

**Being flexible**  
Understanding the opportunities

**Cost benefits**  
Saving money and being more efficient

**Data management**  
Controlling your business needs

**MEDIA PLANET**

# THE FUTURE OF I.T.

**10**  
STEPS TO  
CHOOSING THE RIGHT PATH

## MAKING IT IN THE CLOUD

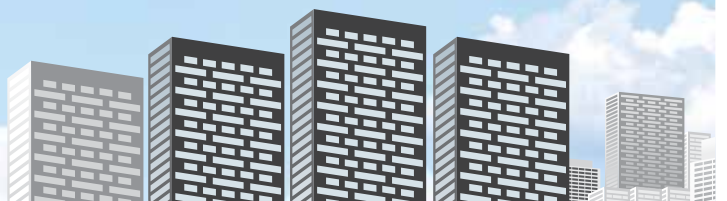
**The migration begins:** More and more businesses are looking to the future and finding out how they can adapt

PHOTO: SCOTTCHAN/SHUTTERSTOCK.COM

Make sure the cloud doesn't cast a shadow over your business

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Turn to page 3



# CHALLENGES

2012 headlines: The London Olympics, the Queen's Diamond Jubilee and IT finally breaking out of the local server room

## See I.T. break free through the cloud

Information Technology has been the powerhouse of change and innovation for over 60 years, be it in solving complex problems, automation of tasks, creation of new business models, improvement in mass communication or the enhancement of collaboration across business and social groups. We have seen major technological shifts over this time also from mainframes, through PC's and client-server to the internet.

Undoubtedly in 2011, the uber technology trends are those embracing cloud computing and mobile devices. The convergence of agile, scalable, pay-as-you-use computing capability, with an increasing penetration of portable multimedia devices across the wider population are driving a sea change. Not just in the way IT is conceived, but the way it is provided and consumed. The notion of separate devices for work and personal use is also ending. This is being driven by flexible working environments and dynamic consumer experiences, that in turn are advancing the philosophy of consumerisation (leveraging the behaviour and preferences of people) within IT strategy.

So in this brave new world, flexibility and innovation are essential ingredients to sustained commercial success; running technology on-premise is no longer critical, but harnessing it and integrating it is. The rise of social media can see ideas, brands, and reputations sink or swim in public opinion, with news travelling at the speed of light to an increasingly interactive audience. Against this backdrop, the scope of an organisations' IT capability is no longer bounded by the corporate firewall or powered from the server room, but it exists within a wider plane of interaction with markets, networks and devices.



**Andy Burton**  
Chairman, Cloud Industry Forum

### Healthy growth

Cloud service adoption in the UK is growing healthily. In research conducted earlier this year by the Cloud Industry Forum across 450 end user organisations, 48% had already adopted at least one cloud service. With a satisfaction level for the services provided at over 90%, the vast majority intend to expand their adoption of cloud services quickly. With the barriers to using these new solutions being low (no capital investment, no minimum contract term), more and more firms are conducting pilots.

That said, organisations have practical questions they want answered relating to data security and sovereignty; they want to be assured of service levels and the ability to exercise control over their IT. Those looking to extend their IT from an on-premise model to include a hosted or cloud services capability have many options open to them, and it is not always easy to be able to compare and contrast solutions. To that end, the consistent advice is to seek out best practice such as is set out in the Cloud Industry Forum Code of Practice and to compare and contrast vendors against that benchmark to provide the trust that is essential to any good partnership.

### Standards and practices

The challenge with any new technology, solution or market is how to choose a vendor and how to be

assured of trust. Whilst international standards will undoubtedly arise over time, we are still some way away from seeing this in practice. The arena of cloud computing tends to have three areas of focus for driving standards. These could be simply communicated as the technical areas of security and interoperability (i.e. is my data safe and can I integrate it with other cloud or on-premise solutions and/or move it easily at the end of a contract), and the commercial issue of building trust between end users and their service providers.

The Cloud Industry Forum (CIF), a not-for-profit organisation founded in 2009, recognise the challenge facing both credible service providers looking to stand out in a crowd and for end users looking to make an informed choice with so much 'noise' in the market. Against a backdrop of many market new entrants, and the lack of any formal standards, CIF developed an independent Code of Practice for Cloud Service Providers. It requires them to review their business practices and operational capabilities and to present information to the market in a standard form that in turn, enables end users to make a rational and informed decision.

Service providers are required to certify their organisations in three areas which are referred to as *transparency* (information regarding the structure, legal names, portfolio, location and executives); *capability* (the procedures, practices and resources operated), and, *accountability* (the binding commitment of the executive/s of the cloud service provider to the code of practice). Once certified, service providers can use the CIF certified logo to validate their achievement on their websites, helping end users recognise their commitment to the code of practice.



### WE RECOMMEND



**Mark Botham**  
Chief operating officer at Bis Henderson discusses his experience in moving to the cloud

PAGE 8

'We figured we could spend £30,000 or £35,000 reproducing what we currently had, or we could make a move to the cloud'

**Page 4: Making the move**  
Ian Osbourne of Intellect UK discusses why many businesses are moving to the cloud

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David Terrar of D2C shows how social media is allowing organisations to expand and develop

**Page 12: Changing how you work**  
Are we coming into a new era of collaboration? Dr Yinshan Tang of Henley Business School talks

# MEDIA PLANET

We make our readers succeed!

THE FUTURE OF I.T.  
1ST EDITION  
SEPTEMBER 2011

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**Distributed with:** The Guardian  
September 2011

**Print:** The Guardian print centre

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With thanks to:



# Make sure cloud sprawl doesn't cast a shadow over your business

Nic Merriman and Jon Butler from Avanade UK explain the best way to create an enterprise-ready cloud strategy.

[www.thecloudadvantage.com](http://www.thecloudadvantage.com)

By Nic Merriman, UK Cloud Computing Lead and Jon Butler, Vice President, Avanade UK

**Cloud computing is maturing rapidly. CRM Online, Salesforce.com, Azure, EC2, and most recently, Office 365 – the benefits of these kinds of cloud services are making cloud computing an integral and expected part of every organisation's IT capabilities. From increased agility and rapid time-to-market to reduced capital expenditure, the cloud lets companies focus on their core differentiators.**

But there are both advantages and potential pitfalls that need to be understood before organisations can begin deriving maximum value from the cloud. A recent global Avanade survey of 573 people has revealed a new problem: cloud sprawl. Cloud sprawl is the unmanaged spread of public cloud services inside the enterprise, potentially leading to increased costs, security issues and loss of control.

