



# Managed Private Cloud

## Why are more businesses investing in enterprise private clouds?

**The use of hybrid IT has become essential in driving global business growth, agility and digital transformation. Private cloud market adoption continues to grow as part of its role in a hybrid environment and also as enterprises recognize its ability to support key security, governance, performance and regulatory compliance requirements.**

In this article, we'll explore some of the key challenges that IT teams are currently struggling with and how a private cloud deployment can help ease them.

While always high on the business agenda, cost efficiencies have become an issue that organizations can't ignore in the current economic climate. Cost reduction remains among the most common and effective responses to the challenges of a low growth environment. IT leaders are under increased pressure to find a way to reduce operating and capital costs while still ensuring improved performance, productivity and business agility.

In response, many are leaning towards consumption-based approaches to IT services instead of large-scale CapEx investments. A consumption based OpEx model enables them to only pay for the services they need, when they need them. This, however, introduces the question of cost governance. While this approach eliminates waste and allows organizations to monitor, plan and track their spend from month to month, it also introduces possibilities of uncontrolled cloud sprawls, which could potentially work contrary to the business's initial directives for better control of expenditure.

At the same time, IT teams are looking to ensure they provide the necessary support to the organization to run a range of business and end-user applications – be they off the shelf or bespoke developed – in the location best suited to them; be that on-premise, in the cloud or a combination of the two. The optimum destination in which to run applications will depend on the business criticality they address, the number of users, and how resource-intensive they are from a computing power perspective.

Ensuring a globally consistent and highly secure means to transport the data that applications are transmitting is another vitally important consideration that cannot be overlooked. Compliance is also an issue that's top of mind. No responsible organization would want to risk falling foul of the stringent, region-specific data sovereignty rules and regulations to which they are bound.

Today, cloud is a popular location in which to run workloads, given its consumption-based pricing structure. However, certain legacy workloads were never designed to run in a cloud environment and making them 'cloud ready' can take months of time and effort without a clear guarantee of success. And even those applications and workloads that are theoretically 'portable' take time to migrate in a coherent manner. It's a transformation process, not a 'lift and shift'.

IT leaders are also mindful that consistently high availability, performance and a positive user experience are non-negotiable with all business applications. The current push towards remote and hybrid workplace models adds an additional layer of complexity to the job of the IT team, as they often lack clarity as to who is logging on to the network, using which devices and applications, and from where. With a new ecosystem of users and locations to understand, user experiences to optimize, new devices to secure, and potential new security gaps to plug using common tools, the question of the best venue for each workload isn't always immediately clear. And too often, even if you gain clarity on this, your existing infrastructure simply might not be up to the task.

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## The way forward

A private cloud deployment is increasingly being recognized as a means to address the abovementioned challenges. That's because, in a private cloud environment, all computing power and resources are dedicated to a single organization rather than being shared among many (as is the case when workloads are running in a public cloud.) This gives IT leaders an additional level of insight and control over where their data is residing and a more granular level of control over the performance and security of their enterprise applications at all times.

Strict and constantly shifting government regulations regarding data privacy and sovereignty are also issues that a private cloud can resolve. In Asia Pacific, for example, the financial services industry is subject to extremely stringent data sovereignty regulations regarding where their customer data may (and may not) be stored, depending on the location(s) in which the organization operates.

There are strict limitations placed on data transmission outside Asia Pacific. In addition, privacy laws restrict the disclosure of personal data to third parties. Thus, companies conducting business in Asia Pacific could be prohibited, by law, from transferring their data or sending data to a third-party cloud provider for storage or processing. With public cloud, it's not always possible to gain granular visibility of precisely where all your data is located at any given time, nor is it possible to establish where data will be processed. It's imperative that you have an understanding of the regulations that dictate where your data will be stored (and have visibility of the same from your public cloud provider). In addition, the flow of your data needs to be considered, along with the type of data that will be in transit and the data sovereignty in the source and destination regions. The complexity mounts.

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Private cloud infrastructure isn't physically or logistically shared among other customers. And when correctly customized and configured, it's likely to be more secure than a public cloud while meeting compliance, regulatory and sovereignty requirements regardless of location.

Global reach and consistency are other benefits of a private cloud option. This is especially valuable for larger organizations that operate across multiple regions. If your public cloud provider doesn't have an established presence in all the geographies in which you operate, you'll need to enlist multiple partners, which can add management complexity and cost. But with a global private cloud player at your side, you have a central point of control and standardized end-to-end visibility, regardless of your users' and branches' locations. You're unlimited by the scope of your global footprint.

Then there's the issue of customization. While most public cloud providers offer extensive out-of-the-box features and functionality, they aren't necessarily going to be a perfect fit for every organization, especially those operating in niche markets, or which offer specialized products and services. Public cloud is somewhat limited in terms of the level of customization it supports, and many businesses fall into the trap of repatriating at a hefty sum as exit strategies are commonly placed on the backburner during the evaluation phase of public cloud adoption.



## The 'but'

While the merits of private cloud infrastructure are well-accepted – planning, deploying, maintaining and managing a private cloud requires a specialist skillset, given the unique and complex nature of these platforms (when compared to the public cloud) and the number of applications these environments typically support. Generalist IT skills are themselves in short supply but finding in-house technical experts who are seasoned in private cloud is all but impossible for many organizations. Failure to correctly configure and optimize the environment will result in the anticipated cost efficiencies from the implementation failing to be reached.

## Why NTT's Managed Private Cloud?

Our **Managed Private Cloud** allow world-class, industry-validated private cloud solutions to be deployed quickly and efficiently. In parallel, they minimize the costs associated with inefficient architectures and mitigate any risks associated with transitioning your mission-critical workloads to a new environment. All our services are deployed and overseen by a team of seasoned private cloud experts with a wealth of expertise and years of experience in deploying similar solutions for clients across all industries and geographies.

### The **Managed Private Cloud**

solution is inherently modular, scalable and consumption-based, which means it can grow with you as your business expands or diversifies.

Through our consultative approach, we'll **deploy and manage an infrastructure that's right-sized for your business requirements** while at the same time ensuring that it can flex and scale.

Importantly, it's designed with end users' experience top of mind.

NTT has helped financial institutions and manufacturers who are looking to modernize inflexible, costly outsourcing contracts and gain insight into their diverse IT landscape as they transform into hybrid cloud.

NTT's solution provides improved quality and flexibility of IT systems, greater visibility and transparency of utilization of IT assets and cost optimization in IaaS and managed services. Together, we're keeping them connected to their global customers.

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And as a truly global player, our clients have options when it comes to choosing where to deploy their private cloud. They also have the option of choosing their level of engagement when it comes to managed services based on their own internal skills and capabilities. We can tailor a complement of managed services to augment and support your in-house operational capabilities to ensure that you're always ready to deploy the latest tools and technologies you need to support your business initiatives.

In addition, our private cloud is designed with businesses' hybrid cloud initiatives in mind and can easily integrate with multiple public cloud service providers, where it makes sense to do so.

Finally, we put any concerns around governance, risk and compliance to rest. Our platform lets you:

- Meet compliance, regulatory and sovereignty requirements, regardless of location
- Gain full visibility of your data and applications through our sophisticated cloud management tools
- Draw on the support and expertise of a world-leading security provider with over 2,000 cybersecurity specialists

If you'd like to learn more about our **Managed Private Cloud** solution, **[connect with us today.](#)**

