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Linkedin Live Expert QA Session
January 13, 2022 / 11:00am PST

Leveraging Cloud to Accelerate Business Growth in 2022

Xceptional.com



Session Structure

- **Guest Introductions**
- **The State of Cloud Adoption**
- **Trends, Business Drivers**
- **Panel Discussion: Moving to the Cloud**
- **Best Practices, Key Takeaways**
- **Wrap Up**

Introductions



Host / Mark Dallmeier:
Industry Veteran,
Researcher, CSO/CMO for
Various Cyber Risk, MSSPs,
MSPs.



Expert / Steve Bohac:
Industry Veteran, Head of
Product & Solution
Marketing



Expert / Chris McKewon
Industry Veteran, Founder
& CEO of Xceptional

The State of Cloud

**Worldwide
Cloud spending
projected at
\$482 billion in
2022**

, an increase of 21.7% from 2021, according to the latest forecast by Gartner, Inc.

**93% say cloud is
essential to
remaining
competitive in
their industry**

, according to a Frost & Sullivan 2020 Cloud Survey.

**83% say cloud is
very or extremely
important to
future strategy
and growth**

, according to a Harvard Business Review 2020 Cloud Survey.

85%

By 2025, 85 percent of companies will have containerized applications in production.

"Kubernetes Isn't Always the Answer (and Here's How to Determine Suitability),"

Gartner

50%

By 2022, 50 percent of mission-critical applications will reside on public clouds.

"Building an Enterprise, Cloud Strategy", Raj Bala, Gartner

400%

After 2020, the number of employees working from home may rise 400 percent.

"What's next for remote work," McKinsey Global Institute

Why Cloud, IaaS, HaaS, BaaS, SaaS?

- Drive Greater Customer & Employee Engagement While Improving Business Resilience

“PRODUCTIVITY:
Disengaged
workers make
60% more errors
than engaged
workers.”

92%

of executives report their organization is **innovating with an urgency** and call to action this year.

“RETENTION:
Engaged workers
are 87% less likely
to leave the
organization.”

89%

of respondents expect cloud to enable them **to increase overall app availability and performance**.

“REVENUE:
Companies with
engaged
customers during
the pandemic
drove sales.”

92%

expect to **deliver applications and services faster** through cloud services. Customer-centricity is a top priority.

Cybersecurity Trends: Growing Tsunami of Attacks

- Microsoft, National Security Institute, Security Magazine 2021

Global threat activity

Select a region ▾

Countries or regions with the most malware encounters in the last 30 days

“Experts estimate that **a ransomware attack will occur every 11 seconds** in 2021. The number of **ransomware attacks nearly doubled** in the first half of 2021.”