**“20% of employees have bought cloud services without their IT department's knowledge”**

The survey neatly illustrates how many employees are taking matters into their own hands to receive the immediate convenience of the cloud by signing up for third party cloud services. Twenty per cent of employees do so without their IT department's knowledge, but why? 'Enterprise IT is too slow or inflexible' is a common response – but as a result, two-

thirds of executives questioned expressed concern that cloud sprawl could be a threat to their company.

#### Cloud visionary, not clouded vision

The attraction is clear: cloud services appear to be cheap, easy to set up and always available (and from anywhere), but as with so many 'tactical' developments, aspects such as integration, security and trust are often forgotten.

How can businesses avoid these issues? Strategy is key – before embarking on a cloud journey, it's important that everyone involved understands the travel details, and that's achieved by creating a clear strategy and sound governance policy that guides the adoption of cloud services and ensures they are used in a way that is aligned to a company's corporate goals.

Good governance can guard against cloud sprawl by helping users understand the risks and consequences of uncontrolled and unchecked adoption. Governance certainly isn't about limiting what users can do, it simply seeks to provide guidance and ensure alignment to an organisation's wider corporate direction. The relationship between the company's overall goals and

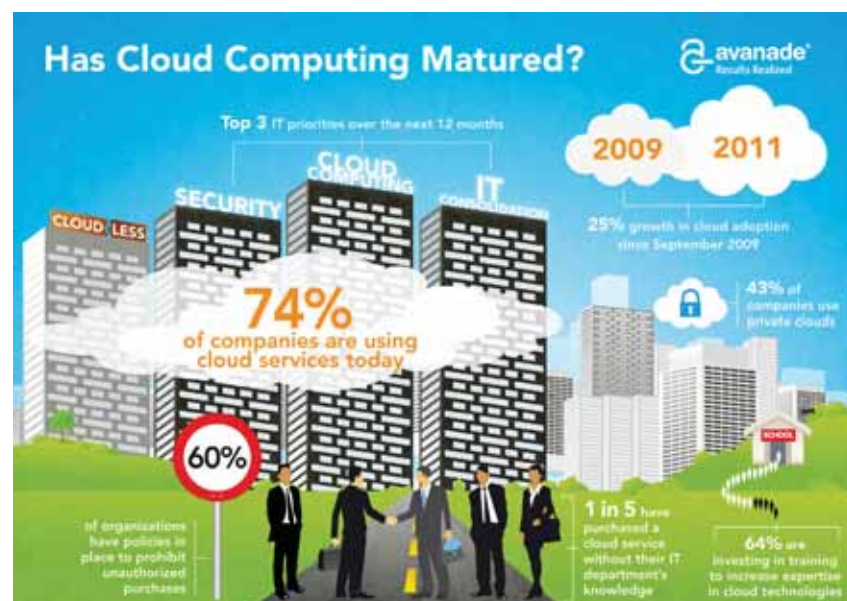
the IT department needs to be one of constant listening and adjustment, a symbiotic cycle that ensures strategy is in lockstep with company culture and aims.

#### Follow the sun

What if an organisation wants to use a cloud service that is more powerful, more customisable and much more secure than any off-the-shelf cloud services? The term 'cloud computing' doesn't refer to just one option, there are multiple cloud routes available: most people are already familiar with software as a service (SaaS – applications running entirely in the cloud), but there are others: infrastructure as a service (IaaS), platform as a service (PaaS), and private on-premises – all of which offer different cloud solutions suited to different needs.

A dependable, expert business technology consultant like Avanade can help you choose the right strategy and solution, and ultimately produce the right results for your business. As executives begin to see cloud computing as a revenue-generating tool, companies are investing more in secure, managed cloud services and support.

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**Question:** Are organisations moving to the cloud and if so, why?

**Answer:** Yes, many are starting with applications that are not mission critical to dip their toe in the water. Flexibility is the primary driver, but cost benefits soon take over



# SEEING A GRADUAL MIGRATION TO THE CLOUD

The vast majority of organisations were never set up to be experts running their own data centre and IT infrastructure, it is just a role they have had to evolve to perform.

Now they have a choice. Companies of all sizes and government organisations are actively investigating how to free themselves of the large cost and drain on resources of constant investment in large server rooms, not to mention maintaining software packages and their licences.

Ian Osborne, Project Director at Intellect UK certainly believes that organisations who were a little sceptical about cloud computing just a year or so ago are now actively investigating opportunities to take advantage of it.

“The cloud’s now being rightly seen as a very attractive opportunity

to let someone else worry about the infrastructure that your software and systems work on as well as keep applications and licences up to date,” he says.

“People have seen how well cloud companies like Amazon and Google perform. Even when there’s been a rare outage, disruption has been minimal and so services are still better than they could provide for themselves. Plus there’s so much scale of infrastructure available in the cloud that it makes the services incredibly cost-effective.”

Many companies are likely to use



**Ian Osborne**  
Project director  
Intellect UK

some cloud services, such as the hosting of their website, or perhaps email accounts or hosted applications. Osborne’s advice is to build on these by adding new services one at a time.

**Flexibility is key**

This is certainly the route that Steven Holford, Director at Fasthosts, sees many organisations taking. First moves generally tend to be website and email hosting which are often followed by moving back-up and storage services to the cloud, as well as running up test capabilities, portal applications and the like. The cloud, he is also finding, is proving an attractive space for companies to develop new software and services.

“The basic premise of why companies choose to have their web site and email hosted for them holds

true across their wider IT requirements,” he says. “A cloud provider can do a better job than them, for less. When you look at the resilience a provider’s data centre will have there’s just no comparison with a business’ own premises. Plus they get operational security of always having their servers up to date and secure with the latest patches without them having to maintain anything themselves.

“We find that a lot of people come for the ease of use and flexibility, but ultimately it is the financial savings that makes them put additional services in the cloud. The way you can just add more capacity and add more memory at the click of a mouse is revolutionary.”

