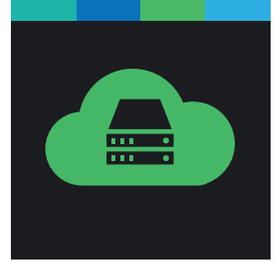


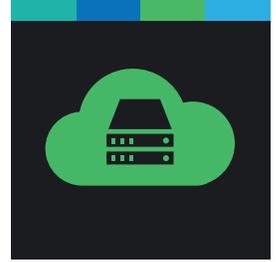
THE ENTERPRISE PRIVATE CLOUD & YOUR BUSINESS

WHY THE ENTERPRISE PRIVATE
CLOUD ISN'T JUST FOR SILICON
VALLEY START-UPS ANYMORE



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COMPREHENSIVE DEFINITION OF THE PRIVATE CLOUD

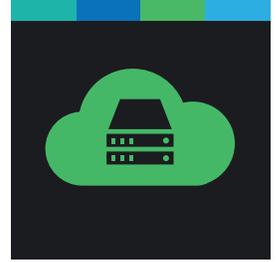
True private cloud infrastructures provide on-demand self-service, broad network access, rapid elasticity, and measured service instantaneously.

Before you find out who greatly benefits from the enterprise private cloud - EPC, it's best to first understand what it is exactly. The National Institute of Standards and Technology define the private cloud as a "cloud infrastructure [...] provisioned for exclusive use by a single organization comprising multiple consumers (e.g., business units). It may be owned, managed, and operated by the organization, a third party, or some combination of them, and it may exist on or off premises."*

So basically, EPC isn't multitenant. It is meant for one organization and one organization only. The public cloud is to the private cloud as a motel is to the Hearst Castle. Both house contents, but one is created with the intent to share space, while the other's primary focus is that of private use.

But it's more than that. Enterprises are eager to throw a bunch of servers in a data center, then virtualize them. That's not a cloud, that's merely virtualizing servers and making them available to your IT organization, the same way you always have. Instead, true private cloud infrastructures provide on-demand self-service, broad network access, rapid elasticity, and measured service instantaneously to any company's IT department. Thus, the popular cloud benefits are now readily available to an entire organization under the private cloud model.

*U.S. Department of Commerce. National Institute of Standards and Technology. The NIST Definition of Cloud Computing. By Peter Mell and Timothy Grance. (Gaithersburg, MD: National Institute of Standards and Technology, Sept. 2011)



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**BEFORE THE CLOUD
& WITH THE CLOUD**

WHEN INVESTIGATING IAAS PARTNERS, DEEPLY RESEARCH THEIR ABILITIES TO SCALE. A COMPANY'S BEST OPTION IS TO MAKE SURE THEIR IAAS PARTNER IS ABLE TO WITHSTAND MASSIVE INFLUXES IN ELASTICITY, BUT NEVER CONTRACTUALLY OBLIGATES ITS CLIENT TO REALIZE THAT POTENTIAL.

LIFE BEFORE THE CLOUD

Anyone working in the technology industry in the last two decades knows the traditional (and now outdated) application life-cycle far too well. Once IT proposals and budgets were approved, servers were purchased, installed in datacenters, configured, and so on. All while the applications lay on developers' desks, still untouched. Plus, server allocation on a per project/per application basis meant servers were rarely, if ever, tore down at the project's conclusion, culminating in chaotic server sprawl. This server sprawl required massive overhead in regards to power, cooling, and management, solidifying the need for an inexpensive and less time-intensive solution.

Cue virtualization software. CIOs hoped this new virtualization method would finally increase their IT agility, thus enabling business agility. Unfortunately, virtualization was saddled with the same outdated business process and time consuming installation requirements as it's hardware predecessor. The end result was an inevitable virtual server sprawl, drastically increasing the amount of work for administrators, thus exhausting or inflating IT departments.

LIFE WITH THE CLOUD

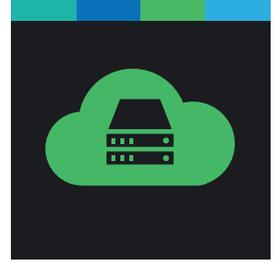
With the introduction of the cloud, businesses now have a high-functioning, elastic, ready to use infrastructure at their fingertips. The cloud reduces the time and money IT departments spend on budgets, proposals, server installation, configuration, and so on. The scalability of the cloud allows for immensely flexible adaptability within the IT infrastructure.

Plus, the cloud's significantly easier automation provides simpler provisioning, faster deployment, and improved orchestration. The culmination of these benefits equates to the cloud's greatest advancement: Reduced administrator management A.K.A. the human element. Let your IT department spend their valuable time developing and running business applications, while your private cloud provider takes care of the infrastructure and the associated management. With a mere subscription fee, the headaches caused by datacenter and infrastructure build-outs are gone and your IT personnel can focus their time on your business.

