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Which Cloud is Right for Your Business?

Understanding Your Cloud Options

As you develop your cloud strategy, it's important to understand the various deployment options available to help you meet both your short-term and long-term goals.

Should you deploy your infrastructure in a public or private cloud? Where does a community cloud sit? What about hosting? How does this compare with your own datacenter? What does "hybrid cloud" really mean? And what about security?

In short, how do you decide what is right for your business, or simply right for your specific application?

The first step is to understand your options.

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Public Cloud

Public clouds are built on multi-tenanted environments that are typically owned and operated by a third-party provider, the most known being AWS, Microsoft Azure and Google. The two main benefits of the public cloud are its ability to quickly deploy IT infrastructure and the "pay as you go" pricing flexibility. Public clouds are affordable because the infrastructure and maintenance costs are spread across many users. They also have a near unbridled ability to scale, making them a particularly good fit for organizations that have fluctuating demands.

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Community Cloud

In a community cloud environment, the infrastructure is exclusively shared between organizations who have similar concerns and requirements (security, policy, compliance and so on). Community clouds deliver much of the agility, scalability and the cost effectiveness of a public cloud, while also providing the same levels of control and security of multiple equivalent private clouds. They are best suited for like organizations who have strict data, regulation and governance obligations, but may have less need for specific customizations of their processing power, storage and networking.

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Private Cloud

In a private cloud environment, the infrastructure is dedicated exclusively to your business. The private cloud delivers much of the agility, scalability and efficiency of other clouds, as well as higher levels of control and security. This often makes the option better suited for an organization with strict data, regulatory or governance obligations and a need to have the highest visibility over its environment. Unlike the public cloud, a private cloud can be customized to better suit the processing power, storage and networking requirements of your company.

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Hosted/Datacentre

While the trend has been to move more applications into the cloud, running your own hosted or datacenter environments remains a viable approach for older systems or platforms which have a very specific requirement that cannot be met by a cloud solution.

Typically, hosted environments require more direct management and do not easily offer the same dynamic on-demand scalability or automation as a public or private cloud without a considerable price premium. They are well suited to relatively predictable, stable environments where control is critical.

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Hybrid Cloud

A growing trend is to embrace a hybrid approach to cloud in order to get the best of all worlds. The hybrid cloud approach allows you to combine distinct public, community or private cloud capabilities. While the clouds remain unique entities, they can be bound together by technology that allows application portability and a single overarching visibility and control. A typical scenario

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might include the use the public cloud for non-sensitive operations with a private cloud for business-critical operations. A hybrid cloud can deliver a highly flexible, nimble and cost-effective solution for (typically) larger companies who have the competence and requirement to run an application in a private cloud or data center and burst into a public cloud when the demand for computing capacity spikes (cloud bursting) or wish to improve the distribution of workloads across multiple cloud computing resources

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Following is a summary comparison of the various options.

	PUBLIC CLOUD	COMMUNITY CLOUD	PRIVATE CLOUD	HOSTED/DATACENTRE
CUSTOMER ENVIRONMENT	SHARED ACROSS MANY DIFFERENT CUSTOMERS	SHARED ACROSS A FINITE GROUP OF LIKE CUSTOMERS	DEDICATED TO A SINGLE CUSTOMER	TYPICALLY DEDICATED TO A SINGLE CUSTOMER
SCALABLE - CAPACITY	• Highly scalable on demand • Near unlimited capacity	• Highly scalable on demand • Less suited to significant surges in capacity	• Highly scalable on demand • Less suited to significant surges in capacity	• Scalability limited to current inhouse/hosted server and storage capacity • May be upgraded to address growing capacity needs, but cannot be scaled down
PRICING MODEL	• The most price competitive offering, but difficult to predict costs • Can fast become expensive as scale increases	• Typically consumed as an operating expense (no CAPEX) • Predictable costs over time • Competitive start up costs due to common infrastructure elements being shared	• Little or no capital expense • Predictable costs over time	• Varied cost models • Typically consumed as a capital expense in the datacenter and as an operating expense if hosted
CUSTOMISABLE	• No customisation • Technology is chosen by the provider	• Limited customisation • Ability to integrate some bespoke hardware directly	• Limited customisation • Ability to integrate some bespoke hardware directly	• Highly customisable subject to budget, skills and the availability of space and power
SECURITY	• Broad, multi-country IT security compliance • Requires strong in house policies to ensure end-to-end security	• Provisioned to address community-specific physical and staff compliance requirements	• Caters to company-specific physical and staff compliance requirements	• Self-managed security • Can be highly secure, but requires considerable effort and skill to maintain
VISIBILITY - CONTROL	• High visibility and control based on vendor-provided tools	• High visibility and control based on vendor-provided tools • Tailored to community needs	• Highest cloud visibility and control, down to the physical text layer, based on vendor-provided tools • Tailored to company needs	• In principle, high visibility and control down to the physical layers • Assumes provider is equipped with the tools and personnel to oversee operations
RELIABILITY	• High availability configurations achieved through the hyper scale of the shared infrastructure	• High availability configurations achieved through community scale, custom design and prioritisation	• High availability configurations achieved through service provider scale, custom design and prioritisation	• High availability configurations achieved through the provision of dedicated redundancy, but it's expensive
DATA RESIDENCY - GOVERNANCE IMPLICATIONS	• Often a lesser consideration for Public cloud adoption • Arrangements can be made to hold data locally, bur this may not suffice to meet regulatory obligations	• With SecureWorx, 100% in Australia • Adherence to security standards.	• With SecureWorx, 100% in Australia • Adherence to security standards.	• Entirely determined by the customer or their hosting provider

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Even with a thorough understanding of your options, it can help to consult with an expert to choose the best fit for your specific use case – there is no "one size fits all" solution. Turn to the experts at SecureWorx for help determine the best option for your business.

Just like no two clouds in the sky are alike, no two businesses will have an identical cloud strategy. We will help you weigh the different options and service levels, reviewing your usage patterns and incorporating the right regulatory considerations to design a cloud strategy that works for you.

The SecureWorx team has vast experience and deep expertise in Secure Cloud deployments. Talk to us about your current business needs and goals for future growth. Together, we can identify the right strategy for taking advantage of the cloud.

Learn more at www.secureworx.com.au

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