**SEAN HARGRAVE**  
info.uk@mediaplanet.com



**LOOKING TO THE FUTURE**  
We are seeing more and more businesses moving to the cloud and assessing the opportunities available to them  
PHOTO: SCOTTCHAN/SHUTTERSTOCK.COM

2

MAXWELL COOTER'S TIPS

**Making a start**

➔ For most organisations hosting their website and email could well mean they are already in the cloud, or at least have seen the advantage of allowing a more robust third party host two vital services. This is a good starting point in providing opportunity and building trust, which are the two key aspects of validating the business case for hosted or cloud services.

**Non mission critical solutions and new services**

➔ Many cloud service providers would suggest that for companies to get a sense of confidence in the cloud, it is a good idea to launch services which are not critical to the business. Many start off with back office infrastructure services such as storage, hosted servers, back-up capability and testing services. Equally, companies seeking to deploy new solutions, for which they have no capability in-house, are often great places to prove the value of cloud as it de-risks the organisations implementation and avoids any capital costs or up-front long term commitment.

MAXWELL COOTER, EDITOR OF CLOUD PRO

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## NEWS

STEP

2

STAY UP TO  
DATE

**THE SOCIAL NETWORK**  
Twitter, Facebook and LinkedIn  
are among the social media  
businesses are using today  
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## QUESTION &amp; ANSWER



**Ken Johnson**  
Product director of  
voice and unified  
collaboration  
Global Crossing

■ **Cloud computing: where should you start?**

! Scott McNealy famously said, 'the network is the computer' and so it follows that the network is critical to cloud computing. Without a solid, reliable and resilient LAN and WAN, your network doesn't stand a chance. They both exist outside of your business and can't function if your network fails so before you consider deploying cloud solutions, you should ensure your network is IP-ready, secure and robust.

■ **How do you guarantee trust in the cloud?**

! When it comes to cloud computing, security is one of the biggest barriers to adoption. Most concerns focus on the location and protection of the data itself, but businesses should also have a back-up plan in mind in the event that a cloud provider fails, is infiltrated, or destroyed financially. Ensure your IT team is ready for the change in approach and shift in levels of control and put together a mitigation plan that can be implemented should your cloud solution malfunction or fail.

■ **Is cloud inevitable?**

! While it's certainly gathering pace, the move to cloud is not inevitable and it's important to balance the hype with a sense of pragmatism. While there are significant cost, efficiency and flexibility benefits to cloud solutions, businesses shouldn't necessarily decline a dedicated non-cloud offer; many services can still be 'hosted' off premise, but may not cost as much.

# Brands reach out with social media

■ **Question:** Social media is a new way for businesses to talk to their staff and customers, how is the cloud helping out?

■ **Answer:** The cloud is almost purpose built for social media because it allows organisations to launch new services at great speed with minimal investment risk.

## SHOWCASE

In just a handful of years businesses have moved from an era where they published information at customers, consumers and prospects to one where they spend at least as much time listening to conversations and contributing to them.

While the main platforms all have obvious benefits, many organisations are finding that they want to supplement a presence on a third party site by building their own service. This is normally to exert more control over the service, reveals David Terrar, Cloud Industry Forum board member and director of web developer D2C.

"A lot of companies and organisations have a presence on the big social media services but they want something of their own as well, where they can take more control,"



**David Terrar**  
Director of D2C  
and CIF member

he says.

"They often want to make part, or even all, of the service private so it can be restricted to clients and staff working within different categories and disciplines. It means they can set up different people to have various security rights. Someone might be the supervisor for one part of the service yet unable to access a conversation in another part of the service."

## FACTS

■ **There are** more than 750m active users on Facebook of which half will normally log in on any given day. More than 700bn minutes are spent by people on Facebook every month.

■ **Twitter has** 200m users who create 200m tweets every day and LinkedIn has more than 120m members who performed more than 2bn searches for people last year.

## Plug-in option

As a service that sits alongside the web site an organisation already has, the cloud is providing the perfect platform, Terrar adds.

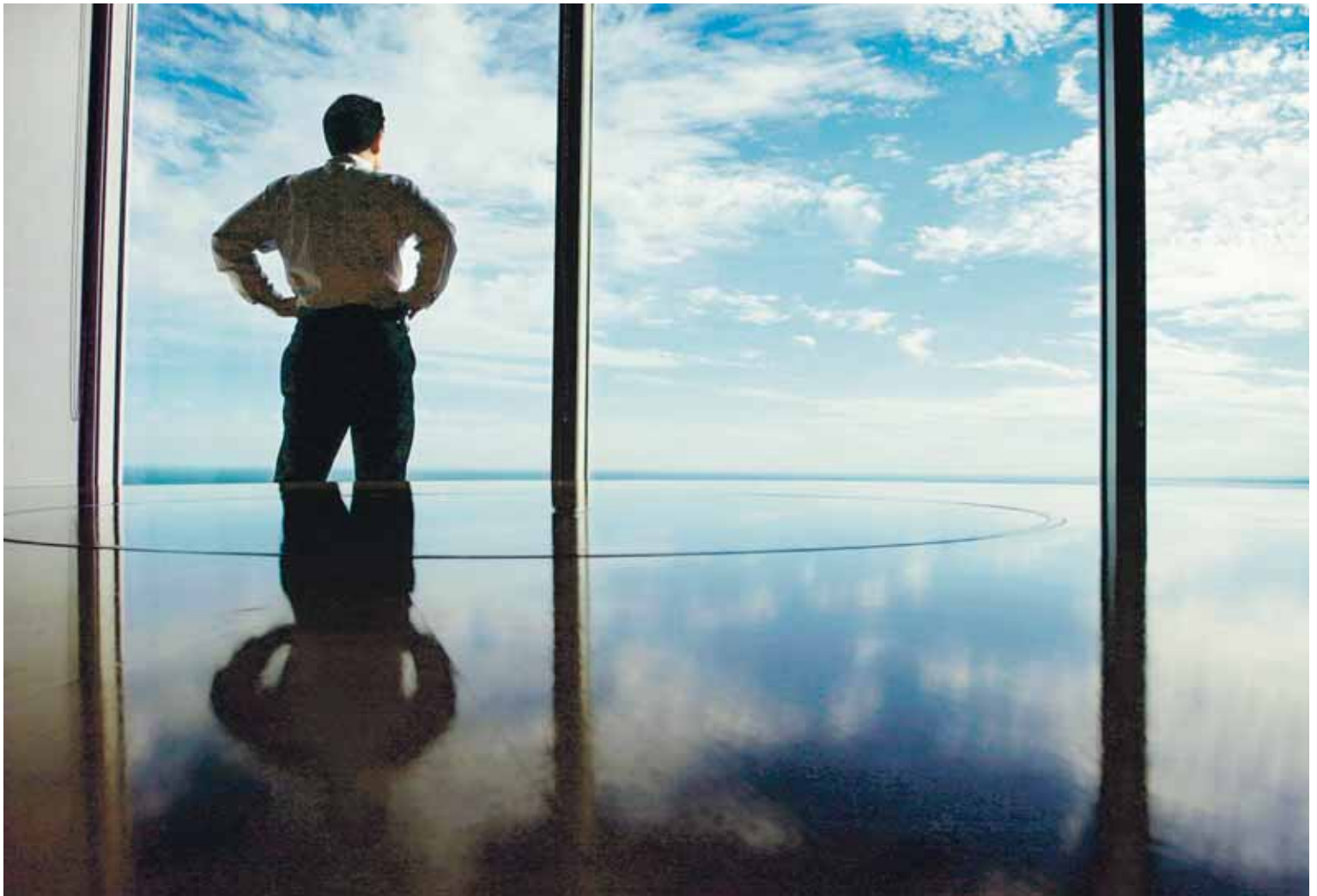
"The beauty of the cloud is that people can try out new services and experiment without the huge expense of commissioning the servers and the applications and so on," he says.

