



Are All Clouds The Same?

Make an informed choice about what cloud service
is right for your business.

entrustⁱ***T***
Europe

CONTENTS

| | |
|----|---------------------------|
| 3 | Introduction |
| 5 | Public Cloud |
| 6 | Private Cloud |
| 7 | Individual Cloud Services |
| 8 | entrust/T Services |
| 10 | Conclusion |

Introduction



‘The Cloud’ is probably the biggest buzzword in the IT industry at the moment.

It seems that wherever you look, there is a new cloud service springing up. If you are not an IT person, it can be difficult to keep up with all these new ‘clouds’.

It is likely that you already use the cloud in some form, perhaps in your home. Maybe you’ve heard stories of the cloud improving productivity in businesses like yours, but you aren’t sure how it could work for you, or what type of cloud service you would need.

Are all clouds the same?

Not at all. This White Paper will help you to distinguish between the most common cloud services and allow you to make an informed choice about what cloud service is right for your business.

Public Cloud?



Private Cloud?



DID YOU KNOW? Microsoft spend 90% of their Research and Development budget on Cloud services and it is predicted that by 2019 it will account for 30% of their revenue.

You've Probably Come Into Contact With The Cloud Before...



The cloud is used in so many services these days that there's a very good chance you have used the cloud in some form – perhaps without even realising. A large number of consumer services use the cloud. Perhaps you have heard of some of these:



In fact, cloud adoption is starting to make the traditional ways we consume/build content obsolete. **Let's take a look at some examples:**



You can even now purchase laptops such as chromebooks, which have a small hard drive containing an operating system and nothing else – your apps and data are stored entirely in the cloud.

What Different Types Of Cloud Exist?



The Public Cloud

The Public Cloud is used to describe all cloud services provided on-demand from a major Cloud provider. These services are built to cover the needs of the population at large and therefore tend to be a 'one-size-fits-all' offering, with little (or sometimes no) scope for individual customisation or personalisation.

For consumers, services such as DropBox or iCloud are prime examples – you pay a monthly fee and in return you get access to the service. You cannot make any changes to the service in a way that makes it more suited to your style of usage – it is what it is.

For businesses, services such as Amazon's AWS or Microsoft's Azure provide rentable access to enterprise grade servers in datacentres across the world. This is a popular choice for app developers or companies that rely on vast databases. Business data is hosted on these servers in return for a monthly fee (which can be quite steep). Like the consumer public cloud, customisation options are fairly limited on AWS or Azure, although there are more options than you would find on the consumer cloud.

The Public Cloud is cost-effective for users who don't have particularly complex requirements or do not require the ability to customise their experience too much. If your business fits into the mould of Amazon or Microsoft, then you're good to go. However, if you prefer not to follow along with policies set by large multinationals, or just don't fancy being a small cog in a big machine, then perhaps a Private Cloud solution is a better fit for you.

Don't fancy being a small cog in a big machine? then perhaps a Private Cloud solution is a better fit for you.

Private Cloud



The Private Cloud

The Private Cloud is a cloud service either hosted by yourself, or by a Cloud Service Provider operating on your behalf. The cloud environment differs from the Public Cloud in that it is built bespoke for your business, based on your requirements.

This means you pick servers based on how much power you need. If you are simply hosting data, you might not need such a powerful server. However, if you are hosting an application, particularly a graphically intensive one, you might need a high-powered server. You choose based on your requirements.

The cloud service is then built for your company and hosted in a private datacentre. Since hosting is expensive, most companies opt to partner with a Cloud Service Provider (CSP) to provide the hosting for them. Because the service is bespoke to your business, you are not a small cog in a big machine and you have the ability to dictate policy for your cloud environment.

Your CSP will help you to determine how much power you need, what you need hosting and whether you need it to be 'always on'. Depending on your business requirements, your Private Cloud solution could be considerably more cost-effective than a solution on the Public Cloud.

If you are a user that requires high powered servers to host your business apps and data, it is likely that hosting via the Private Cloud will offer you a vast cost saving – in some cases this can be up to 30%.

Private Cloud solutions can be considerably more cost-effective than a solution on the Public Cloud Saving up to 30%

What About The Individual Cloud Services On Offer?



Within the Public and Private clouds, are the offerings that are available. Many people think of the cloud as a place in which only data is stored. Whilst this may be true in the case of DropBox etc., the cloud can be used for far more complex things than simply storing your holiday snaps.

Here are some examples of cloud services that can be used for business:

- **Hosted Storage/Backup**
- **Hosted Desktop**
- **Hosted Applications**
- **Hosted VoIP**
- **Hosted CCTV**

There are, of course, a number of other options too – but these are the most important for businesses.

desktopIT 

hostIT 

videoIT 

5 Cloud Services

backupIT



Hosted Storage & Backup This is common in the Public Cloud, with services such as DropBox and iCloud. It is also available on the private cloud too. With Hosted Storage & Backup, your files are stored in the cloud rather than on your workstation. This means that you can access those files from any location, whether that be your home or work PC or your laptop whilst on the go. It also means that your important files are backed up regularly so should you accidentally delete an important document; it's safely stored in the cloud for you to restore.

