

HYLAND'S ALFRESCO CLOUD | ARTICLE

# GUIDE: BUILD YOUR BUSINESS CASE FOR THE CLOUD

How to communicate the urgency of cloud migration to non-tech executives



Hyland™



Alfresco™

**Imagine this scenario:** You understand tech. You're an IT visionary. You're entrusted to keep your business sharp, competitive and running at full speed into the future by bringing on the right technology at the right time.

**But you can't get your C-suite to understand how crucial a comprehensive cloud strategy is for your organization to succeed.**

Why?

Because for people who don't live and breathe the future of technology — and the opportunities that come with it — migrating a content services solution to the cloud may seem like just another inevitable technology that will happen ... eventually.

The "bigness" of the idea and the real-world implications of the concept can feel too cerebral, too massive and frankly, too "in the clouds."

But, like the promise of the sun rising tomorrow, the inevitability of needing a cloud strategy won't be put off. You know it — and you need your decision-makers to know it, too.

The good news?

We've got the roadmap you need to make it clear: Cloud is the future of business, and for the sake of your future success, leaders need to act now to maximize the power of your content services investment.

IS DIGITAL TRANSFORMATION  
ALREADY ON YOUR AGENDA?

80%

of organizations view cloud-based content management as the preferred solution for digital transformation.

IDG<sup>i</sup>

i. IDG, Content services: Leveraging cloud for improved IT and business outcomes

# WHY THE CLOUD IS IMPERATIVE TO YOUR BUSINESS'S FUTURE



The best reason to go to the cloud for your content services solution isn't because "everyone else is doing it." The real story is why they're doing so: Because cloud deployment aligns with business goals and creates pathways to positive results.

## Here's how.



### Cutting-edge security delivers agile, unparalleled protection

Leaders in cloud delivery have stringent and proven security methods. From physical guards, mantraps and fire-suppression systems at the data centers to agile and constantly evolving cybersecurity protocols, a PaaS cloud strategy takes one of the most stressful, expensive and important business factors off your plate and handles it with the highest standards.

### Custom infrastructure uniquely supports your content services platform

If your organization is already leveraging the power of a content services platform for your core business content and processes, you've already shown smart, forward-thinking business leadership. Now, as you look to the cloud, you need the right infrastructure to not only support your platform, but also to capitalize on all of its strengths and features. The optimal cloud delivery partner should be custom-tailored for your content services solution and will deliver it as a reliable Platform as a Service (PaaS).



### Anytime, anywhere content availability provides your workforce the access they need to thrive

For everyone from in-the-field caseworkers to remote office workers, the world and our ability to leverage mobile and remote technology has experienced a seismic shift. Your business can't cling to the workdays of old — paper-based offices and unsecured processes. A robust cloud strategy gives your team secure access when they need it, from anywhere, and enhances collaboration while driving business efficiencies.



### Scalability positions your business for growth and eliminates physical limits

With more digitalization comes more data, and it needs somewhere to live and expand. Leading cloud providers offer essentially exponential growth opportunities, from storage space to additional compute capacity to support growth in application, web or processing. This means worrying about the amount of space available for storage as your organization expands becomes an archaic oddity of the past.



### Cloud resiliency enhances your business continuity strategy

In today's always-on world, the importance of ensuring your critical business systems are running smoothly 24/7 isn't a benefit; it's an imperative. If you are managing your own data center, that means additional hardware, software and personnel to constantly assess system health. Leading cloud providers offer essential disaster recovery and failover systems, allowing you to focus on business value rather than business continuity.

# IN ACTION: PLAY OUT THE CONVERSATION

When you hear:

**We don't have the people we need to adopt cloud infrastructure.**

**You can counter:**

Exactly — it's complicated and specialized. That's why it's time to find someone who knows the process backward and forward. We need our IT team to focus on their strengths, not on trying to build a bridge to the cloud that they aren't trained for. Launching a PaaS strategy for our content services solution means we would get all the benefits of the cloud — better security and accessibility, room for growth and infrastructure that supports our business initiatives — as well as a specially trained team of cloud experts who would get us there and keep us running, no matter what's going on in the world. It's a win-win — a PaaS strategy lets our IT people focus on moving our business forward, gives us better strategic business opportunities and comes with fewer headaches.

THROUGH 2024,

# 80%

of companies that are unaware of the mistakes made in their cloud adoption will overspend by 20-50%.

Gartner

When you hear:

**The cost of going to the cloud is too high.**

**You can counter:**

But are you thinking about costs we can eliminate, too? We're already paying a huge price for hosting our content — the operational costs of staffing, overtime, maintenance and physical security are a big part of our budget, and our content isn't getting any easier to maintain.