"They know that in the cloud they can buy a service and if it doesn't work for them they can just switch it off and they've not got redundant equipment to worry about and they've lost only a minimal sum. Of course, the cloud means companies can get a social media service up and running not just for less investment but also at far greater speed. A lot of organisations have their own IT teams, but they prefer to have someone provide them with a social media platform because it's so much simpler."

These new services come with the added bonus that sponsorship deals can often pay for any development costs.

SEAN HARGRAVE

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## If your head's in the clouds we'll keep your feet on the ground

Scott McNealy of Sun Microsystems famously said 'the network is the computer'. That's especially true if you're relying on cloud computing for your business.

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## INSPIRATION

**Question:** What can cloud offer a business?**Answer:** Scalability, agility, cost-savings and more, says Mark Botham of Bis Henderson, a recruitment company that made the move in April

## We moved from on-premise to online

## LEADER TO LEADER

Bis Henderson is a company that's going places; but, until recently, its IT infrastructure was creaking. A high-end supply chain recruitment firm, it has 20 staff spread across two offices: one in Northampton and another near Heathrow.

"We had a number of servers, all of which were getting old," says Mark Botham, the firm's Chief Operating Officer. "We were re-booting the system three or four times a day because the performance was unbelievably bad. We had poor comms, too. We figured we could either spend £30,000 or £35,000 reproducing what we currently had, or we could make a move to cloud."

**Flexible**

So, early this year, Mark approached IT support company

Moongroup, who partnered with cloud provider Rise in order to provide a flexible public cloud solution for Bis Henderson. The company is now operating almost all of its business - including payroll and accounts - in the cloud.

Yet cloud is not about being 'all in' or 'all out', says Alex Hilton, Managing Director at Rise. "There's a hybrid proposition which allows a customer to integrate its on-premise solutions with cloud," he says. "And because cloud follows a pay-as-you-go model, you can scale up your capability as your requirements increase. You can start small and grow it as your business grows."

**Productive**

This was something that appealed to Mark Botham who now knows exactly how much



"We could either spend £30,000 or £35,000, or we could make a move to cloud"

Mark Botham  
Chief operating officer  
Bis Henderson

IT will cost the company, per month, for each new user. Because Bis Henderson is deployed in a virtual private cloud, the company is sharing physical infrastructure; although Mark has been impressed by the data security measures in place.

"Also, as a business, we know we're going to maintain the latest server technology," he says. "We're not going to need various licences to operate software, and we have all the latest versions; plus we're not going to run out of space."

"It gave me one member of staff back immediately - someone who was spending their life looking after our IT - and I'm now using them much more productively within the company."

TONY GREENWAY  
info.uk@mediaplanet.com



## QUESTION &amp; ANSWER

**■ Why migrate to the cloud?**

Statistics show a business can save in the region of 20 per cent to 50 per cent in comparison with current deployment costs.

**■ So it's about money?**

Not entirely. Surprisingly,

surveys show that cloud is being adopted by companies because it increases business agility. That's not about absolute costs. It's about operational effectiveness because cloud is a shared resource that's accessible all the time.

**■ Is cloud good for SMEs?**

Yes: particularly because they don't have to buy extra computing capacity, so there's no capital deployment - there's an operational expense instead. When they suddenly have lots of data to process, they can get

more capacity on demand from their supplier. Cloud will grow with them, or shrink with them, as and when they need it to.

**■ How do you see cloud developing?**

The cloud is like a utility company. In the early days

of electricity, businesses had their own generators - then the grid was invented and everyone moved onto that. What's happening now is that people are moving to a grid for communications

TIM COWEN, PARTNER AT  
SIDLEY AUSTIN



## ANDY PRIDEAUX'S TIPS

**Review suitability**

→ Not all cloud solutions are the same. You need to know what your requirements are before you go looking.

**Think about the move**

→ Getting your data to the cloud and making it work can be complex. You need to be able to populate your cloud presence and that may require an initial volume of data migration which may require the help of an experienced IT migration team.

**Data housekeeping**

→ Whilst storage is getting cheaper, take this opportunity to de-clutter your servers! Also, make sure you review your local network speeds.

**Use a reputable cloud**

→ You may need to comply with third party regulations, so knowing the location and security levels for your data is always a good idea.

**Check their stability**

→ Has your cloud hosting company got a strong track record? Are they financially secure and going to be around in 10 years? Test their claims and certifications.

