BEFORE YOU MOVE TO THE PUBLIC CLOUD,

CONSIDER THIS...

WHY A CONSUMPTION BASED APPROACH TO DATA CENTRE INFRASTRUCTURE IS A GOOD FIT FOR MID-MARKET ORGANISATIONS

synapse 360

DELL Technologies
PLATINUM PARTNER

DOES THIS SOUND FAMILIAR?

You are a mid-size organisation, your existing infrastructure is increasingly struggling to cope with ever-changing demands and going forward it won't be agile enough to cope with future expectations without further significant capital investment. At the same time your IT team are under pressure to deliver more with less - support end users, deploy apps, secure the network, sort the phones and manage the infrastructure! Your organisation is already using some cloud apps, but the CEO still keeps asking why aren't we using the cloud for core workloads?

At this stage the Public Cloud might seem like a panacea to your dilemma. Migrate to the cloud, simplify IT service delivery, forget about managing infrastructure and focus on innovation.

After all the cloud has already transformed the way applications are built, run, managed and delivered ushering in a new level of agility for IT. Applications have never been more demanding or more important and the need for scale, data and analytics, IoT, edge services and machine learning are becoming increasingly mainstream. The Public Cloud will be the prevailing solution for many.

Using the Public Cloud is an attractive alternative to maintaining on premise equipment and comes with many benefits:

• Enables you to focus on the apps, not on maintaining infrastructure.

• Eases the pressure on hard pressed IT teams.

• Provides easy scalability and processing capacity when you need it.

• Improves cash flow with capital outlay replaced with a predictable monthly fee.

• Provides you with an agile, flexible, highly resilient modern infrastructure

• Enables you to reduce or eliminate data centre costs.

• On-going automation and standardisation reduce overhead costs

Mid-market is a key growth area for Public Cloud

BUT THERE ARE ALSO CONSIDERATIONS TOO.

This all sounds great, but then you realise that the main cloud providers have been largely focussing on either smaller businesses, or larger, enterprise customers. Smaller customers often have uncomplicated infrastructures and simpler needs, and represent a significant market opportunity for cloud providers. In consequence cloud providers have developed simple off the shelf, plug and play services to address straightforward and common requirements. Cash rich enterprise organisations on the other hand have the resources to investigate, test and deploy complex cloud solutions. They too have received a lot of support from cloud providers anxious to appeal with custom designed services and special pricing to hook in lucrative customers.

So where does this leave mid-size organisations?

Mid-size organisations need the same agility and flexibility as their larger brethren in order to remain competitive and grow. However most mid-size organisations don't start with a clean sheet and rely on complicated infrastructures that have evolved over time and are often heavily customised. For these companies the cloud is an opportunity to simplify IT and better align their infrastructure to changing business needs. Yet the whole process of developing a cloud strategy and identifying which services can be migrated to the cloud can be challenging. It may require a lot of work to make some highly customised IT services ready for migration in the first place. This becomes a challenge with limited IT staff, resources and experience in cloud migration. And when in the cloud, managing services requires IT staff who understand the compute, storage and security protocols of Public Cloud as opposed to network engineering or systems admin skills.

Then there can be further practical considerations such as the need to run latency sensitive applications, or the requirement to ensure your data is held in a particular jurisdiction, or even the responsiveness of your cloud provider. These points can all be significant challenges for mid-market organisations looking for a wholesale move to cloud.

Considerations when considering public cloud:

- The need to run latency sensitive apps.
- The ability to easily on-board applications, not every application may be suitable.
- Cloud vendor lock in.
- Unexpected costs, due to mistakes or uncontrolled usage through shadow IT.
- Security and data sovereignty.
- Responsiveness of your cloud provider for support or problem solving, for example if there was an urgent need for Disaster Recovery.
- Lack of expertise in managing cloud environments.
- Complexity, if you still have to manage some on-premise applications alongside the cloud.

CONSIDER PRIVATE MANAGED CLOUD AS AN ALTERNATIVE

For many mid-size organisations these considerations can make the journey to cloud difficult, if not impossible. These considerations however can be overcome with a Private Managed Cloud solution which would enable your business to get all of the benefits of public cloud with the performance, flexibility and control of on-premise IT.

Private Managed Cloud is essentially having a Data Centre as a Service. Your own dedicated private cloud infrastructure managed by a third party, paid for with a cloud like subscription model. What's more your private cloud can reside anywhere, your premises, or your preferred data centre.