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THE PRIVATE CLOUD CHECKLIST

	HIGH SECURITY
	IT DEPARTMENT DEMANDS
	DATA INTENSIVE AND MISSION CRITICAL WORKLOADS
	TECH REFRESH
	INFRASTRUCTURE MANAGEMENT
	CONTROL OWNERSHIP
	AVAILABILITY / RELIABILITY
	HIGH SERVICEABILITY



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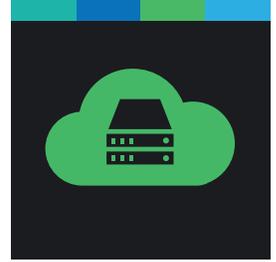
LIFE WITH THE PRIVATE CLOUD

Living in an apartment building is a lot like using a public cloud. Shared utilities and real estate mean less economic overhead on the tenants.

But this comes with the risk of living down the hall from complete strangers. The public cloud is the same economic model: Shared resources mean less overhead to a large number of “tenants.” But in the public cloud “apartment complex” the locks are flimsy and the walls are thin. So why would you put the innards of your business on a public cloud and make them susceptible to noisy neighbors (i.e. hackers)? You wouldn’t. Sure, the cloud provides incomparable availability, but what if one of your goals is unavailability (at least to certain eyes)?

Thanks to the Enterprise Private Cloud (EPC), your business can be both available and secure. EPC allows for in-depth customization, especially in regards to security. With the private cloud, customization allows the infrastructure to truly work for the business, rather than the previously accepted inverse.

But is an Enterprise Private Cloud synonymous with cloud ownership? How can you own something intangible? With the EPC approach, you own all the pieces that make up your cloud. You own all the roads in, and by owning and engaging with these avenues, you can monitor and decide who does and does not receive access. The legal advantage to the private cloud also lends itself to ownership benefits. By mandating where your data physically lives (data center locations, POPs, etc...), then a private cloud owner can be protected by state law. For example, if all of your company’s infrastructure is located in California, then your content is protected by California state law rendering out-of-state hackers subject to extradition.



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WHO SHOULD BE UTILIZING THE PRIVATE CLOUD?

In order to properly evaluate your company's need for a private cloud infrastructure, a simple list of questions must be asked. If you find yourself saying yes to one or more of these questions, then the private cloud should definitely be considered as a wise investment.

DO YOU HAVE A HIGH SECURITY REQUIREMENT? Does your business handle credit card information or the script for the next Star Wars film? Does your data need to be protected better than Fort Knox?

ARE YOUR IT DEPARTMENT DEMANDS GREATER THAN YOUR IT DEPARTMENT? With the addition of virtual machines, administrator overhead is still increased, even when physical servers are not. This either equates to an exhausted IT Department or a massive influx in hiring and thus overhead.

DO YOU HAVE DATA-INTENSIVE AND MISSION CRITICAL WORKLOADS? Is the integrity and success of your business literally riding on the back of your IT infrastructure?

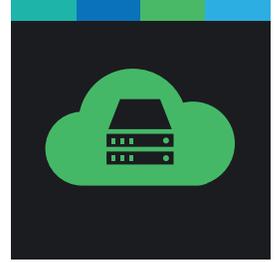
ARE YOU IN-NEED OF A TECH REFRESH? Out with the old and in with the new. The average age of a data center environment in the United States is about ten years. As your data center environment reaches maturity, its inability to keep up with demanding virtual needs becomes ridiculously apparent.

DON'T WANT TO MANAGE YOUR OWN INFRASTRUCTURE? You know what your company does best and you know that it doesn't include complex IT infrastructure management.

DO YOU HAVE A HIGH LEVEL OF CONTROL OWNERSHIP REQUIREMENTS? Dealing with policy protected content that requires control/ownership to be compliant?

DO YOU HAVE A HIGH AVAILABILITY/RELIABILITY REQUIREMENT? Will utter panic ensue if your information is ever unavailable?

DO YOU HAVE A HIGH SERVICEABILITY REQUIREMENT? Does your content constantly need to be logged or continuously require software upgrades?



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**BUT IS THE PRIVATE CLOUD
FISCALLY COMPELLING?**

The cloud allows your developers and entire IT team the ability to improve and grow your company.

So your boss just gave you a giant promotion, contingent on one thing; you must move to Juneau, Alaska. But, you've never been to Alaska in your whole life, so how on Earth are you going to figure out where to live? What are the safest neighborhoods? Is there a good night life? What is a fair price for housing?

Well, you could spend money, but most importantly valuable time, finding the answers to these questions OR you could hire a real estate agent in Juneau, explain that you'd like a reasonably priced apartment in a safe neighborhood with a couple pubs within walking distance and let the agent do the rest! Sure, you have to spend money on the real estate agent's services, but you just saved copious amounts of time by not doing it all on your own.

Now, translate this same rationale to your company's IT infrastructure and management. Why would you make developers buy, install, configure and maintain an infrastructure when they could be focusing on application development? Instead, utilize the potential of enterprise private cloud and have the operational experts do what they do best, which in turn, allows your developers and entire IT team the ability to improve and grow your company.



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