ANDY PRIDEAUX  
TECHNICAL SALES DIRECTOR AT MOONCLOUD

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## NEWS

STEP

4

KNOW THE  
OPTIONS

# Choosing the right path

**Question:** How straightforward is it for a business to move its data to the cloud?

**Answer:** First, you'll have to decide what kind of cloud infrastructure is best for your business requirements.

The key question for any business, big or small, used to be 'Should we move our data to the cloud?' Now they are asking 'What kind of cloud should we move our data to?' That's because cloud infrastructure varies, explains John Simcox, Director of Custom Research, Europe, at international research company Current Analysis.

Essentially, at a business level, cloud offerings can be divided into two main types: public and private. "Public cloud is infrastructure located off site and wholly owned and managed by a third party," says Simcox. "And while the data for each individual customer is only available to that customer, the applications



**THE CHOICE IS YOURS**  
John Simcox discusses the options

are shared across multiple users."

Private cloud, says Simcox, is a dedicated customer solution with resources that are unique to that customer. It doesn't even have to be located off-premise, but most often is.

## Analyse

It would, of course, be easy for SMEs if there was a one-size-fits-all cloud solution. Sadly, there isn't, so studying your business needs is paramount before settling on a provider. "What you have to do is analyse what your business is using and how it is using it," says Simcox.

"For example, do you need to have a particular application on your computer - or are you quite comfortable logging on to that application in the cloud?"

"The other key thing to ask is: 'To what extent is data my business?' In other words, if it went missing, what would happen? Although, it must be said that a lot of cloud providers would argue their security is several layers higher than the security of the average SME.

"Also, are you looking for a set of infrastructure that is uniquely dedicated to you, and not used by anyone else? That may come down to a performance issue in the end. You may decide your business needs high performance, exclusively available to you, 100 per cent of the time."

## Hybrid

Businesses can, of course, go 'hybrid'. As its name suggests, this can be a combination of keeping some data

on a private cloud, some on a public cloud, and some on premise. For an SME, the future is about managing IT deployment choice (on-premise or in-cloud), flexibility, integration between solutions and cost effectiveness.

Cloud infrastructure continues to develop and improve. So much so that Simcox thinks we may be heading for a point of 'uber performance', where traditional PC's and laptops become redundant. "I can see a time," he says, "when employers say to their staff: 'You don't need that laptop - you just need one that runs a browser efficiently.' Because everything else will be handled in the cloud." Couple that with dramatic rise in mobile device capability and the launch of the new 4G networks and the flexibility of IT consumption is changed for good.

TONY GREENWAY

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NEWS

STEP  
**5**  
MANAGE YOUR DATA

# Remaining in control

**■ Question:** Is data management easier in the cloud?  
**■ Answer:** It can be because information is available to you anywhere and at any time — although, when it comes to data security and search, there are major issues to bear in mind

Why are more businesses moving their data to the cloud? The obvious answer is upfront cost-savings - although, depending on the provider, cloud isn't necessarily a cheap option, long-term.

What seems to be enticing businesses into the cloud is the flexibility it offers. Many see it as an agile way for staff to access and manage data effectively.

To this end, 'portability' is a big factor in the popularity of cloud because businesses can 'plug in and play' immediately. Employees don't have to cart all their documents (sensitive or otherwise) around

with them on a laptop that's creaking at the seams. An entire database can be stored remotely.

**Driver**

"People want to access their data on the move," says May Ladd, CEO of Vaultium, a secure online file storage and document management service. "That's a key driver for cloud because we all work in a more mobile way these days. We travel a lot more and we don't want to depend on a laptop or a handheld device in case it gets lost, broken or stolen. By storing data in the cloud you can access it from anywhere." Assuming you have a good internet connection, that is.

Plus, if you haven't noticed already, we all seem to be increasingly more time poor. That's why managing data in the cloud seems to score so highly: a productive business can access it long after its physical premises has been locked up.



**BEING FLEXIBLE**  
May Ladd, CEO of Vaultium talks about the benefits of storing data in the cloud

**Search**

Cloud can also offer effective search - although, says Simon Bain, CEO of technology company Simplexo - there is a big security issue here.

"Security of your data is paramount," he says. "When you choose a cloud provider, ask: 'How do you store my information? What security points do you have in place to stop other people accessing my information? And if you provide search, how do I know that the results coming back aren't someone else's — or that

someone else isn't getting results back from my information store? If you don't choose a provider properly, you could end up with your documents being shared."

Also, make sure your cloud provider offers some form of deduplication - only storing one copy of, for example, an email (but indexing all of them).

Arguably, a private cloud offers more security than a public cloud. But whatever kind it is, data security is a major business concern that isn't going away any time soon. "I think there will be a mixture of private cloud, public cloud and hybrid," says May Ladd. "Businesses will separate their confidential information from their consumer information. Where it's confidential, they may want to hold that internally."

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## INSPIRATION



STEP

6

CHANGE THE  
WAY YOU WORK

## QUESTION &amp; ANSWER



**James Griffin**  
Director of  
Product Strategy,  
Outsourcery

■ **Are increasing numbers of apps 'cloud-ready'?**

! Definitely. These days, people are accessing data from smartphones and from remote devices. You only have to look at the recent Ofcom report on smartphone usage to realise that the next generation is relying on leaner devices, but still expecting a rich experience. That expectation is absolutely pushing applications to be served from the cloud.

■ **Have software vendors realised the potential of cloud-ready apps?**

! I get probably 10 phonecalls a week from software vendors who have been dealing with 'on premise' for years but who are now bringing out cloud versions. When you have a company such as Microsoft investing significant resources in cloud you cannot ignore it.

■ **Can cloud-ready apps make a business more agile?**

! The concept behind any cloud service is that agility and flexibility are the top benefits. At the end of the day, the service is about technology. If you properly embrace it and deploy it in your business, you will get benefits.

■ **Such as?**

! A good example would be unified communications, delivered out of the cloud. You can get proper tangible cost-savings so you can remove your PBX (Private Branch Exchange). If you are prepared to properly embrace it at the business level, you can allow your employees to work from home, have a single number, voicemail, email, desktide video conferencing. Without cloud, the only way to do that would be to spend £200,000-£300,000 on kit and install it in your office.

# Coming into a new era of collaboration?

■ **Question:** Does cloud offer new and exciting opportunities for business collaboration?