Synapse360 have been deploying private cloud solutions for many years and our Private Managed Cloud is an ideal solution for mid-market organisations looking to adopt a cloud first strategy, or looking to platform specific workloads.

THE SYNAPSE360 PRIVATE MANAGED CLOUD (PMC)

We provide you with the latest, best of breed hyper-converged infrastructure platform built on enterprise grade infrastructure from Dell EMC and VMware, managed by Synapse360 (a Dell EMC Platinum Partner), so you get the performance, flexibility and control of on premise architecture, without the management overhead and with a cloud-like subscription model.

Benefits of Private Managed Cloud:

• Your own bespoke, dedicated cloud infrastructure.

• Deployed and managed by Synapse360, freeing up the IT team to focus on innovation.

• No capital outlay, just predictable monthly costs with zero transaction or retrieval fees.

• Enterprise grade reliability, all flash performance and app centric security.

• The option to scale out on-premise or into Public Cloud (AWS, Azure, Google).

• Integrates with X86 systems.

• Your choice of location (on-premise, collocated or in our data centre).

• One number to call for support. Experts available 24/7.

Achieve cloud computing advantages while ensuring regulatory compliance

WITH PRIVATE MANAGED CLOUD...

No upfront costs, pay as you use pricing

Private Managed Cloud solutions work like the cloud - operational expenditure, not capex. Our platforms can easily scale as your business grows with a pay for what you use model with no upfront costs, or transaction fees. Unlike public cloud with PMC you will avoid unexpected costs. With PMC you get predictable monthly pricing.

Built on best of breed technology

Private Managed Cloud platforms feature proven, tested and validated converged and hyper-converged (HCI) enterprise grade technology from industry leaders Dell EMC and VMware. Your platform will be tailor-made to meet your specific workload requirements and can easily and cost effectively scale as your business grows.

The performance you need

Converged and hyper-converged platforms with all-flash give you better performance, flexibility and easy scalability, helping to improve productivity.

Fully suported so you can focus on innovation

Private Managed Clouds are fully maintained and managed by Synapse360, enabling you to focus on helping your business grow. Your PMC is constantly monitored and managed by experts to ensure it is working as it should and that performance is optimised. PMC's are supported 24/7/365 and as a Platinum Dell Technologies partner we have fast access to experts should any issues arise.

Easy integration and hybrid cloud options

Synapse360 will ensure that VM and data migration to the new platform is seamless. PMC will easily integrate with your existing on-premise X86 hardware and optionally with your public cloud subscriptions so you can optimise the costs of data storage.
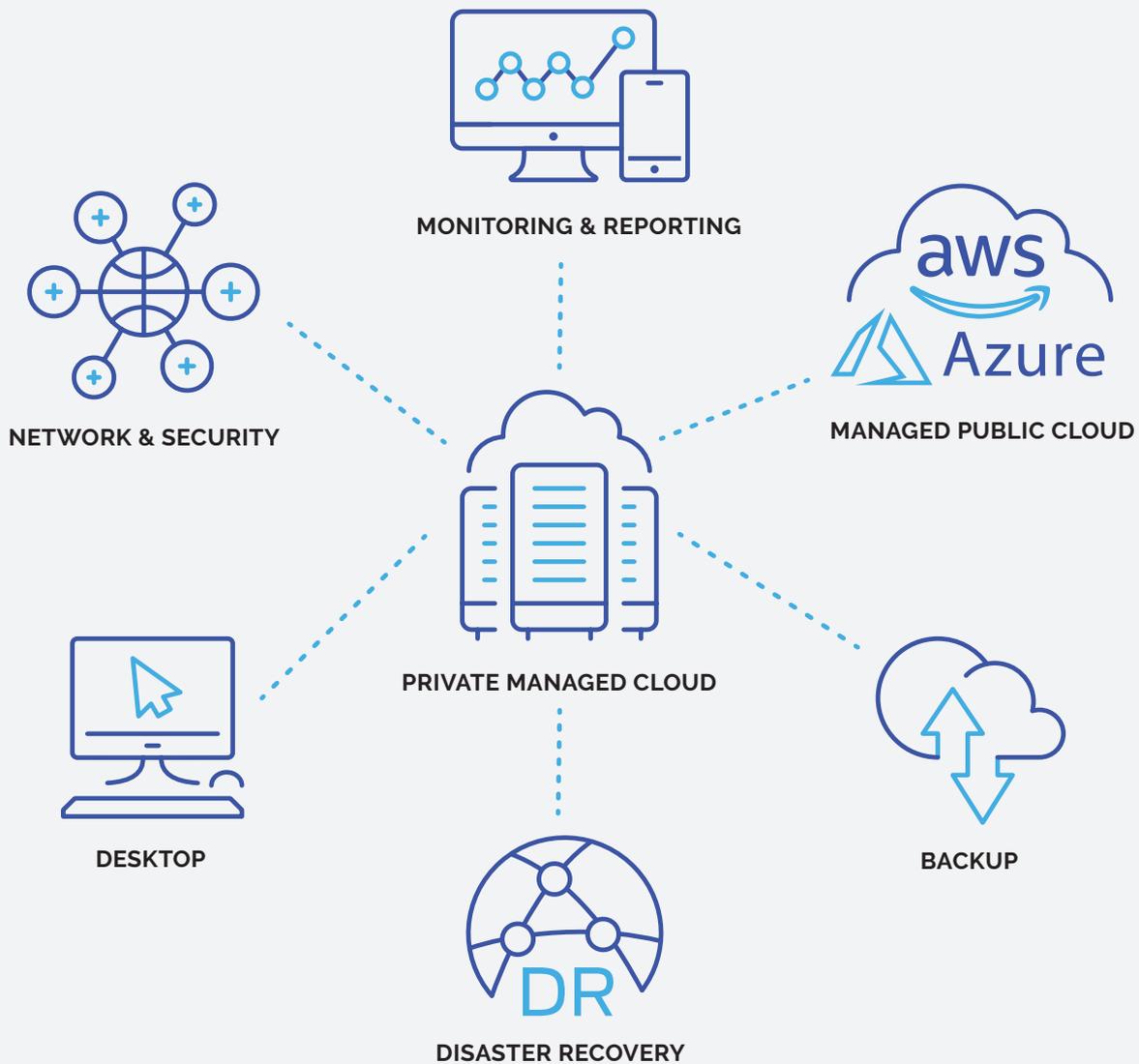
Your data centre, or ours?

