



TRANSFORM YOUR BUSINESS
With Smarter IT

Cloud Services

Hybrid Networking | Managed Security | Cloud Communications

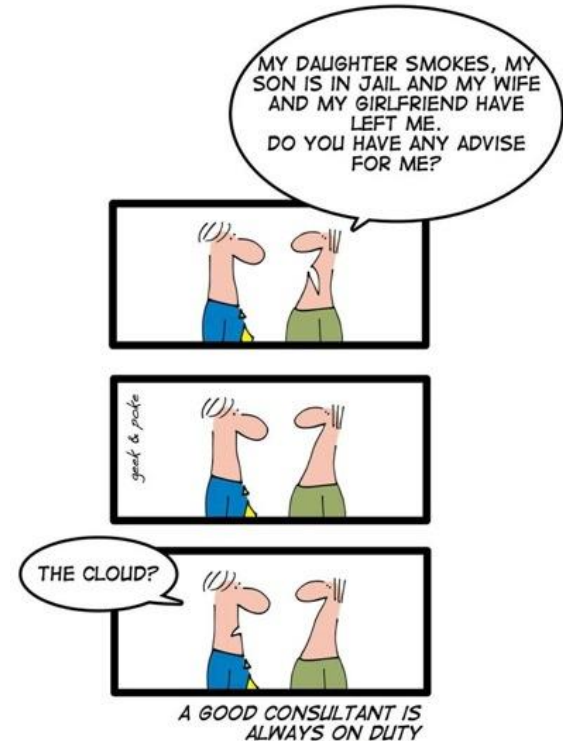
Software-defined solutions that adapt to the shape of your business

Masergy - Who We Are and What We Do

- Masergy owns and operates the largest independent global networking and services platform for Global 5000 enterprises
- Founded in 2000 to address the need for enterprises to establish fully-managed private global networks with best-in-class SLAs and a superior customer experience
- Masergy offers a comprehensive suite of services that are modular and customizable by design, including hybrid networking, cloud communications, advanced analytics and managed security
- Masergy's unique global software-defined network platform spans over 75 countries; employing proprietary and patented technology to deliver unmatched visibility and control via software automation
- Masergy is experiencing unprecedented growth as CIOs transform their IT environments
- We are the benchmark for customer satisfaction. Industry-leading Net Promoter Score (NPS) of 66 compares favorably with world-class service organizations such as Apple and Amazon

Cloud Services

- ❑ What are Cloud Services
- ❑ Why Cloud Services
- ❑ Industry Leaders
- ❑ Accessing Cloud Providers
- ❑ Management
- ❑ Resiliency and DR
- ❑ Future





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What are Cloud Services

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What are Cloud Services

A cloud service is any resource that is provided over the Internet.

The most common cloud service resources are:

- Software as a Service (SaaS),
- Platform as a Service (PaaS) and
- Infrastructure as a Service (IaaS)