■ **Answer:** Potentially, yes — but there are still challenges which need to be confronted



**Dr Yinshan Tang**  
Deputy director of  
the informatics  
research centre at  
Henley Business  
School

But, he cautions, there are challenges to overcome first. He believes cloud providers need to work together to deliver a common cloud computing standard; plus, issues including security and good connectivity need to be addressed.

Still, Dr Tang has experienced the benefits of cloud for himself, connecting to colleagues all over the world via a cloud-based file hosting service. "I use it all the time," he says. "I have access through my laptop, mobile phone, desktop and iPad."

### Functionality

Forward-thinking software houses are developing cloud deployment models in readiness for a new business future in the cloud — and because they are aware that it is a key area for new investment. Dr Tang points out that there are two different kinds of cloud-ready app: those

that have been developed specifically for cloud use; and existing local installation software that has been converted for cloud use. He is a fan of the former.

"Some local installation software offers quite a large number of functionalities," he says. "But as a standard user, how much of those functions do you use? 100 per cent of them? Or 10 per cent of them? Yet for local installation, developers have to include everything because, if they don't, the user may complain." In the cloud, however, it's pay-as-you-go, so a provider need offer only basic applications — offering others on demand as and when a user needs extra functionality. There is something to be said for businesses using apps in the cloud, rather than have them clogging up company hard drives. "Not only that," says Dr Tang. "If you do have them on your laptop, gradually you lose control when it comes to new versions. You don't know which is the latest. "Whereas in the cloud, of course, you can manage just one version."

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### CHANGE

To succeed, different parts of a business need to talk to each other constantly. That's easy enough when you share an office; but what if some of your employees are in Dundee while others are in Delaware? And what about those so-called 'road warriors', forever on the move with a laptop or tablet? They need to communicate effectively with the rest of the team, too. So could cloud usher in a new era of IT, and offer easy access to unified communications? In short, could it revolutionise collaboration — and thus the way we do business?

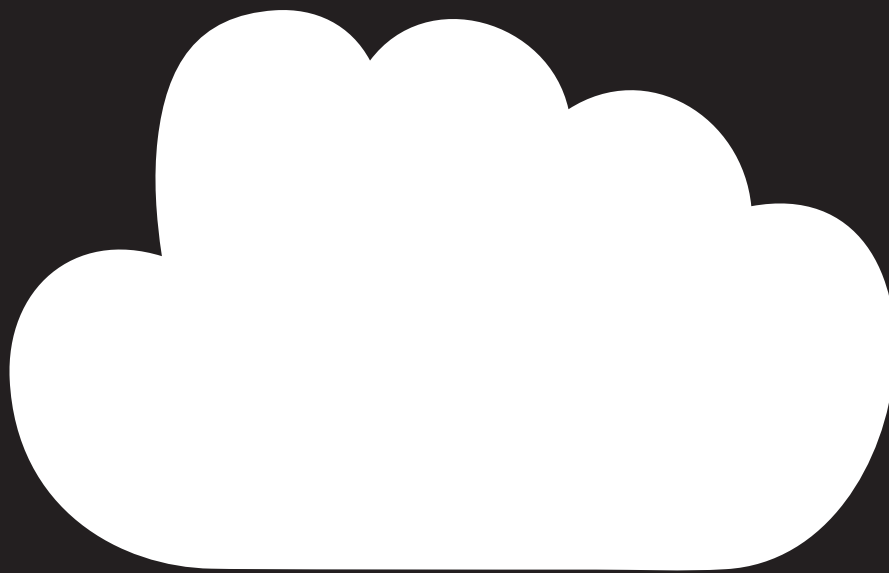
### Challenges

Dr Yinshan Tang — Deputy Director of the Informatics Research Centre in Henley Business School at the University of Reading — is in favour of cloud computing and believes it could have a great future.

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## NEWS

STEP

7

SAVE MONEY



**GOVERNMENT PLANS**  
The British Government are committed to their move towards the cloud

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## QUESTION &amp; ANSWER



**Nigel Stephenson**  
Head of Cloud & Managed Service Solutions  
Juniper Networks

■ **Does cloud represent a significant cost-saving?**

! Cloud services are, first and foremost, a business model, predicated on pay-per-use. Departments requiring intermittent or bursty access to services (offloading less critical applications to the cloud for top-up purposes) could significantly reduce costs using a cloud delivery model. However, 75 per cent of enterprises recently surveyed by IDG (International Data Group) listed business agility, rather than cost, as the primary driver for moving to the cloud.

■ **When it comes to cloud usage, do central government and local government demands differ?**

! Any large organisation can derive multiple benefits from a cloud service model. For central Government, concentrating computing and storage power and running at maximum efficiency is likely to produce a cost saving benefit. Locally, at the point of service delivery, agility - measured in terms of flexibility, speed and collaboration - is likely to be a key benefit.

■ **How does cloud empower the service provider and consumer at point of delivery?**

! The ability to access, update and process applications and data from many dispersed sources and deliver it as relevant information to the user anywhere, using wireless devices, gives cloud services the potential to transform the quality and effectiveness of service delivery massively in all aspects of public services; this covers the gamut of services from health care and blue light to care in the community and education.

# Cutting I.T. costs for the public sector

■ **Question:** Is the Government committed to shifting to cloud?

■ **Answer:** Yes, says Andy Nelson, CIO at the Ministry of Justice - and the cost-savings could deliver significant benefits



**Andy Nelson**  
CIO  
Ministry of Justice

Ministry of Justice. "That might mean a standard email service which departments can use; standard services for collaboration between departments; standard HR or finance systems."

The Government has thought through how it would create such a store, says Nelson; although it hasn't created it for real yet. But if those services can be put into practice - and work across multiple

departments - then the place to store them would be the cloud.

## Cost-saving

Cloud is attractive to the Government because, in these times of big public service cuts, it could deliver significant savings. "For me, the biggest driver is cost-saving," says Nelson. "If in Government we have less data centres, virtualise our servers, standardise our infrastructure and create an application store, then all those things save money."

"Do I have precise figures about what the size of the prize could be? No, I don't. Do I think there is a good-sized prize to be had? Yes, I do."

And could the public sector shift to cloud be noticed in the field, too, by people who actually deliver services? "If we can deliver the same IT services with less money, then we can protect jobs and services elsewhere," says Nelson. "So, yes, there's a value for people on the frontline. And if we become more agile in terms of service delivery, then that also adds value to the frontline."