You can choose to put your Private Managed Cloud in your data centre, or if you want to free up valuable office space, your platform can run in one of our secure, ISO27001 UK based data-centres. Alternatively, if you already have a data centre partner the PMC can be co-located there.

A WHOLE ECO SYSTEM OF OPTIONS

We care about your business continuity and offer a range of optional services that make it easy and cost effective to protect and recover your data. We can integrate network management and desktops into your PMC.

MONITORING & REPORTING

NETWORK & SECURITY

MANAGED PUBLIC CLOUD

PRIVATE MANAGED CLOUD

DESKTOP

DISASTER RECOVERY

BACKUP

HOW DOES PRIVATE MANAGED CLOUD STACK UP AGAINST PUBLIC CLOUD?

SYNAPSE360 PRIVATE MANAGED CLOUD VS OTHERS

Designed to bring the best of public and the best of private cloud

Standard Feature	Public Cloud	Traditional Infrastructure (DIY)	Synapse Private Managed Cloud
Includes Paltform Build and Configuration	Yes	No	Yes
Hypervisor Agnostic Multi-Cloud	No	Yes	Yes
Includes VM and Data Migration	No	No	Yes
Data Hosted On-Premise	No	Yes	Yes
Zero Transaction Fees	No	Yes	Yes
Included Expert Support Team	No	No	Yes
Integrates with Existing On-Prem Hardware	No	Yes	Yes
Cloud Provisioning Portal	Yes	No	Yes
Quarterly Service Reviews	No	No	Yes
Dedicated Account Management Team	Dependant on Customer Size	No	Yes
Predictable Cost	No	Yes	Yes
Included Monitoring and Reporting	No	No	Yes
Instant Scale Up / Back	Yes	No	Yes

WHY SYNAPSE360?

We are an award winning infrastructure and cloud services provider with a 20 year track record in delivering effective solutions. We are both technical experts and highly customer focussed and have been providing managed services for over 16 years. We believe in building long term relationships and our first customers remain customers today. We are partnered with Dell EMC and VMware, our engineers are fully accredited and know the technology inside out whilst our Network Operations Centres are ISO20000 accredited and data centres are ISO27001 accredited.

Synapse360 is a subsidiary of Manx Telecom, the Isle of Man's leading telecoms and data centre provider. Our customers are our strongest advocates and many see us as an extension of their IT department. You can read their stories at www.synapse360.com/clients.

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