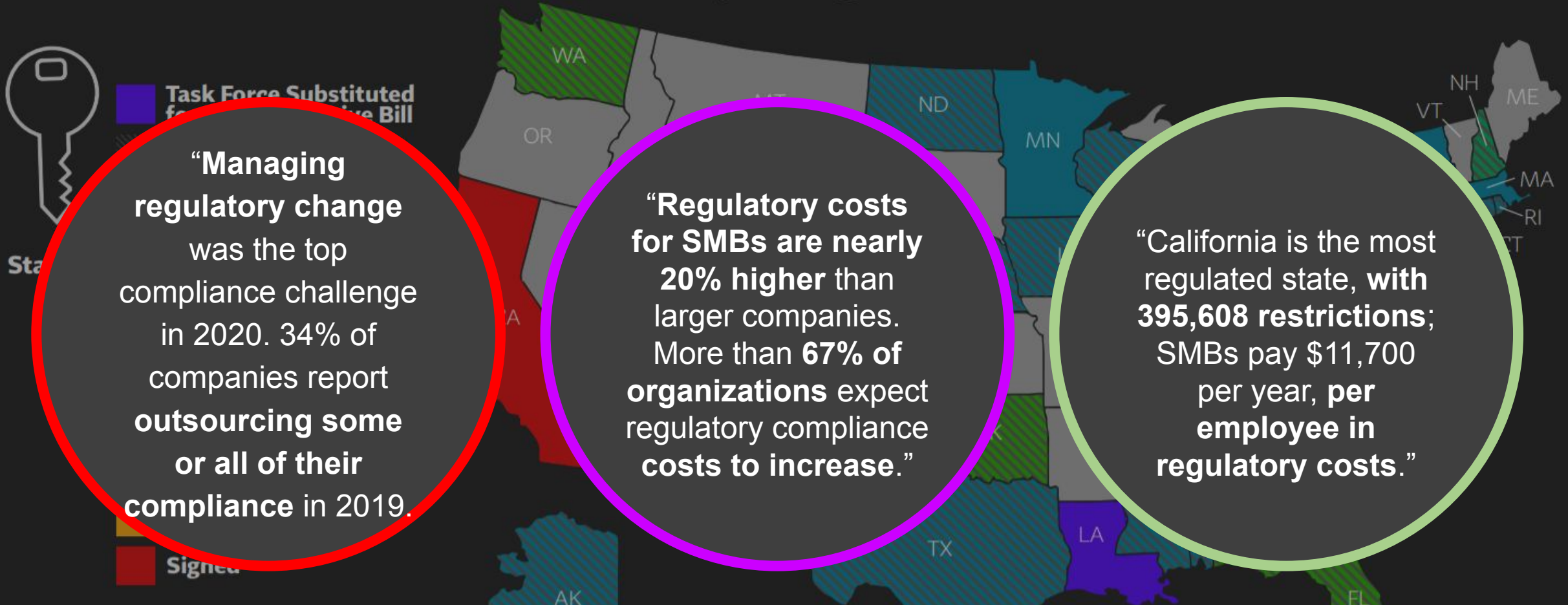
“**Every 39 seconds, there is a new attack** somewhere on the Web. That is about **2,244 attacks occurring on the internet daily** in 2021.”

World
10
“The number of **data breaches through September 2021** has exceeded the **total number of events** in full-year 2020 by **17%.**”

“There were **1,767 reported breaches** in the first six months of 2021, exposing a total of **18.8 billion records**. Some industries have experienced **200% - 3000% growth** in cyber incidents over the last 36 months.”

Compliance Drivers: Growing Costs, Laws, Regulations

- iapp, Thomson Reuters 2021



Over the last 24 months 34+ States had data privacy statutes or bills under review. With growing enforcement actions around HIPAA and GDPR we expect more States to pass similar data privacy laws as within California, Colorado and Virginia.

Last updated: 9/16/2021

Drivers for Cloud

BUSINESS SITUATION	IT USE CASES	CYBERSECURITY & COMPLIANCE REALITIES
Growth, geographic expansion resiliency.	Repatriation Migrating Data between, Clouds, DCs and Co-Los	Hybrid and distributed workforce. BYOD, home office networks, shared office networks. BEC, Phishing, Ransomware, Data Privacy, CCPA, NY Reg, Other State, Fed, Industry Regulations.
Control or contain spending.	CAPEX → OPEX at the Edge How do we model Compute & Storage as a Service	Visibility into risk, cyber and compliance costs. Consistency of IT services, network-application-data access. 0 IT system and application downtime, disruption. No fines, revenue loss due to lack of regulatory compliance.
Enhance employee and customer engagement, employee productivity.	Edge & Latency Needing cloud services closer to the source of data	Automated, consistent, secured access to IT systems, applications, and data – when they need it. Expect data privacy, protection, monitoring is in place.
Rapid response to market demands and needs.	Utilize Local partnerships, Knowledge and Infrastructure for Production, DR & Backup.	Need a trusted workforce, trusted workplace, and trusted workloads to enable resiliency, flexibility, and to ensure business continuity.
Architect IT systems and services to support business goals, objectives.	Technology Refresh Needing to keep IT resources current at a reduced costs	Need to address technical debt, remove vulnerable systems and proactively reduce risks while architecting for the future. Need to address growing cyber threats and risks.

Cloud Use Cases

- Cisco

Cisco solutions support the way you use the cloud



Continuity

Deliver the future of work



Insights

Optimize the application experience



Security

Simplify end-to-end security



Connectivity

Support multicloud connectivity for all clouds



Operations

Accelerate with a cloud operating model

Panel Discussion & QA

How Should Organizations Approach Pre-Planning for Cloud Initiatives?