Hosted Desktop

is a common service in the Private Cloud. Hosted Desktop is an all-encompassing service which provides a full Windows desktop hosted in the cloud. Simply download a small client to your PC, log in and you're good to go. All your data, applications and emails are stored in the cloud so you can do all of your day to day work on any device at any time – provided you have an internet connection.

Due to the complex requirements and the personal nature of a Hosted Desktop, this is typically a Private Cloud service, although it is possible to host yourself using the Public Cloud – this is likely to be expensive however.

desktopIT



hostIT



Hosted Applications If you are a software developer, this is most likely the cloud service for you. Hosted Applications allows you to host your software and its data on a cloud-based server, whether that be in the Public Cloud or the Private Cloud.

This gives your customers the ability to access your software at their convenience using whatever device they prefer. Most major software providers have some form of cloud storage/access available now and if you don't then you're falling behind. The Public Cloud can be great for hosting if your application is relatively basic, but if you have complex requirements or need lots of processing power then you will almost certainly find the Private Cloud to be more cost



Hosted VoIP For most businesses, analogue telecoms systems simply don't cut it anymore. That is where Voice over Internet Protocol (VoIP) comes in. In a nutshell, VoIP is telephony over the internet. Your voice is converted into an internet signal which travels down your broadband line in the same way anything else from the internet would.

VoIP is more data efficient than analogue telephony, with more features and it's cheaper too. Your voicemail messages are stored in the cloud and can even be emailed to your inbox as a WAV file for you to listen to directly from your workstation.

A good VoIP system requires a partner who knows what they're doing and is perhaps best to find in the Private Cloud. With something as important as communication between your staff and your customers, it is not good to cut corners.

Hosted CCTV Security, both of your data and your premises, is so important to your business. But physical on-site security hasn't always been easy to get hold of, particularly at a good price. With the cloud, getting the peace of mind that comes with CCTV has never been easier.

Simply pick up some cloud ready cameras, and pick a package.

You can choose the Public Cloud, with something like Arlo by Netgear, or you can choose the Private Cloud with a CSP.

Your cameras connect to your internet connection via Wi-Fi or through an Ethernet cable and they stream 24 hours a day, every day. You can log into a portal wherever you are in the world and keep track of the comings and goings on your premises. With a subscription, you can have recordings of your office go directly to a cloud storage location so you have evidence to prosecute should the worst happen.

Cameras on the Public Cloud tend to be consumer offerings, such as Arlo and Nest. These are great for your home but perhaps won't cut it for your business as they tend to be Wi-Fi offerings. When the security of your business is at stake you may not choose to be reliant on your Wi-Fi connection. The Private Cloud can offer cameras with direct Ethernet cabling into the camera, offering a significantly stronger connection that you can count on.



Conclusion



In this White Paper we have split the Cloud down the middle, into Public and Private offerings. The Public and Private cloud both have an array of services that are designed to make our lives easier, both in business and at home. Picking the right solution for your business depends on what factors your business values most – and those factors vary from business to business.

However, as a general rule, if you are a business owner looking to adopt the cloud in order to streamline your workflows, the Private Cloud is often a better option.

Every business has its own particular requirements and these cannot always, or often, fit perfectly into a service that can't adapt. The Public Cloud is a one-size-fits-all offering and you either embrace that offering or you look elsewhere. Unless you yourself are a big corporate enterprise with deep pockets, you will have little clout against an organisation such as Microsoft or Amazon.

In the Private Cloud, partnering with a CSP you can trust, you will be a valued client. A good CSP will build a service that fits your business to the closest degree possible, so you make few compromises. When things go wrong they will bend over backwards to get you back up and running again as soon as possible and you will be able to speak to real people to get real answers – not hold music.

Making the move to the cloud can be a daunting decision, particularly if you have little experience of the cloud, but if you are ready to make that move then only one question remains: Where do you find a good CSP to partner with?

We gained our client's trust and they stayed, our 97% customer retention rate is testament of that.

entrust*IT* is a CSP with nearly a dozen years' experience providing cloud services to businesses of all sizes, in all sorts of industry sectors. We understand that all businesses are different and therefore all businesses need slightly different solutions to solve the different set of problems that they all have. Before we begin working with you, we take the time to understand your business and your requirements and then we use what we learn to build a cloud IT solution that gives you the best possible productivity, at a price you can feel comfortable with.

As a business, we are ISO27001 and 9001 certified – the globally recognised industry standards of data security and quality management. We are Cloud Industry Forum certified, Microsoft Partners and Citrix Certified Service Providers – a safe pair of hands.

Since we got started in 2006 we have helped hundreds of businesses solve complex problems using the cloud. We gained our client's trust and they stayed, our 97% customer retention rate is testament of that.

But then again, trust has always been at the heart of our business.



UK Head Office: Ground Floor, The Doughty Building, Crow Arch Lane, Ringwood, Hants, BH24 1NZ
t: 0330 002 0045
e: enquiries@entrustit.co.uk



OTHER LOCATIONS

Surrey Office (UK) | Lower Barn, Hillside Road, Aldershot, GU11 3NB

West Sussex Office (UK) | Midrange House, Charlwoods Road, East Grinstead, RH19 2HG

Boston, MA (USA) | One Boston Place, Suite 2600, Boston, MA 02108