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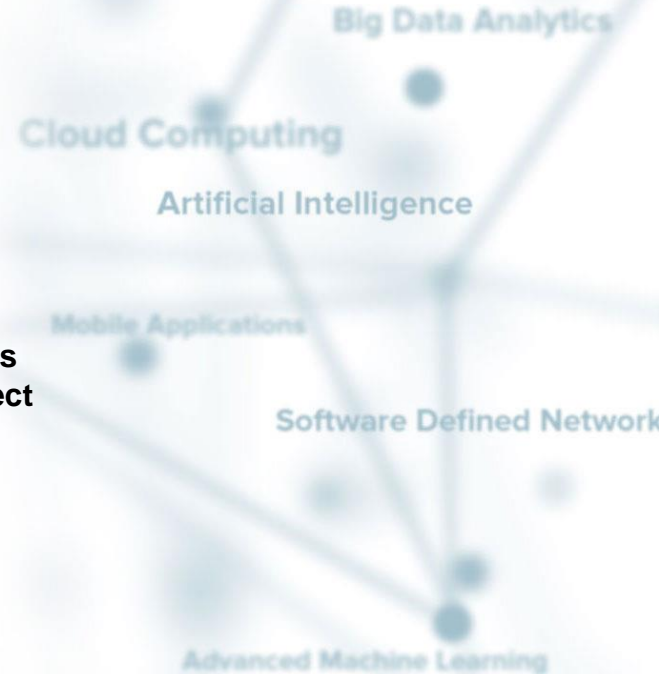
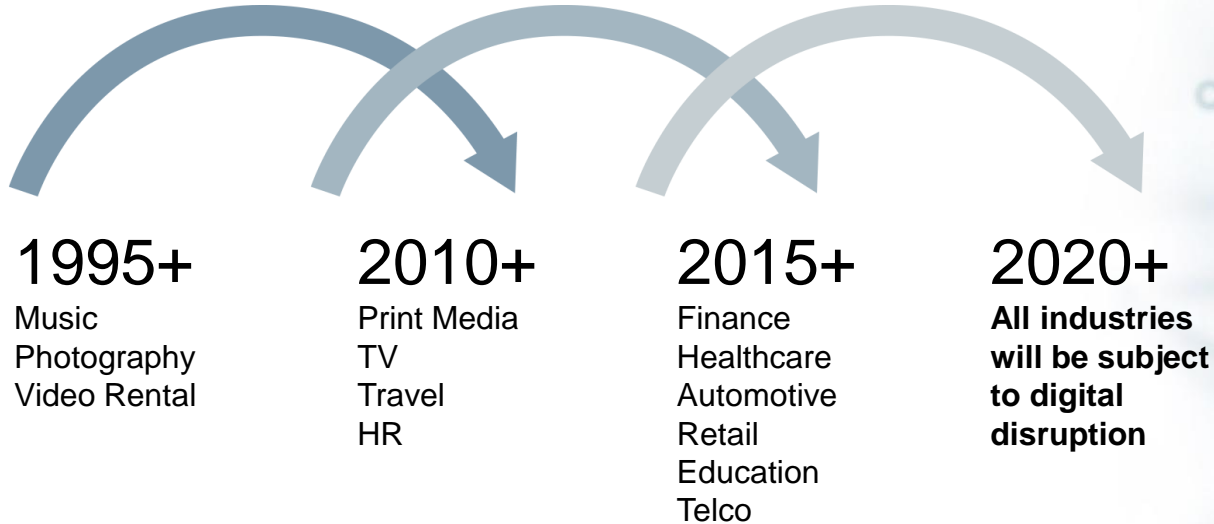
Why Cloud Services

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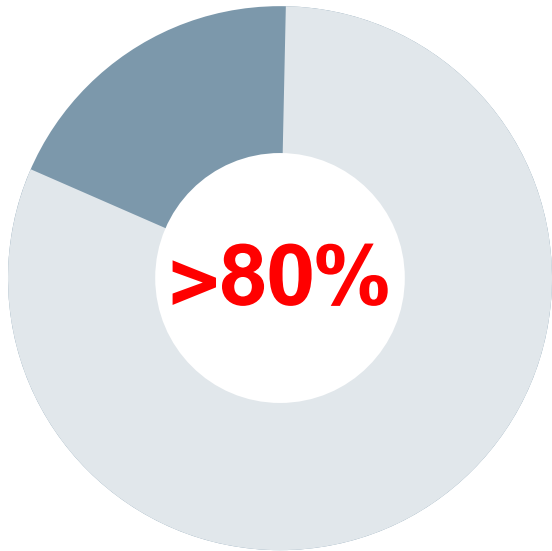
Velocity of Change