How Can Orgs Accelerate Cloud Readiness?

What Are Best Practices for Cloud Deployments?

Approach?

How are other organizations approaching Cloud Pre-Planning and what are the key frameworks being used and activities being driven?

Prep?

Are there approaches or methods that are being used by other companies to accelerate Cloud readiness?

Implementation?

How can organizations accelerate through the implementation phase and reduce the risk, cost associated with deploying Cloud services?

Cloud Initiative & Phase Considerations

Phase 1: Pre-Implementation

Phase 2: Implementation

Phase 3: Post Implementation

- Cloud Projects requires a much stronger emphasis on Pre-Implementation Planning and Post Implementation Support.
- Cloud projects may cause business stakeholders to assume new roles and responsibilities that were not required for prior on-premise implementations.
- The implementation of Cloud software or systems causes the organization to develop a more agile mindset in adopting to change based on the frequency of updates that will occur.
- With the introduction of the Cloud, there is a greater emphasis being placed on user adoption programs focused on increasing efficiency and return-on-investment.

Key Cloud & IT Roadmap Considerations

Step 1: Catalog Needs & Current State

- Confirm business goals and objectives.
- Document business applications, assets, inventory.
- Validate current IT services and effectiveness.

Step 2: Evaluate Current State of IT

- Establish Evaluation Framework.
- Complete evaluation of applications, infrastructure, IT services, responsibilities.
- Identify current state and future state gaps.

Step 3: Roadmap Development, Review

- Complete roadmap impact evaluation and report.
- Build details of roadmap (timeline, milestones, activities).
- Present roadmap to executives to secure buy-in.

The Cloud & IT Roadmap Defined

- A roadmap is used to plan out the company's strategy over a given timeframe and assists management in making technology portfolio investments and decisions.
- The exercise of developing a Roadmap ensures alignment of business plans and requirements to be used as a guide to make prudent technology decisions.
- The roadmap will address how cost efficiencies can be gained through Integrated, more streamlined, less manually intensive business processes.
- The most effective roadmaps go beyond supporting business requirements. They increase "value" to the business at all stages of the process and, as a result, drive support for business growth.

Takeaways, Wrap Up



Host / Mark Dallmeier:
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Cloud Initiative Best Practices, Takeaways

Steve:

- Embrace Change
- Be Future Ready with your apps and storage
- Cloud is an OpEx expenditure
- Run some numbers with your workload(s) in mind



Chris:

- Focus on ROI and Total Cost of Ownership
- Choose providers with predictable costs
- Try to avoid vendor lock-in or data jail



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Zadara Edge Cloud Solutions

COMPLETELY ELASTIC
CONSUMPTION-BASED BILLING

zCOMPUTE SERVICES
EC2 COMPATIBLE APIs

ELASTIC
COMPUTE/VMs



ELASTIC
BLOCK STORAGE



VPC

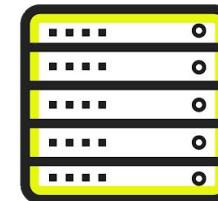


LOAD BALANCER

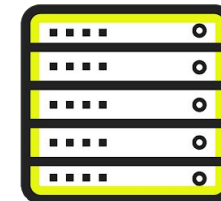


zSTORAGE SERVICES

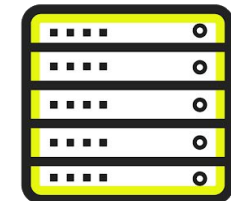
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FILE



