

CRN Cloud Computing Forum 2012

5 Tips for Choosing the right cloud partner

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Backdrop: 2012 Cloud Market



- ☁ Organisations adopting cloud services will grow over 20%
- ☁ 75% of those in the cloud will increase their use
- ☁ Organisational size will no longer be a determinant
- ☁ Public sector adoption will grow as a percentage share
- ☁ Most adopted services: Email, Storage, Web & Collaboration
- ☁ Strong growth in Remote Desktop, converged telephony and UC.
- ☁ #1 concern to satisfy still Data Security, Privacy & Sovereignty
- ☁ IT strategy will embed cloud alongside on-premise
- ☁ IT Governance activity will drive distributed IT monitoring
- ☁ Private & Public Cloud will both grow but in different sectors
- ☁ Mobile and Cloud convergence will drive greatest process innovation
- ☁ Organisations will adopt independent standards to filter ITT's
- ☁ Implementation/Management Services will differentiate successful suppliers.

No Universal consumption blue print



Asked of respondents who use hosting or Cloud-based services (respondents only saw applications that they currently use)

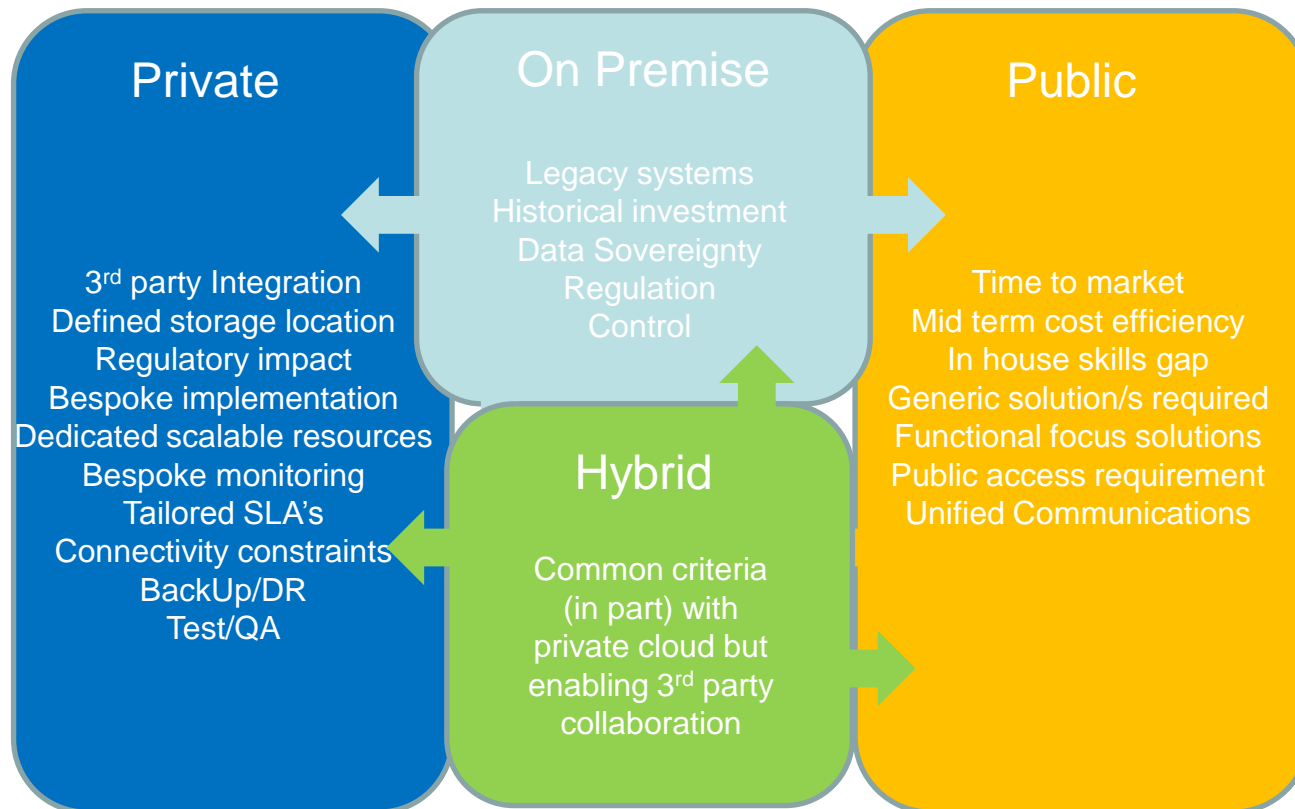
	SaaS	IaaS	Hosted server	Managed server	Outsourced	In-house
Accounting and Finance Applications	7%	0%	12%	8%	6%	67%
Advertising and Online Marketing Services	13%	4%	27%	10%	10%	35%
IT Asset Management Services	8%	5%	18%	9%	3%	57%
IT Operations Management	7%	1%	13%	23%	5%	51%
Data Backup/Disaster Recovery Services	6%	3%	15%	14%	9%	52%
Data Storage Services	7%	6%	19%	11%	13%	44%
Email Services	6%	4%	19%	21%	10%	39%
Collaboration Services	20%	2%	5%	18%	5%	40%
Unified Communications	7%	5%	23%	16%	2%	48%
Office Automation/Productivity	2%	3%	19%	12%	2%	63%
Portal Services	6%	10%	24%	16%	12%	33%
Workflow Systems	8%	4%	14%	8%	4%	62%
Niche Vertical Applications	0%	0%	25%	0%	0%	75%
Infrastructure-as-a-Service	14%	0%	18%	23%	5%	41%
Managed IT Services	9%	3%	15%	25%	14%	35%
IT Security Services	6%	1%	18%	16%	10%	48%
Service Management/Help Desk Services	6%	2%	15%	20%	2%	56%
eShop Services	18%	6%	29%	18%	18%	12%
Webhosting	9%	2%	26%	27%	19%	17%
Personnel and Payroll	4%	0%	10%	15%	8%	63%
CRM	12%	1%	12%	7%	10%	58%