Waves of Digital Disruption

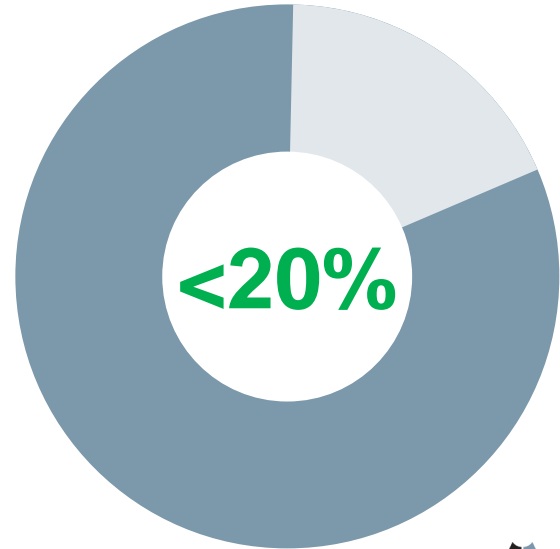


The Innovation Dilemma

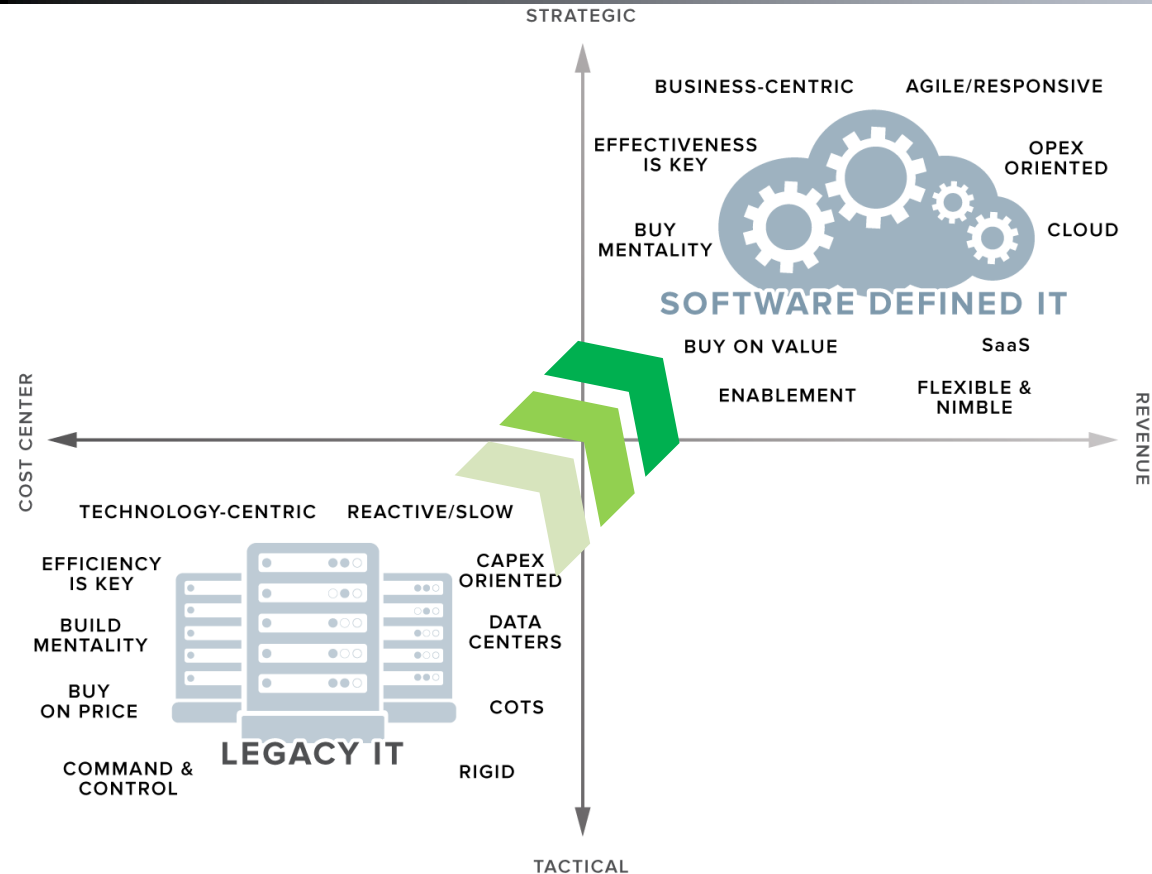
IT teams spend **more than 80%** of their time maintaining existing infrastructure...



