud provider, you can get an enterprise-class infrastructure that's tailor-made to your requirements. This is a must if security or compliance are a priority.

¹ <https://www.crn.com/businesses-moving-from-public-cloud-due-to-security-says-idc-survey>

Conclusion: For many businesses, migrating servers and data centers is a first step into the cloud with goals of greater scalability and agility, improved uptime, disaster avoidance and recovery, greater security and compliance.

Bearing in mind that no cloud can provide a *one-size-fits-all* solution, the questions in this Cloud Brief can guide your internal discussions, helping you to identify the solution that aligns with the business needs of your organization.

Evolve IP OneCloud™: We get it, your web apps and content require elasticity but your internal workloads require stability and privacy. You're also likely thinking long term about a cloud strategy; not solving for point solutions as needs arrive. Bottom line, your business is unique ... complex ... not cookie cutter.

That's why organizations like yours turn to Evolve IP for infrastructure that fully leverages our state-of-the-art virtual private cloud; a cloud that integrates with hybrid configurations, interoperates with public cloud and seamlessly ties together 'as-a-service' solutions (i.e. DRaaS, DaaS, UCaaS and CCaaS).

Visit www.evolveip.net for more information or talk to one of our Technology Advisors (877) 459-4347.