We also need to think about the risks we take: Is our content as secure as it should be? Keeping up is going to get more and more expensive and complicated. With a content services strategy, we can shift that budget to a team of cloud professionals, and they can deal with any issues that come up while we focus on our business. Yeah, it's going to cost some money — but at least it's going toward a long-term solution that creates operational agility and drives efficiencies.

# 32%

of leaders rank cost and performance of IT operations as a top reason for migrating to the cloud.

Deloitte

When you hear:

**It doesn't feel safe to put our data in someone else's hands.**

**You can counter:**

I think you'd be surprised. Our team is working hard, but compared to leading security best practices, we're really not on that level. Whether you look at it from a perspective of physical security, disaster recovery or cybersecurity, our content isn't as secure as it could be for the caliber of enterprise we are. Our content and data security protocols are just a segment of our primary business, but the teams that manage cloud infrastructure as their main deliverable are leagues ahead of us — we're talking layers upon layers of defense, from constantly evolving cybersecurity, disaster-proof redundancy standards, automated security patches, encryption at-rest and in-transit, and uptime at 99.99%. And, when we put our content services platform into a managed cloud, we also enhance the security of that investment at an application level.

WHEN IT COMES TO DISASTER RECOVERY,

# 70%

of business leaders recognize the cloud as having an operational advantage over on-premises strategy.

IDG

## IN ACTION: PLAY OUT THE CONVERSATION

When you hear:

**As our own hosts, we can make our cloud deployment unique to our needs.**

**You can counter:**

In theory, maybe. But in reality, no. Not unless we can land the type of rare talent that dedicated cloud services infrastructure architects have. Those specialists are hard to find and even harder to hire for companies like ours that don't specialize in cloud infrastructure. The unique experience, insight and skills of cloud architects who can create these environments are a rarity, and we don't have the weight to throw around to land them as hires. And, because of their agility as architects, these creators and administrators have the ability to expertly tailor a cloud solution for us that does fit our unique needs.

**THROUGH 2022, INSUFFICIENT CLOUD INFRASTRUCTURE AS A SERVICE (IAAS) SKILLS WILL DELAY**

# 50%

of enterprise IT organizations' migration to the cloud by two years or more.

Gartner

When you hear:

**The cloud doesn't have the flexibility to meet our industry's regulatory or compliance needs.**

**You can counter:**

Leading providers can't guarantee industry compliance, but they do provide the framework for achieving it. The reality is, compliance is on us. But the best-fit cloud environment for us would require compliance analysts and application security professionals to work together to manage our relevant policies (ISO, HIPAA, NIST, etc.). And with the quick incident response that a PaaS provider would have, we'd be on target to avoid compliance fines.

# 44%

of business leaders identify compliance as an advantage of cloud deployment.

IDG



# BUILD YOUR CASE: SELF-MANAGED VS. PAAS

What does your company want to be? Industry innovators or a split-focus enterprise?

Does your mission include a passion for servers, cybersecurity and content storage?

Who's responsible for ...	Self-managed cloud strategy	PaaS cloud strategy
Generating content and data	You	You
Operating system, network and firewall configuration <ul style="list-style-type: none"> <li>■ Encryption, authentication</li> <li>■ Server-side encryption</li> <li>■ Networking traffic protection</li> </ul>	You	Experts with the PaaS provider
Global infrastructure <ul style="list-style-type: none"> <li>■ Redundancy and monitoring</li> <li>■ Operating and infrastructure software</li> <li>■ Physical hardware</li> <li>■ Physical security</li> <li>■ IDS/IPS</li> </ul>	You	Experts with the PaaS provider
Compliance and governance <ul style="list-style-type: none"> <li>■ Business continuity</li> <li>■ Disaster recovery</li> <li>■ Security audits and certifications</li> <li>■ Data replication</li> <li>■ Legal, regulatory and contractual compliance</li> </ul>	You	Experts with the provider

In a **self-managed cloud scenario**, your business pays a host for data space, but you and your team are responsible for managing all the cloud services, from installation to updates to protection.

With a **PaaS scenario**, the cloud provider delivers all of these services.

Both can work. But the right path depends on your team, your business goals and your willingness to invest — and keep investing — in bleeding-edge cloud infrastructure.

# YOUR CLOUD STRATEGY TODAY WILL POSITION YOUR BUSINESS FOR THE NEXT GENERATION

Today's technology climate doesn't reward stagnancy.

You need action, innovation and the willingness to evolve.

Now is the time to make your case for a strong cloud offering that will fit your business, align with your objectives and position your enterprise to power forward into the next generation.

**Hyland's Alfresco Cloud does all this.**

Learn more at [Alfresco.com/Cloud](https://www.alfresco.com/cloud)

Hyland™