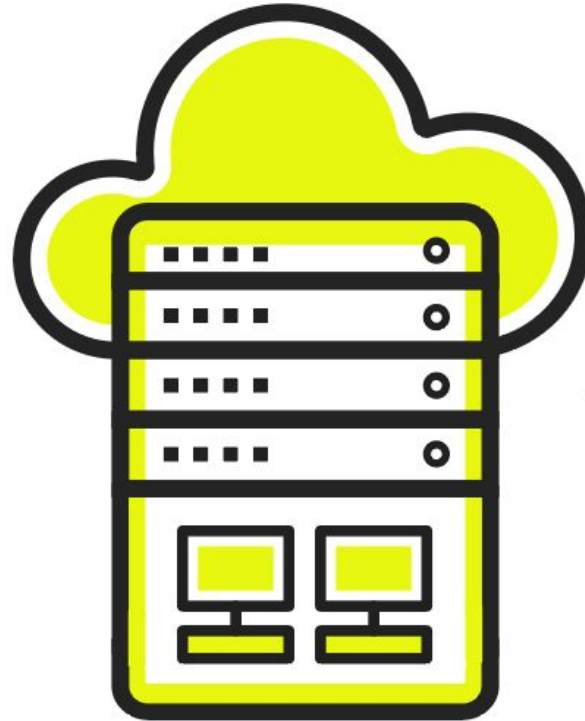
OBJECT



zCOMPUTE

zNETWORK

zSTORAGE



Cloud Initiative Key Takeaways

Mark:

- Follow successful practices from other IT or digital transformation initiatives (ERP, CRM, Financials, Data Center, etc).
- Do not try to boil the ocean - Look for low hanging fruit applications, systems, storage to move to the cloud first.
- Leverage this as an opportunity to think differently about supporting customers and employees, or proactively removing risk and cost from the business.
- This can be a giant leap towards improving IT service delivery, responsiveness, cyber hygiene, and addressing privacy and compliance requirements that are holding your organization behind (technical debt).



Pre-Implementation Planning is Key



Well Defined Strategies before the Start of Implementation

Governance	Conversion	Integrations
Testing	Change Management	Reporting
Training	Cutover	Support

It is critical to define your scope and specific strategies **PRIOR** to selecting vendors and partners. Key considerations for developing scope and strategies include:

- **Project Governance** should be leveraged for establishing framework for managing the project
- Identify all possible sources of data (internal and external) when scoping **Integrations** and **Conversion**
- **Proper Testing** cycles should be planned to ensure confidence in final service and product (beyond sprint testing)
- Define Approach to **Optimize User Adoption and to Insure Job Efficiency**
- Determine **Go-Live** strategy based on your organization's structure and users (big bang vs. phased approach)

How We Can Help = The Portfolio



IT Network & System Architecture, Design, Implementation, Run, Operate, Maintain



- Remote and Onsite Managed Services Support
 - 24 x 7 Monitoring and Management of Desktop, Network, Phones, and Applications
 - Multiple Support Levels to Fit Your Business, Budget
 - Virtual CIO: Quarterly Technology Reviews and Reporting. Includes Strategic IT Planning, Updates to Plans, Standards, Maintenance, and Support Levels
- Xceptional.com



- Design, Deployment, and Management of Telepresence and Video Solutions
- Voice, Video, and Web-based Conferencing
- Real Time Communications on all Devices
- Cloud, Onsite, and Hybrid Communications Solutions



- Strategic enterprise-class Data Center and Hosting Services. IT Software, Services, Applications, Email, and Network Solutions (Hosting, IaaS)
- Storage Solutions
- Backup & Recovery Solutions (BaaS)
- Compliance as a Service Solutions (CaaS)
- Virtualization



- Networking Solutions Driving Technology and Business Operations
- Routers/Switches
- Wireless Mobility Solutions
- Security Solutions and Security as a Service
- WAN Optimization

Cisco Cloud Portfolio

Robust Portfolio of Software and Services



Continuity

Deliver the future of work

Secure Remote Workforce Solutions
Trusted Workplace Solution



Insights

Optimize the application experience

Cisco AppDynamics
Cisco ThousandEyes
Cisco Intersight



Security

Simplify end-to-end security

Cisco SecureX
Cisco Secure Workload
Cisco Secure Endpoint
Cisco Secure Cloud Analytics
Cisco Umbrella SIG
SASE



Connectivity

Support multicloud connectivity for all clouds

Cisco Cloud ACI
Cisco SD-WAN OnRamps
Cisco AWS cloud solutions
Cisco Azure Stack solutions
Cisco Google Cloud Anthos solutions
Cisco IBM Cloud solutions



Operations

Accelerate with a cloud operating model

Cisco Intersight
Cisco Hyperflex
Cisco Cloud ACI

Cisco Cloud Research

A Frost & Sullivan Executive Brief



How to Optimize Cloud Operations for the Best User Experience

Doing Cloud Smart – Lessons Learned
from IT Decision-Makers

In Partnership with Cisco

Powering clients to a future shaped by growth

FROST & SULLIVAN

How to Optimize Cloud Operations for the Best User Experience

5

TIPS FOR OPTIMIZING MULTI-CLOUD OPERATIONS

1 Application performance may suffer when applications are moved. Eighty-four percent of survey respondents said their public cloud applications sometimes failed to meet their users' expectations for consistent performance and availability.

