

sonexis
a compunetix brand

The Future of the Cloud

Sonexis: A Compunetix Brand | 2018



EXECUTIVE SUMMARY

The cloud revolution is more than just dropping applications on virtual servers and calling it the “cloud”. From a collaboration perspective the cloud is a fundamental shift towards a new (UC) paradigm grounded in high-availability, multi-tenancy, shared resources, and dynamic (burstable) capacity. From a financial perspective the cloud is about changing the entire cost structure from a capital expense to a recurring operational expense which is driving rapid adoption. Further, how the cloud is applied to the traditional reseller channel is relatively uncharted. While the cloud simplifies the delivery of resources and collaboration applications, it doesn’t completely drive out complexity. (UC) integrators will find greater degrees of value-add and opportunity in more complex cloud offerings by offering the expertise to exercise self-service delivery.

PRIVATE CLOUD:

A growing trend in collaboration services has many organizations asking the question as to where Conferencing and web collaboration is best deployed: in the Public Cloud or within your companies Private Cloud? The reason this question has come up is to address issues concerning security, rapid user adaption and the leveraging of an already existing infrastructure to reduce the total cost of ownership. Currently, the Public Cloud is the incumbent when it comes to collaboration services. This is due in part because most companies are still wrestling with the idea that most applications are best siting in the Software as a Services (SaaS) model as a solution to the overhead costs usually associated with administering these types of applications in-house. However, this trend is changing rapidly.

PUBLIC CLOUD:

The conferencing and collaboration markets continue to grow; especially with the inclusion of new technologies, enhanced security, and attractive price points. However, the trend for the largest increase is for the Private Cloud market. This is due in part because of privacy concerns and security, cost control, and the drastically reduced total cost of ownership that can be attained only by owning your collaboration solution. Some organizations may decide to build and own their private cloud infrastructures but private clouds can be managed and/or hosted by third parties like Sonexis. As a technology partner, Sonexis can play a critical role in the development of private clouds by providing consulting, design, deployment, and management of on-going support services.

HYBRID CLOUD:

Since collaboration (more specifically conferencing) costs can be broken down into three fundamental elements—bridging, transport, and administration— multiple solutions might be possible. Known by many different names, hybrid clouds are the combination of two-or-more of the other deployment models, such as private and public clouds. Hybrid clouds are the most common form of cloud deployments since they may leverage public resources, private services, and in many cases, legacy and on-premise infrastructure. If most of your conferencing traffic is off-net, a Hybrid Cloud can help you avoid incremental infrastructure costs by hosting your conferencing platform at an off-site facility. A hybrid approach combines the quality control of an on-premise solution with the business continuity characteristics of a cloud solution.

CONCLUSION:

Enterprise migration to multi-tenant data centers and co-location facilities is an unstoppable trend. It's difficult to justify the cost to build and operate a private data center particularly when a cloud offer is scalable up & down without a capital outlay expense. As business interest in cloud based services grows in response to disaster recovery, mobility, or burstable requirements, outsourcing the cloud may become the norm. Cloud consumers should be able to expand and scale their technology consumption at will, or at least with greater speed than traditional, on-premise technology. (UC) integrators partnered with technology providers like Sonexis can act as brokers of elastic services while service providers stand an equal chance of being disintermediated by the self-service nature of hybrid cloud services.



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