

## Blog Post

# To cloud or not to cloud; going all in

Cloud computing is so entrenched at this point you'll have already heard some negative experiences about it, but that's only because people have fallen for the hype instead of taking a cool-headed look at the business case.

### Executive summary

Cloud computing is about many things, and one of the most prominent has been unfounded hype. Horror stories have put many off, but you only need to take a systematic approach to see cloud's true opportunities.

### Client:

Zeno Group

### Content type:

Blog post

### Brief:

To ghost write a blog post by a technology executive about how cloud computing is already suffering a backlash – unfairly so when you do it right.

### Deliverable:

A written piece of no fixed word count on the myths and false promises of cloud computing to cut through the noise and present the reality.

**Even though we've been hearing about cloud** for five years or so it's early days, and we've hardly scratched the surface. It's going to be much more than just not having to buy your own systems – in 10 years data analytics will be cloud computing's secret sauce – the scale of disparate systems and data and what it can teach us will be cloud's biggest USP.

It also levels the playing field. Going 100 percent cloud as an SMB user will give you a level of agility the big guys don't have, wedded as they are to existing infrastructure and purchasing cycles. No matter how fast you grow, the cloud will deliver on an as-needed basis with no huge or sudden need for capital input.

Even then, if you have existing systems or infrastructure, the trick is to put cloud to the test and what you have that will find a natural home online. Certain applications or processes will improve your supply chain or cost to market, but some might not.

The other part of not falling for the hype is understanding the potential pitfalls that might apply to your business. With high profile, fast-spreading attacks like the [Wannacry ransomware epidemic](#), cybercrime is only going to increase.

Control of data, access and distribution can be a very fast and loose process stored under different cybersecurity frameworks and laws and even then, as we adopt more sophisticated security measures, the cybercrooks will do the same to get around them.

The narrative around cloud computing has also thrown a lot of myths in with the ill-informed hype. Many IT Managers and CIOs automatically regard it as cheaper, easier and guaranteeing 100 percent uptime, but the first two depend on your process workload and the third is virtually impossible.

Many of the traditional IT management approaches are still crucial, like backing up. It's still good practice to keep three complete and separate copies on different media in different places, but cloud backup is also a business continuity tool. There's nothing like the assurance that if there's an outage or software problem, you can just spin up another completely up-to-date copy of the whole business and carry on.

All of which means the IT department is evolving rather than phasing out. Instead of buying computers and fixing printers, the IT Manager and his team need to be the broker, the enabler. Because the cloud makes it so easy to stitch IT spend directly to business outcomes, in-house IT actually has a more important role as it investigates, deploys and manages the various cloud environments the company needs. ■