## SHOWCASE

In its IT Strategy, published in March, the Government stated its intention to "push ahead with its agenda for data centre, network, software and asset consolidation and the shift towards cloud computing." In the same month, the Ministry of Justice (MOJ) signed a £14million deal to move part of its services to the Government Wide Service (GWS) platform - a cloud-based infrastructure. When this is up and running, the MOJ will become the second Whitehall department to host IT systems on the GWS. The so-called G-Cloud project, then, seems to be alive and well - although it's still early days.

## Collaboration

"The ICT Strategy also talks about an Applications Store for Government," says Andy Nelson, CIO at the

## FACTS

■ **The Ministry** of Justice's move to cloud is scheduled to be fully operational by spring 2013

■ **The MOJ's** 'shared services programme' in the cloud is expected to deliver annual savings of £28million a year by 2014.

SOURCE: SAVVIS WWW.SAVVIS.COM

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# HOW TO SECURE VAPOUR.

## CLOUD- READY SECURITY

The open, shared resource of the cloud offers opportunity for businesses everywhere. Securing the cloud is the #1 challenge in adopting this new approach to networking.

On its surface, putting your data “in the cloud” doesn’t exactly sound safe. The solution thus far has been to fall back on the old “castle and moat” approach—protect the perimeter at all costs. But this is cloud computing. The whole idea is about letting people in—the data flowing freely and efficiently. So how do you secure a perimeter that needs to stay porous?

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## NEWS

# Delivering great service

■ **Question:** How can cloud help the public sector?

■ **Answer:** By delivering a variety of reliable services - and that means everything from procurement to education

In the classrooms of the 1970s, an overhead projector was, technologically speaking, about as cutting-edge as it got. Since then, things have moved on apace.

Karen O'Kane is Head of ICT at Norfolk County Council, a local authority which has used cloud to provide the region's primary school sector with a secure, interactive learning environment.

"Young people constantly interact with IT through social media such as Facebook and Twitter," says Karen. "So when we wanted to interact with them through an educational IT environment, the platform needed to be as close to their



**HOW WE MADE IT**  
Karen O'Kane on how Norfolk County Council have migrated to the cloud

regular experience as possible."

## Shareability

That's been achieved with cloud, says Karen, which over 100 schools in Norfolk are now using to access a shared learning platform.

Children have their own email accounts, access to online educational material and a set of IT learning tools which are low-cost because out go the licensing expenses needed for

proprietary products. Pupils like it because it's a familiar interface. Of course, with children involved, security is paramount; but stringent safeguards are in place and the 'shareability' the system affords is excellent.

Andy Nelson, CIO at the Ministry of Justice, is aware of the Norfolk project, and doesn't think that central government and local government needs surrounding cloud are that different. "There's a big scale difference," he says, "but, fundamentally, they are trying to do the same thing: provide a standard of service."

## Impact

Ronald Duncan is Technical Director of cloud provider @UK PLC, which recently delivered a landmark cloud project for the public sector: GeM (the Generic eMarketplace for higher and further education). GeM Marketplace for Universities and Colleges is the only card-based national marketplace in

the world, designed to allow universities and colleges to buy products and services from contracted suppliers at the correct contract price.

Ronald believes that GeM proves cloud is cost-effective and efficient and has a real impact on frontline services. "[Cloud] delivers services much more quickly," he says. "It is much easier to use and significantly more reliable than in-house systems, since it is available 24x7x365 with multiple redundancy."

Karen O'Kane can increasingly see the public sector move towards cloud. One reason is resilience, she says. The more critical the service, the more safeguards need to surround it. "And in a large cloud-based infrastructure, there's a much higher level of resilience than you can afford locally."

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NEWS



# Are you being served?

**Question:** How can the cloud help organisations with their risk balance and ensure they get a quality IT service?

**Answer:** Businesses can find moving risk from an internal team to a cloud provider attractive and there are tools available to ensure they do a good job.

Most organisations are attracted to services provided through the cloud because they offer an option to shift the onus of managing a system from their own people over to a third party who is bound by a hosting or service level agreement.

In essence, there is a shift of focus from the company's internal IT team to a third party provider. Within that option, however, there are many risk analysis questions clients will need to ask before they are ready to make an informed decision, according to IT consultant Richard Sykes.

"If your site going down due to

excessive traffic is a concern, you may well find the cloud is a very attractive option because it is very flexible and there is less risk of poor performance," he says.

"However, organisations may have differing security and regulatory concerns. If data has to be kept within the UK, for example, a company may be better off with a hosting agreement within a specified mainland data centre.

"What many end up deciding is that their internal team may have been running a very tight ship and they can actually relax their uptime requirements a little and achieve a considerable saving with a manageable exposure to risk, and in doing so free up their staff to focus on strategic priorities."

**Service checking**

One important element of moving to the cloud is that a company changes from being masters



**FINDING A QUALITY SERVICE**  
Richard Sykes discusses why cloud could be the right option for you

of its own IT destiny to the recipient of a service from a third party. While the level of service expected will be enshrined in an agreement with the cloud provider, the onus then shifts to the customer to ensure the contracted service level is offered.

Richard Chart, EVP of Product Management at ScienceLogic points out that companies must ensure they are in a position to measure the service offered.