Key influencers on Cloud Adoption



- ☁ Nature of solution being evaluated:
 - ☁ Uniqueness of process or data needs
 - ☁ Relevant Industry regulation
 - ☁ In-house skills available to organisation
 - ☁ In-house operational capacity available
 - ☁ Scalability/predictability over time
 - ☁ Capital expenditure limitations
 - ☁ Time to Market considerations
 - ☁ Level of integration with other applications
 - ☁ Available network capacity
 - ☁ Sense of Control (intangible)
- Sensitivity of data
 - Bespoke vs generic
 - Data sovereignty
 - New technology e.g. UC
 - Resource availability
 - Seasonality/Project
 - Access to capital
 - Urgency
 - Workflow and data mgmt
 - Connectivity limits
 - Monitoring & Governance

Cloud Deployment Considerations



Diversity will be increasingly common



- Organisations will end up with a distributed or hybrid IT model
 - Some On Premise
 - Some Hosted and/or Co-location
 - Some IaaS cloud
 - Some SaaS applications
- Challenge for IT to embrace and own is delivering transparency and control
 - Monitoring tools that embrace deployment choices are key
 - Clarity of accountabilities and SLA's are key

Resale is still a critical part of the supply chain – but the model is changing

- Value add is essential to redefine
- Proposition moves to outcomes not components
- Technical services help a lot!
- Convergence of IT, Communications and Services create new ecosystems
- Managing complexity of distributed IT and assuring service levels are high on the agenda
- Pure transactional models are at greatest risk

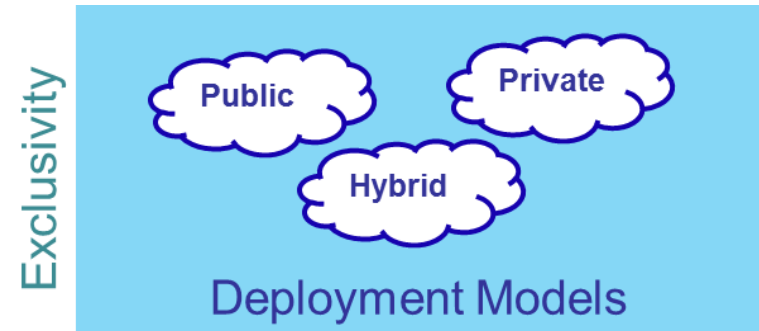
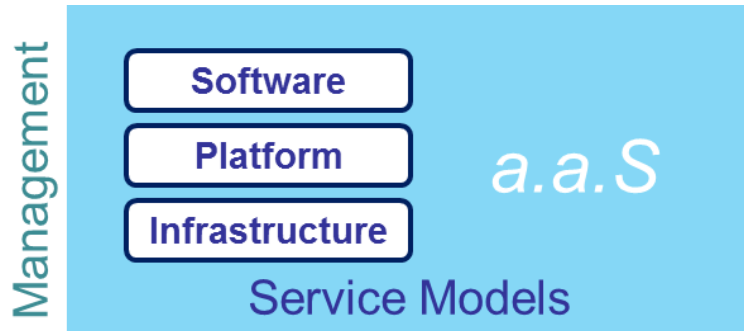
So what?



