Shifting to Private Cloud:

Reasons to Make the Move

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SUSE

Introduction

We all know that cloud adoption is booming. Recent SUSE research* found that 90 percent of large companies say they have now implemented private cloud solutions. IT departments considering this move must ensure the correct workloads are transferred to private cloud as, when correctly deployed, it offers a huge range of business advantages.

Here are just five reasons to consider shifting to private cloud:

90% of large companies* have now implemented private cloud solutions.

Cost Savings

IT departments are tasked with providing efficient solutions which remain cost-effective. Pressure to make good use of available resources is constant but private cloud opens up new avenues for IT. SUSE research reveals that two thirds of organizations* have adopted cloud solutions for financial reasons; either to reduce CAPEX/OPEX costs or due to IT budget constraints. Savvy companies are looking to private cloud solutions to take their data centers to the next level of efficiency and automation, enabling them to optimize their existing resources and investments, as well as reducing administration overheads.

Whilst an OpenStack private cloud is an excellent option for the development of new cloud-based applications and workloads, it is also an ideal platform for data center transformation, allowing existing virtualized workloads to be migrated to a more cost-efficient environment. SUSE OpenStack Cloud combines the widest hypervisor support with the broadest hardware certification and the most comprehensive application support, making it the ideal choice to deliver on these requirements.

Agile Environment

It's no wonder that public cloud has become popular for organizations needing to quickly spin up environments for the development and testing of new applications and workloads. A traditional internal data center has been too slow and inflexible an environment to allow the DevTest teams to carry out agile develop projects. That all changes

77% of companies see agility and innovation as a key reason for moving to a private cloud.

with a private cloud Infrastructure-as-a-Service solution such as SUSE OpenStack Cloud. By delivering a pool of shared, on-demand resources that can be rapidly deployed and easily managed, you get all the speed and flexibility you need for a truly efficient and agile DevTest environment. This means that you get to provision the resources where or when you need them and then you can reclaim those resources to use elsewhere when the project is finished.

According to the latest SUSE research, 77 percent of companies* see agility and innovation as a key reason for moving to a private cloud for their development and QA needs and to deliver market and competitive advantages for their business.

Deployment of Production Workloads

These days, almost all organizations are in the software development business. The Internet, mobility and social business opportunities have fundamentally changed how we reach, communicate with and service our customers. New applications and workloads are the key to successfully competing in these new markets.

SUSE research reveals that while companies might look to the public cloud to develop new software applications, 73 percent of businesses* plan to migrate these workloads to their own private cloud when they are ready for production use. This highlights the growing recognition that solutions like SUSE OpenStack Cloud are mature and provide

a robust, reliable platform for the successful deployment of business-critical software projects.

Innovative companies are making the most of these developments in private cloud.

SUSE research indicates that 81 percent organisations now plan to or have already moved to OpenStack private cloud, confirming the significant ROI that can be found through cloud investment.

Enhanced Flexibility

Almost every modern business has to be able to quickly and easily adapt to changing demands without slowing down. Some changes can be forecast or anticipated, such as website traffic during your peak retail season. Others may be unexpected, like a demand spike following a sales promotion that performs beyond your expectations. In the past, you could only handle these demand spikes by over-provisioning a traditional data center to ensure sufficient capacity to cope. Often our IT response times are painfully slow.

By contrast, a private cloud solution offers the

needed speed of response and flexibility by creating an elastic data center environment. With your compute resources pooled and easily managed, you can quickly allocate more capacity and capability when you need it. You can also leverage external public cloud capacity by architecting a hybrid cloud solution to supplement your own private cloud, thus allowing you to plan for and handle the unexpected while keeping costs under control.

In a similar way, batch and data-processing applications such as risk modeling and new back-office applications work well in a private cloud

scenario. These are often standardized, run for short periods of time and require significant computing power. A private or hybrid cloud approach enables IT to quickly deploy an application and the needed resources on demand, before shutting them down swiftly upon completion. Offering on-demand scalability and flexibility, private cloud addresses computing capacity issues without over-provisioning, simultaneously increasing revenue and lowering opportunity costs.

Security and Compliance

Public clouds can be secure but the lack of visible controls often concerns business leaders. A private cloud can offer all the benefits of public cloud while ensuring decisions around security and compliance remain firmly in the control of the enterprise.

91% of large organizations expect private cloud to simplify data security issues.

28% expect the impact to be considerable.

Businesses wishing to reap the rewards of cloud without surrendering data to third-party protection must consider shifting to private cloud.

With increased agility, reduced costs and improved flexibility through cloud deployment, there are few reasons to avoid private cloud. With so many business benefits, a huge number of innovative organizations are shifting to these cloud solutions. As they take advantage of private cloud environments, their competitors should be asking themselves why they have not yet considered making the move.

* Source: Dynamic Markets, "Private Cloud Research 2015"

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