

**CUT COSTS. INCREASE EFFICIENCY.  
IMPROVE PRODUCTIVITY.**

## AN APPTIS GUIDE TO ENABLING THE ENTERPRISE THROUGH CLOUD COMPUTING

### **WHAT IS CLOUD COMPUTING?**

Cloud Computing is a technology deployment option that enables the enterprise to extend the functionality and value of information technology investments. It permits the user to run applications and store data remotely or locally as needed. Business, consumers, and entrepreneurs are rapidly adopting Cloud Computing as a way to increase efficiencies, reduce costs, improve productivity, and drive innovation. Although there is no universally accepted definition of Cloud Computing, Gartner has described the technology as “a style of computing where massively scalable and elastic IT-enabled capabilities are provided ‘as a service’ to external customers using Internet technologies.”<sup>1</sup>

To provide a deeper understanding of the definition, we feel there are four characteristics essential to the definition of Cloud Computing:

1. **Data Centers:** Facilities providing resources and services that are geographically separate from the consumers of the resources and services. This separation implies that the enterprise no longer need be concerned about the underlying information technology hardware resources or the maintenance and upgrades to those resources. The data center also leverages various degrees of virtualization to support multi-tenancy that could include specific lines of business, technologies, and enterprises.
2. **Access via the Internet, Network or WAN:** Because of geographic separation, access to the resources in the data center is made over the Internet, a Metropolitan Area Network or WAN.

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<sup>1</sup> Author, Stephen Swoyer (07/08/2008). *Is Cloud Computing the Next Disruptive Technology?* Retrieved from <http://esj.com/articles/2008/07/08/is-cloud-computing-the-next-disruptive-technology.aspx>

3. **Pay-As-You-Go Services:** Infrastructure, platforms, and software are purchased as services when consumed. Charges are based on the quantity of services used and the duration for which they are used.
4. **Massive Elasticity:** The Cloud is capable of supporting thousands of resources, environments, and technologies. The provisioning and de-provisioning of resources occurs in near real-time according to service demand.

Cloud Computing evolved from the convergence of a number of technologies including Grid Computing, Virtualization, and Service Oriented Architecture. Virtual Cloud Computing abstracts an application from its operational infrastructure making it independent of specific hardware requirements. This virtualization makes the application highly scalable and allows it to dynamically allocate resources based on current requirements without requiring an enterprise overbuild to support peak application load.

## **WHEN IS CLOUD COMPUTING USED?**

Cloud Computing is used to address periodic or unpredictable application surge. Cloud Computing removes the need to acquire information technology infrastructure that sits idle or is underutilized. Cloud Computing is also used for applications which use static information that is accessible by the public, but housed within the information technology boundaries of the enterprise. Test and development environment solutions are excellent uses of a Cloud Computing environment. Additional uses for Cloud Computing: Web Services, Disaster Recovery/Continuity of Operations Development Environments, and Encrypted Data Storage.

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## WHY IS CLOUD COMPUTING BEING USED?

When properly planned, implemented, and secured, Cloud Computing offers extraordinary benefits to those who make use of it, including:

- **Cost:** Up-front investment is greatly reduced and funding is shifted from capital to operational expenditures.
- **Agility:** Rapid application development, testing, and deployment are possible because required infrastructures are allocated on demand.
- **Elasticity:** Application performance is rapidly scaled up or contracted as desired or as demands dictate.
- **Green:** By consolidating applications into a few large data centers the total power, cooling, and facilities required is less than having many small distributed data centers.
- **Availability and Continuity of Operations:** The use of virtualization within the Cloud Computing environment allows applications to rapidly move between logical and physical Clouds to support high availability and continuity of operations.
- **Alignment to Business:** Enterprises reduce resources expended upon infrastructure procurement support and maintenance and can concentrate more fully on meeting mission goals.

Cloud Computing provides large productivity gains for enterprises of all size because it uses Internet platforms to process data that the enterprise has traditionally managed on its own, either replacing it completely or by extending the functionality and value of an enterprise's existing information technology investments. In addition, Cloud Computing reduces the risk, cost, and delay associated with information technology projects due to its ease of access and use, while improving collaboration within and across enterprises.

## HOW TO START USING CLOUD COMPUTING?

If you have pictures on Flickr, or use Google Search, or have a profile on Linked-In, you are already using Cloud Computing. To assist with projects within an enterprise, the proven and trusted Apptis Cloud Computing Lifecycle and methodologies will have an enterprise in a Cloud Computing environment in a fraction of the time it would take for an organization to do it themselves. Having already worked with and documented the configurations and processes of multiple Cloud Computing providers, Apptis will rapidly apply its Cloud Computing Lifecycle Solution to demonstrate and document the assurances needed to reap the benefits of Cloud Computing.

WE SPEAK  
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