...and **less than 20%** of their time strategically innovating to transform their business.



The New IT Ecosystem: Software Defined IT



Benefits to the CIO

- ✓ Offloads critical networking, communications and security functions
- ✓ Overcomes typical IT maintenance challenges
- ✓ Enhances business process/productivity enhancements:
 - Automation, programmability and multi-tenancy capabilities which support cloud initiatives
- ✓ Delivers an OPEX-oriented network
- ✓ Provides end-to-end visibility and control

Why Cloud

- Flexibility
- Disaster Recovery
- Software updates
- Capex
- Collaboration
- Work from anywhere
- Security
- Environment





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Major Cloud Platform Providers

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Industry Leaders



State of Play



Leader Strengths - Gartner

AWS – Feature rich, scale, ecosystem and marketplace

Azure – Microsoft centric, identity and access management, financial incentives

Google Cloud – Storage, technology and network, sustained user discounts

VMWare – VMWare centric, resource pooling, DRaaS

IBM SoftLayer – IBM suite of services, locations and network, managed services

Oracle - Oracle suite of services, new to the market

Multi-provider strategy is becoming increasingly important  **MASERGY**

Recommendations - Gartner

- Create your own unique evaluation criteria set
- Evaluate providers against your criteria
- Forecast your providers requirements
 - Prioritise feature breadth and innovation
 - Prioritise history, relationship and integration
- Select a provider and begin using but never sit idle
- Move from selection to provider management
- Re-evaluate annually and prepare for a multi-provider strategy



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Accessing Cloud Services

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Accessing Cloud Providers

PUBLIC ACCESS – PRIVATE ACCESS – HYBRID ACCESS

Public Cloud Access:

- ❑ Applications are used by lots of people
- ❑ Mobility
- ❑ Testing and development
- ❑ Collaboration



Security

User experience

Accessing Cloud Providers

PUBLIC ACCESS – **PRIVATE ACCESS** – HYBRID ACCESS

Private cloud access:

- Security is increased
- Larger locations
- User Experience

Cost

Agility

Flexibility



Accessing Cloud Providers

PUBLIC ACCESS – PRIVATE ACCESS – **HYBRID ACCESS**

Best of both worlds

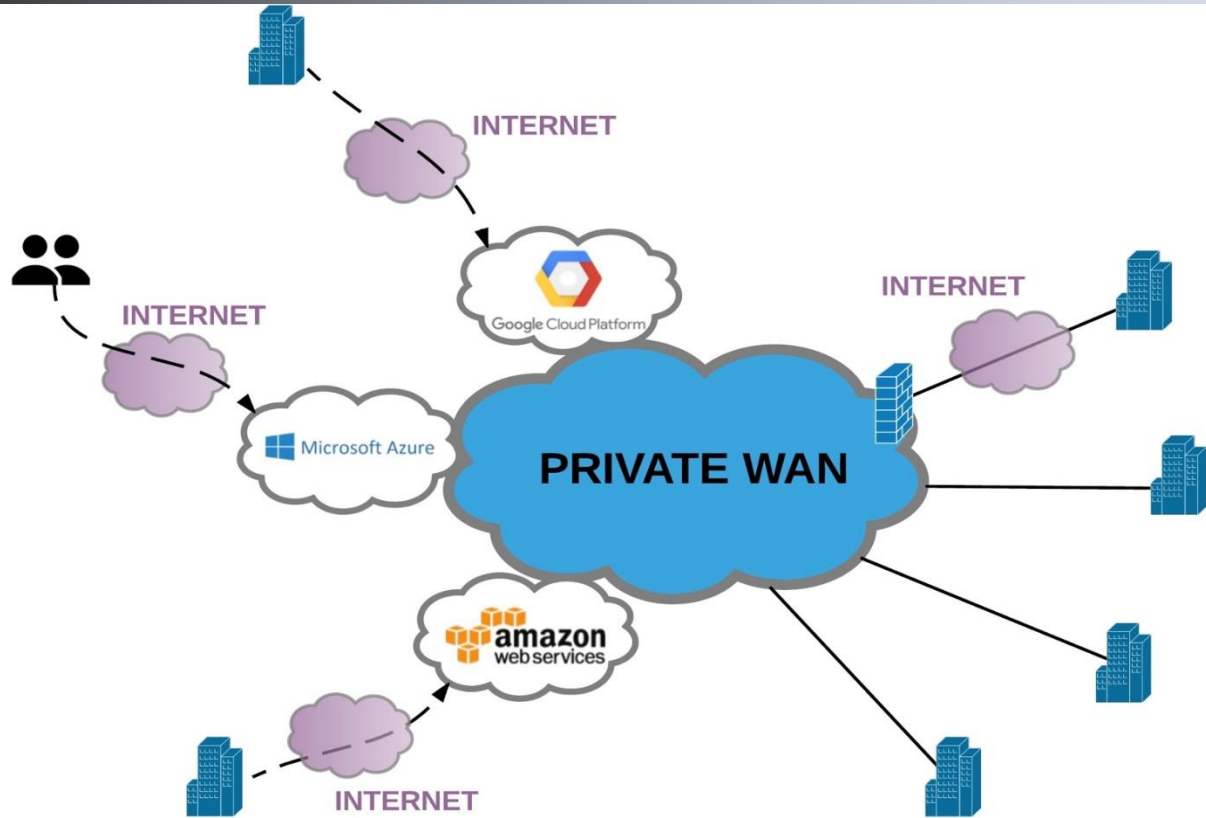
Security

Consistent user experience

Agile and flexible access for remote users

Cloud Services with Hybrid Wide Area Networking

Hybrid Access





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Managing Cloud Services

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Managing Cloud Services

- Managing cloud services requires tools that:
 - ❑ Help create virtualised pool of compute resources
 - ❑ Provide self service portals
 - ❑ Manage security
 - ❑ Allocated resources
 - ❑ Integrate with external management systems
 - ❑ Tracking and billing

Managing Cloud Services

- Define what needs to be managed
- Where and how does your cloud services need to be managed
- Consider single sign on

Some cloud providers sell own management tools

Source cloud management tools such as Scalr – manage multiple cloud services through a single interface



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Disaster Recovery & Cloud Services

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Disaster Recovery & Cloud Services

- Cloud DR
 - Backup and restore strategy using cloud services
- Cloud DR
 - Enabler for smaller enterprises
 - Elasticity and pay as you go



Disaster Recovery & Cloud Services

- Important considerations
 - ❑ Data protection needs
 - ❑ Bandwidth
 - ❑ Data Sovereignty
 - ❑ Location
 - ❑ Security
 - ❑ Reliability of cloud provider
 - ❑ Cost





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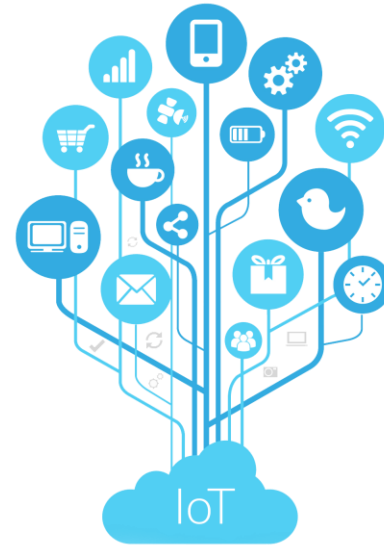
Future of Cloud Services

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Future

- AWS, Google and Microsoft
- Hybrid clouds and hybrid networking
- Applications
- Containers
- Machine Learning
- Internet of Things





Business And National Government

“Continue Networking & Have a Safe
Journey Home”