TIP Businesses should be prepared to choose the optimal infrastructure and deployment model (public cloud, on-premises data center, edge locations) to host a given application and be prepared to make a change as needs demand. To best leverage the power of public clouds and ensure an optimal application experience, Frost & Sullivan recommends incorporating automation and integration functionality throughout the application lifecycle. This includes:

- Development and deployment: Optimal application performance starts with close collaboration between IT stakeholders, including development, operations, network, and security. When application performance, security and dependencies are set out within policies, consistency across public clouds and on-premises infrastructure can be assured.
- Ongoing management: Continual analysis and visibility across the enterprise cloud (on-premises, public clouds, or edge) are essential to keeping the application operating optimally. Automated, policy-based remediation or recommendations can ensure resources are allocated appropriately.

“Eighty-four percent of survey respondents said their public cloud apps sometimes failed to meet their users' expectations for consistent performance and availability.”

2 An end-to-end approach to application security is essential. Eighty-one percent of IT leaders said they experienced security incidents that led to the repatriation of public cloud workloads to the on-premises data center. Fifty-seven percent said they were unable to ensure that security profiles were maintained in a hybrid environment, and 85% said they require a consistent, policy-based way to protect each application and dataset from breach and loss, regardless of deployment model or location.

TIP Traditional infrastructure-based security isn't sufficient when your applications are deployed across multiple clouds. Frost & Sullivan believes the right approach is to apply security profiles at the application level and not the infrastructure level. To mitigate business risk and protect digital assets, organizations should address security holistically (e.g., access, users, data, devices, workloads in the cloud) and integrate automated security features so that they follow the application wherever it is deployed.

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As businesses pursue digital transformation, they already recognize the strategic value of the cloud model. Among US-based IT decision-makers surveyed by Frost & Sullivan in 2019:

92% agreed that “the cloud is the most critical part of our digital transformation strategy.”

93% said their cloud strategy is “essential to remaining competitive in our industry.”

85% cited “innovation” as a top corporate priority.

Furthermore, IT leaders expect a move to the cloud will help them achieve strategic goals, as follows:

89% of respondents expect their cloud to enable them to increase overall app availability and performance.

92% expect to deliver services and applications faster.

89% expect to reduce overall IT costs.

Yet the IT leaders surveyed by Frost & Sullivan also acknowledged the challenges they encountered in their efforts to implement an optimal multicloud environment. Following are the top lessons learned by IT leaders, taken from the Frost & Sullivan Cloud User survey, along with tips for your own cloud implementation.

QA, Wrap Up & Next Steps

- QA
 - **Offer: Cloud Readiness & Acceleration Assessment**
 - Technology review and evaluation
 - Spending review and evaluation
 - Security and controls review
 - Summary and recommendations report
- info@xceptional.com

Resources

- **Cisco Cloud Solutions**

<https://www.cisco.com/c/en/us/solutions/cloud/index.html>

- **Frost & Sullivan Report**

<https://www.cisco.com/c/dam/en/us/solutions/collateral/cloud/frost-sullivan-executive-brief-how-to-optimize-cloud-operations.pdf?ccid=cc000071&dtid=odicdc000016&oid=anrcsm023528>

- **Cloud Strategy Infographic**

<https://www.cisco.com/c/dam/en/us/solutions/collateral/cloud/cloud-strategy-infographic.pdf?CCID=cc000071>

- **Cloud Security Alliance**

<https://cloudsecurityalliance.org/>

- **Accenture**

<https://www.accenture.com/reimagined/consumer>

- **McKinsey**

<https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/what-matters-most-five-priorities-for-ceos-in-the-next-normal>



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UCaaS, BaaS, Cloud Technologies

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Thank You!

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