"The crucial thing is a company

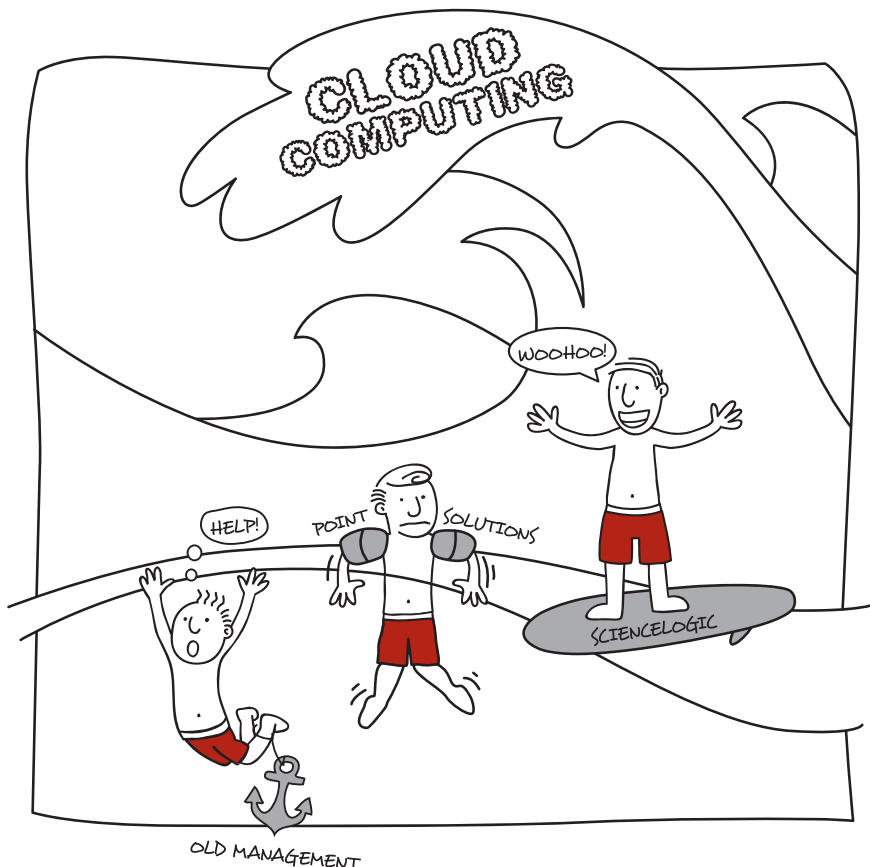
needs to make sure they're monitoring the performance of the service they receive at their end, not just what the cloud provider believes they're being offered," he says.

"Dashboard systems allow companies to monitor all their applications in the cloud and they can even be set up to send an alarm to an IT expert if an application is underperforming. This can then form the basis for a conversation with the cloud provider. It may be something needs reconfiguring or perhaps a little more bandwidth made available to an application that's been getting a lot of use."

By monitoring performance levels organisations can get an early 'amber' warning when systems start to slow up, allowing tweaks to applications and infrastructure to be made before the service falls below the expected standard.

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## NEWS



# Aligning services is key

■ **Question:** How do you manage IT services across multiple platforms?

■ **Answer:** Organisations are finding the hybrid scenario of the cloud and on premises systems can give a single view of their IT solutions so they can be aligned and run more efficiently.

The cloud is offering cost-effective, flexible IT services that are empowering users to access suites of applications far more powerful than they have been used to in the past.

The allure has been too positive for many to resist. However, the problem in the past has often been that divisions within a company have contracted various SaaS solutions independently. While some may have conferred, other have not, and so, according to Andrew Greenway, Cloud

Service Global Programme Lead at Accenture, one of the cloud's best attributes is now in great demand.

"The big opportunity now for companies that have already entered the cloud is in managing multiple applications so staff can use them as if they were a single suite," he says.

"I think we're going through a period of reflection as those who have been among the first to get the benefit out of the cloud are now seeking to integrate different offerings so the cloud can be used to provide what appears to be a single platform."



**EMPOWERING USERS**  
Andy Greenway discusses the opportunities

## Change for good

The cloud is playing a role in enabling organisations to receive a single view of their many business applications in a single view, or service catalogue. This not only gives a clear picture of what is available but can also monitor disruption risks caused by upgrade as well as allow a single service request to be processed by various applications, as Ian McEwan, VP of Europe at FrontRange explains.

"Organisations have a huge task in managing change," he says.

"An increasing number of organisations have a combination of on-premise and in-cloud solutions; so they need to have a central view of knock-on effects and costs of updates and upgrades

to one part of their IT ecosystem. They also want to save money, and so having a service catalogue can enable them to be far more efficient. Executives can put in one request which can then be picked up and actioned by the multiple applications that can make it happen, and they can also get a report back on the task's progress."

These requests can span across an organisation's divisions but a typical scenario might be a new employee. To ensure the ground is prepared for their arrival a single request could start off the process of getting them on the payroll, issuing a computer ID and email address, booking them in for an induction talk, ensuring they have a phone socket and extension prepared.

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NEWS



# Creating a hybrid cloud

**Question:** How are companies choosing between public and private clouds?

**Answer:** Many are actually combining both public and private offerings to build a hybrid cloud.

For any organisation looking to the cloud to give staff and clients fast, flexible services the main two choices have traditionally been private (dedicated resources) or public (shared resources and often delivered as SaaS).

In terms of choice, this is usually made based on an organisation's sense of risk management, control and integration needs. Public cloud is typically a shared end user experience with some limitations to the configurability of the application, or where data can be stored and is often used for smaller companies looking to access new services or larger companies with generic requirements. Whereas Private Cloud tends to be a

more comfortable approach for companies looking to run more configured applications, integrate with on-premise capability and be assured of data storage and sovereignty implications. Naturally, many organisations want both scenarios depending on the application, to form hybrid clouds, Matthew Holmes, Chair of the British Software Developer Association's Special Interest Group for Cloud Computing and CEO of Liquid Accounts commented.

"Companies are seeing the benefits of cloud computing" he says. "You can be up and running within a few minutes and the services are easy to configure. However, there are some applications that have data that is considered by some to be too sensitive for the public cloud, companies want to feel there is extra security around it.

"So the really huge opportunity in the sector, at the moment, is in providing interoperability between pub-



Matthew Holmes discusses the choices you have to make

lic and private clouds. That way you can build a hybrid which bridges public and private cloud applications so a company gets the best of both worlds."

### Best of both

A major consideration for many organisations is the need to get the most of their existing IT infrastructure and software licensing and so often a decision is made to utilise an existing server room or data centre. According to Russell Payne, Cloud Alliance Manager at Phoenix Software,

this is understandable but does not restrict an organisations ability to embrace the cloud.

"A lot of organisations need to get the most out of their infrastructure so they may prefer a private cloud where they have more control over data and applications," he says.

"However, they may also want to split services between those that are sensitive and those where they want to take advantage of the speed and cost savings in the public cloud. They may allow email to go on the public cloud but keep their CRM systems on a private cloud, for example.

"It's worth noting, of course, that the cloud, where registered users can get access to data on the move without having to store it in portable drives, is far safer than having employees roaming the country with USB memory sticks they may lose."

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