



Public, Private, or Hybrid:

WHICH CLOUD IS RIGHT FOR YOUR BUSINESS?

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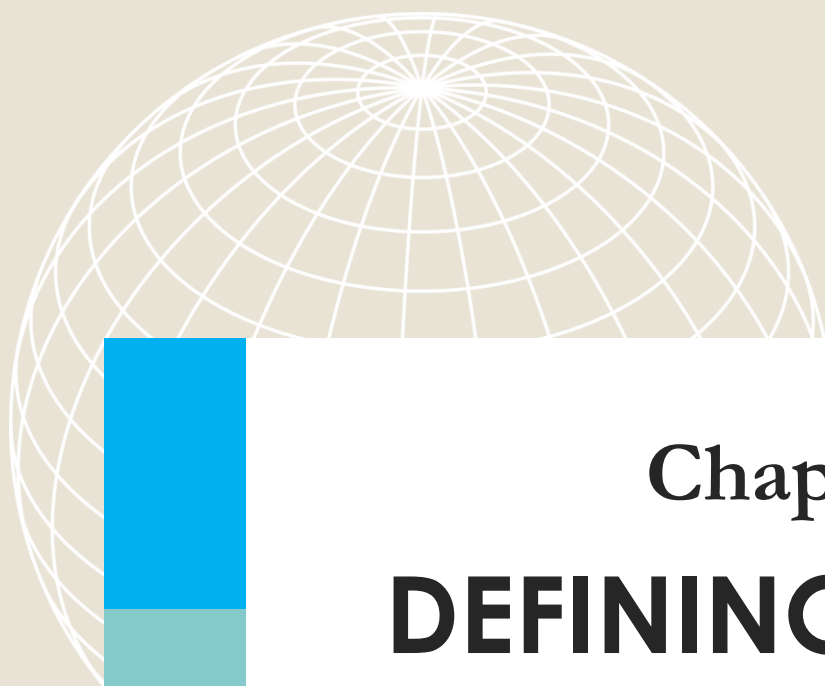
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Chapter One

DEFINING THE NEED

DEFINING THE NEED

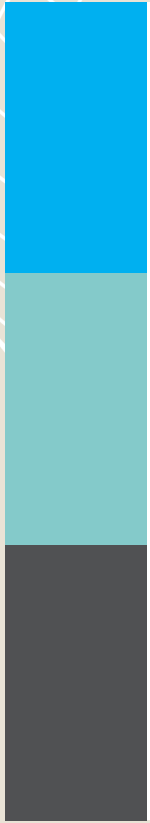
Will determine the solution

When deciding which cloud is the best fit for your organization and its goals – it's best to start by defining the need that you are trying to fill. Start by writing some S.M.A.R.T. goals and getting specific about your desired capabilities/benefits from the cloud. S.M.A.R.T. is an acronym for goals that are specific, measurable, attainable, realistic, and on a timeframe.

Example: XYZ Company's goals are to use the cloud to host the virtual desktops and provide seamless access to corporate data for their sales people in the field working remotely:

- To host and deploy 50 virtual desktops by the end of the quarter for all remote sales personnel. These virtual desktops will always be available, contain all the necessary applications and data they need to interact with, and be easy to deploy new instances, while maintaining uniformity for each virtual desktop.

Now that we have clearly defined the needs, we can determine which type of cloud (private, public, hybrid) is the best fit.



Chapter Two

Picking the right cloud

Picking the right cloud

Private, Public, Hybrid

Before we can pick the correct cloud for our example, we need to first understand the differences between the types of cloud's available. Then we can match the right cloud to your company's goals. There are 3 types of clouds today; Private, public, and hybrid.

- **Private Cloud:** This is virtualization specific to your organization. You still house your equipment onsite. This equipment will run your virtual environment. This type of cloud requires a capital expenditure for the hardware but provides advantages in customization and control. There is the ability to have 99.999% up-time and anywhere availability but it's largely dependent on your site's internet connection, your datacenter, and a number of other factors.
- **Public Cloud:** This is virtualization that is hosted in your cloud provider's datacenter. There is usually only operational expenditures associated with this type of cloud and you are usually charged based on a resource usage model. There is no requirement to host your own equipment, it is not dependent on your site as your provider maintains their own datacenter full of hardware. Some disadvantages are proprietary technologies for managing your hosted infrastructure might have limitations for customization and control (and there might also be a learning curve too). There are benefits over a private cloud as your company can scale your workloads up and down depending on your needs at that point in time. An example would be a company that has very seasonal business and usually gets an influx of traffic at certain times during the year. It wouldn't make sense to host extra hardware for these short bursts in activity making them a good fit for the public cloud.

- **Hybrid Cloud:** A hybrid scenario is a cloud computing environment that uses a mix of on-premises, private cloud, and possibly other 3rd party cloud services with orchestration between the two platforms. This is a good scenario for people with seasonal spikes in traffic/activity that want to maintain a greater level of customization and control. As well, this is a great solution for those that need 99.999% up-time as you have the ability to failover to the cloud if your datacenter crashes, if your site burns down or floods, your internet goes down, etc. The hybrid cloud can get expensive as you will be hosting your own equipment in-house as well as paying for your public cloud usage. This is also a good solution for those who need to extend the capabilities of your datacenter without adding hardware.

So...which cloud should I choose? Most small to midsize organizations can usually leverage public or private and don't necessarily have a need for a hybrid cloud.

Usually, it comes down to your need. If you need to maintain control, security, and customization then you are likely a good fit for a private cloud. Especially if you have deep integrations with other on-premises hardware or software. If you don't need that much control or customization then public is probably a good fit for you.

Going back to our example in Chapter 1 – we can now see that public cloud might be a good fit based on the initial needs of XYZ Company. This is because we want our remote workers to be functional if the site goes down, as well, 50 users remototing in to our environment will likely put a significant load on our on-premises infrastructure requiring a hardware purchase and possibly increased bandwidth. This implementation would likely involve creating an Remote Desktop Services (RDS) server in the public cloud. Private is still an option but will be more expensive up-front with hardware refresh cycles at 3-5 years. That being said, public cloud will be an operational expense and no need to maintain any hardware. The flexibility is pretty endless with either solution but it comes down to cost vs benefit, future plans and scalability, and the need for customization & control.

In Conclusion



The cloud can be used for a number of different business critical services like email, BYOD, virtual desktops, offsite backups, file & folder sharing, etc. The real key to successful cloud implementations is clearly defining the needs and finding the solution that best fits.

"Systech listened to our needs and provided a solution that worked well for us and fit within our budget. The installation was smooth and they delivered exactly what they quoted."

Josh Green – International Housewares Association



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