Cloud Service Partnerships are critical to your customer base satisfaction. Choosing the right business partner can be a painful process though and managing the basics will get you to a viable selection sooner:

- Do you know what questions to ask before signing an agreement?
- How can you make the most of the provider's experience?
- Is it a win-win situation? What are you offering the cloud vendor, besides larger access to the market?
- How do you distinguish yourself from other cloud resellers?

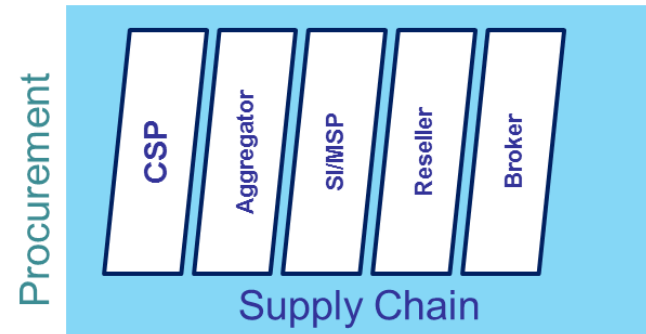
1. Know your market opportunity



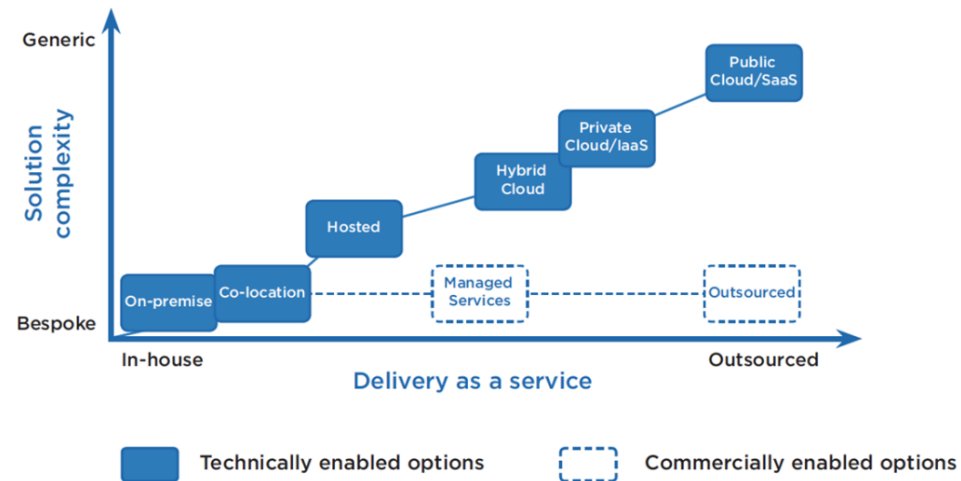
- Avoid thinking of cloud as purely a means of diversification – if you can't sell solutions to your trusted customer base, it will be harder for a prospect who doesn't know you.
- What solutions are closest to your business model and skill set? What do you need a partner to fulfil?

2. Where are you in the supply chain?

- Cloud is changing the supply chain.
- Transactional vs Technical
- DC's not viable for most
- Resale and Brokerage need efficiency and sustainable value.
- Biggest challenge for customer is choice and implementation/Integration
 - Service is key to the value proposition, margin and differentiation



Relationship between complexity and service delivery options



3. Do your essential DD/Homework



- SLA's
 - fact or fiction, exemptions and breach handling
- Contract Term
 - Minimum term, ability to change spec, break clauses, roll over,
- Data
 - Location (jurisdiction), security, protection and migration (window and format)
- Liability
 - Levels and exclusions, DR, risk identification and insurance
- Migration
 - Method for on on-boarding and exit, format, lock in



