

Regardless of the size of your business or the vertical market in which you operate there is no doubt that Cloud Services can benefit you and your business.

This is made harder by the fact that there is a number of CSP's delivering an array of services, from DR and backup, to storage to public, private or hybrid clouds. Not only this but the availability of these services and lack of controls can quickly lead IT to sight of the services using the Cloud as well as the control of IT's cost base.

It is important that the IT department embrace these services so that the true benefit can be realised and so that Cloud Sprawl does not compromise the cost of services being delivered or the security status of the organisations data.

Whether the business is planning on deploying Cloud Services today, in 12 months or even further in the future these services will be leveraged within the business and IT needs to be prepared with a strategy and a migration path.

Too Much For One Team?

Over time IT departments will have to be able to aggregate and manage Cloud Services across multiple providers, much like they do today for their internal infrastructure. The combination of managing traditional service providers, CSP's and internal staff will be challenging for IT.

In addition many of the vanilla offerings provided by the CSP's themselves will require additional layers of management or security services. Yet more for the IT department to deliver!

A new type of provider has emerged to make this transition simpler for IT departments and Gartner has recognised them as Cloud Services Brokers (CSBs). Gartner define these CSBs as: *"a third party company that adds value to cloud services on behalf of cloud service consumers"*

Cloud Growth

The use of Cloud services and applications is growing year on year, with one of the biggest growth areas the use of Cloud or SaaS applications. According to IDC SaaS will account for:

- ▶ Approximately \$64bn of software spending in 2017
- ▶ A compound growth of 19.9%
- ▶ A growth rate approximately 3x the growth of enterprise software

Exception Sprawl

In a recent study the adoption of Cloud based applications across enterprise organisations we can see that the exception is now the rule, and that blocking Cloud applications at the perimeter doesn't work

- ▶ On average enterprises have 461 Cloud applications in use
- ▶ Approximately 90% of Cloud applications are unknown to I.T.
- ▶ 90% of usage in enterprises that use NGFW / Proxies to that "block" these applications
- ▶ 85% of Cloud applications aren't enterprise ready

Their goal is to make the service more specific to a company, or to integrate or aggregate services, to enhance their security, or to do anything that adds a significant layer of value (i.e. capabilities) to the original cloud services being offered" - Daryl Plummer, Gartner

The concept of a broker is not a new one with industries, such as financial services, travel and utilities all using brokers to look for the best solution for the customer and to aggregate services. The Cloud Services market is an emerging one with few standards, which can leave the customer alone with only the vendors themselves directing them towards the "best" solution. The broker's job is to act on the customer's behalf, provide independent advice and make recommendations based on the most appropriate solution for their requirement.

Nephos Technologies Brokerage Model

Nephos Technologies are one of the UK's first Cloud Service Brokerages, providing independent market advice and services for the Cloud Services marketplace. Our goal is to ensure that our customers have a smooth transition to the Cloud, and that service is delivered consistently with transparent charging models. Our model is one centred on independence and excellence for organisations wishing to derive benefit from Cloud Services. Nephos Technologies provide:

- ▶ **Arbitrage:** Helping our customers to identify a strategy, a sourcing model and transitioning the traditional to the cloud
- ▶ **Intermediation:** The provision of additional value added services such as monitoring, billing, reporting and security across multiple CSP's.
- ▶ **Aggregation:** A single pain of glass view across multiple providers – one point of control for cost, service and performance.

Each of these services are supported by Nephos Technologies SmartCloud professional services products to help deliver consistent service delivery regardless of what stage your business is at in their Cloud journey.

About Nephos

Nephos Technologies is the UK's first independent Cloud Services Brokerage (CSB); helping businesses seeking to develop, implement and optimise their Cloud strategy.

Nephos Technologies can work with your business in a number of ways, whether that's developing a Cloud strategy, helping you to migrate into the Cloud, or delivering Cloud compute and storage infrastructure; we make sure that you get best value.

Without our own Cloud infrastructure to provide, Nephos are uniquely positioned to be able to do so independently across multiple providers, vendors and deployment methods.

Through our ecosystem of partners, Nephos are able to provide a true end-to-end solution across all Cloud infrastructure types.

If you'd like to find out more about Nephos Technologies, the customers that we work with or the services that we provide then please contact us by phone on: +44 (0) 8453104105 or by Email at sales@nephostechnologies.com