4. Differentiation is more than a name



- Avoid cloud washing – it won't succeed.
- Be prepared to change your business model
 - Contracts and SLA's
 - Reward Systems
 - Services capability
 - KPI's and Monitoring Systems
 - Cash Flow management
 - Integration of workflow with your CSP

5. Work to Best Practice

- Have clear documented practices
- Have efficient escalation management
- Align hand offs between your business, your customers and your CSP's
- Attain and demonstrate standards appropriate to your business model
- Buy from organisations signed up to Best Practice

By way of example: The CIF CoP



The screenshot shows the homepage of the Cloud Industry Forum. At the top, it says "Championing Transparency and Trust of Online Services" and "Call us on +44 (0)844 583 2521". The navigation menu includes: Self Certification, Membership, End Users, Alliances, Governance, About Us, Register, and Login. The main content area is divided into several sections:

- Latest Cloud Research - Market Adoption and Trends:** A section with a "Download the White Papers..." button.
- Cloud Technology:** A section with a "Download Your Free Copy..." button.
- The Cloud Service Provider Code of Practice:** A section with a "Download the Information Pack..." button.
- I'm an End User: Subscribe to our Updates:** A section with a "Sign up here..." button.
- I'm a Cloud Service Provider...:** A section with a "Learn More..." button.
- Looking for a Certified Cloud Service Provider?:** A section at the bottom, circled in red, with a "View List..." button.

The "Looking for a Certified Cloud Service Provider?" section contains the following text: "Please click the button to review a list of Certified Companies, and those currently undergoing the certification process."

The CIF CoP in Action



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Latest Cloud Research - Market Adoption and Trends

CIF updates its research programme with the 4th White Paper on UK and wider cloud adoption - plus trends since the last research in March and get the latest business insights into the issues driving uptake in 2012. Register today to receive your free copy of all White Papers in the Series.

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Cloud Technology

17.10.11: Media Guardian editorial feature on Cloud adoption.

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The Cloud Service Provider Code of Practice

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If you are investigating or currently using cloud services and would like to receive important advice, information and guidance, or would just like to be kept abreast of CSP's signed up to the Code of Practice, then subscribe to our information Services.

There are no costs and no vendor bias involved and it's absolutely free.

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I'm a Cloud Service Provider...

Whether you operate a long established business or are launching a new service enabled by the cloud, how do you stand out from the crowd? Building online trust is not about marketing it's about reputation and confidence.

Cloud Service Providers can present their capability to market with the added confidence of a Certification Mark that assists users in making an informed decision.

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Looking for a Certified Cloud Service Provider?

Please click the button to review a list of Certified Companies, and those currently undergoing the certification process.

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For further information about the Cloud Industry Forum's Code of Practice, and about how to notify us if you consider it is not being met by a self-certified organisation, please visit here.

Certified Organisations | Undergoing Certification

Use the filters below to refine the list:

Scope of Services: Accounting Service, Alerting Services, Asset Management (IT), Back-Up Services, Billing Service, Billing Service

Industry Sector: Admin, Energy, Consumer, Education, Energy, Healthcare, Insurance, IT, Manufacturing, Media, Retail, Telecommunications, Transport, Utilities

Data Centres in these Countries: United Kingdom, United States, Ireland, Germany, France

Local Support in these Countries: United Kingdom, United States, Ireland, Germany, France

Company Name	Scope of Services	Version certified to	Certification expires
Online Computing	Cloud Recovery service, Email Services, Infrastructure as a Service, Managed IT Services, Monitoring Service	0.1	22/01/2013
ChannelCloud	Cloud Recovery service, Email Services, Infrastructure as a Service, Managed IT Services, Monitoring Service	0.1	10/10/2012
NexusAB Ltd	Back-Up Services, Cloud Recovery service, Email Services, Infrastructure as a Service, Managed IT Services, Monitoring Service	0.1	10/10/2012
UNITA	Cloud Recovery service, Email Services, Infrastructure as a Service, Managed IT Services, Monitoring Service	0.1	10/11/2012

NexusAB Ltd

Statement of Requirements

Item	REVIEW	ASSURANCE VERIFICATION	CLOSE
1.0	Completed	Completed	Completed
2.0	Completed	Completed	Completed
3.0	Completed	Completed	Completed
4.0	Completed	Completed	Completed
5.0	Completed	Completed	Completed
6.0	Completed	Completed	Completed
7.0	Completed	Completed	Completed
8.0	Completed	Completed	Completed
9.0	Completed	Completed	Completed
10.0	Completed	Completed	Completed
11.0	Completed	Completed	Completed
12.0	Completed	Completed	Completed
13.0	Completed	Completed	Completed
14.0	Completed	Completed	Completed
15.0	Completed	Completed	Completed
16.0	Completed	Completed	Completed
17.0	Completed	Completed	Completed
18.0	Completed	Completed	Completed
19.0	Completed	Completed	Completed
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22.0	Completed	Completed	Completed
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41.0	Completed	Completed	Completed
42.0	Completed	Completed	Completed
43.0	Completed	Completed	Completed
44.0	Completed	Completed	Completed
45.0	Completed	Completed	Completed
46.0	Completed	Completed	Completed
47.0	Completed	Completed	Completed
48.0	Completed	Completed	Completed
49.0	Completed	Completed	Completed
50.0	Completed	Completed	Completed

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Fax: +44 (0)1224 842230
enquiries@nexusab.com

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Certified Organisations
Undergoing Certification

Use the filters below to refine the list

Scope of Services

Accounting Service Advertising Services

Asset Management (IT) Back Up Services

Billing Service Booking Service

[more >](#)

Industry Sector

Automotive Banking

Consumer Education

Energy Oil and Gas

[more >](#)

Data Centres in these Countries

United Kingdom United States

Ireland Germany

France Netherlands

[more >](#)

Local Support in these Countries

United Kingdom United States

Ireland Germany

France Netherlands

[more >](#)

Certified Organisations

On Line Computing Ltd
Services for business

Company : AT On Line Computing Ltd
 Website : [Click here](#)
 Country : United Kingdom

Scope of Services
 Disaster Recovery service, Email Services, Infrastructure as a Service, Managed IT Services, Monitoring Service...

[Details](#)

Version certified to : 6.1
Certification expires :22/01/2013

ChannelCloud

Company : ChannelCloud Limited
 Website : [Click here](#)
 Country : United Kingdom
 Phone No : + 44207-2994785

Scope of Services
 Back Up Services, Collaboration Services, CRM Service, Disaster Recovery service, Email Services...

[Details](#)

Version certified to : 6.1
Certification expires :04/10/2012

Fasthosts Internet Limited
Trading as Rise

Company : Fasthosts Internet Limited
 Website : [Click here](#)
 Country : United Kingdom
 Phone No : + 01452-561838

Scope of Services
 Back Up Services, Disaster Recovery service, Domain Name services, Email Services, Infrastructure as a Service...

[Details](#)

Version certified to : 6.1
Certification expires :10/11/2012

NexusAB Ltd

Company : NexusAB Limited
 Website : [Click here](#)
 Country : United Kingdom
 Phone No : + 44(0)1224 620000

Scope of Services
 Managed IT Services

[Details](#)

Version certified to : 6.1
Certification expires :18/10/2012

UNIT4 Business Software

Company : UNIT4 Business Software Ltd
 Website : [Click here](#)
 Country : United Kingdom
 Phone No : + 44-01792524523

Scope of Services
 Accounting Service, Collaboration Services, CRM Service, Financial Services, Government/Citizen applications...

[Details](#)

Version certified to : 6.1
Certification expires :04/10/2012

WEBROOT

Company : Webroot Services Limited
 Website : [Click here](#)
 Country : United Kingdom
 Phone No : + 44870-1417070

Scope of Services
 Email Services, Security (IT) services

[Details](#)

Version certified to : 6.1
Certification expires :10/11/2012

A point of fact



- Over 80% of end users surveyed stated a preference to work with vendors signed up to an industry code of practice
- Build trust through transparency, capability and accountability.

Thank you

andy@cloudindustryforum.org

The Cloud Industry Forum (CIF), is a Membership led organisation for the wider IT industry that champions and advocates the adoption and use of Cloud-based services by businesses and individuals.

We use our resources to establish best practice, lobby and educate on all matters that will aid adoption of credible cloud services.

We manage a certifiable Cloud Service Provider Code of Practice that provides transparency of Cloud services such that consumers can have clarity and confidence in their choice of provider.



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