

# Hybrid Cloud Is Everything

## BENEFITS OF MOVING YOUR BUSINESS TO THE HYBRID CLOUD

### First, what is the Cloud?

Everyone nowadays likely has their own definition for what the “Cloud” is – but we’ll keep it simple. The cloud refers to a physical infrastructure with many computers housed in giant warehouses all over the world. Cloud computing is an Internet-based process of sharing resources to optimize performance, and utilizing a network of computers to store and process information versus a single machine. It also allows people to run applications or programs from a virtual server, versus having to run or download them on a physical computer.

#### There are three types of cloud:

##### PUBLIC CLOUD

Shared | Open | Pay-Per-Use

##### PRIVATE CLOUD

Dedicated | Secure | Fixed Cost

##### HYBRID CLOUD

A beautiful mix of both!

(Combination of on-premises, private cloud and public cloud.)

Flexible | Secure | Cost-Effective

Within the hybrid cloud, the public cloud provider platform (think Amazon Web Services or Google Cloud) is combined with a private cloud platform (one that is designed for use by a single organization). Both cloud infrastructures operate completely independently of one another and communicate over an encrypted connection.

### How Does It Benefit My Business?

#### Flexibility / Operational Agility

Bandwidth needs increase? Scale up! Bandwidth needs go decrease? Scale down! It's that easy.



#### Disaster Recovery

Cloud helps businesses to more easily invest in stronger disaster recovery with reliable cloud-based backup and recovery solutions.



#### Security

Because data is stored in the cloud, businesses can access data no matter where they are, or in the unfortunate case that a laptop or tablet is lost or stolen. For further peace of mind, data from lost laptops and other devices can be remotely erased so no one else obtains access.



#### Enhanced Workplace Collaboration

With the cloud, work teams can access, edit, and share documents any time, from anywhere. All updates are made in real-time. Messy email strings and confusion on what the latest document is - be gone!



#### Virtual Workplace Abilities

Got an Internet connection? That's all you need to be at work! With the cloud, businesses are more able to offer employees a fairer work-life balance without productivity suffering.



#### Automatic Software Updates

No need to worry about that end of things! With off-premise servers that are out of sight (and out of mind, hopefully), cloud suppliers take care of critical software updates for your business.



#### Increased Competitive Abilities

When moving to the cloud, even the smallest businesses can reap the same rewards than those of larger enterprises. Pay-as-you-go services and cloud business applications allow the smaller businesses to run just as efficiently as the bigger ones.



#### A “Greener” Choice

With the cloud, as business bandwidth needs fluctuate, server capacity scales up and down to suit – saving considerable energy.



### Additional Benefits of Hybrid Cloud

- 1. Direct access to on-premises private infrastructure** (that avoids content being pushed through public Internet). This greatly reduces access time, latency and risk in comparison to public cloud.
- 2. Ability to have on-premises computational infrastructure** that supports average business workloads while retaining the ability to leverage the public cloud in the circumstance(s) of failover, in which workload exceeds computational power of the private cloud component.
- 3. Increased control** over both private and public components.
- 4. Cost savings** – only pay for extra compute time when public cloud resources are needed.
- 5. Flexibility in server designs** – through the building out the private end of a hybrid cloud, companies achieve flexibility to provision rapid and archival storage at a likely lower cost.

#### INTRODUCING

### Telehouse Cloud Interconnect

With Telehouse, you can connect to an abundance of cloud service providers. This wide selection of communications and cloud service providers enables growth opportunities for your business.

The proliferation of cloud computing often means that IT workloads are increasingly dispersed. The key to a successful cloud strategy is getting the connectivity between the clouds and your stakeholders (branches, remote offices, end users etc.) right, in terms of performance, throughput and security.

Telehouse is about **trust** and **transparency**.

We want to be sure all of our customers understand there is a secure solution out there that allows you to combine the scalability and ease of cloud, and at the same time exercising ownership of controlling your data in all facets. You have the power to design your OWN cloud solutions with Telehouse.

Telehouse Cloud Interconnect enables cloud providers and enterprises alike to access all the major cloud providers securely and cost effectively whilst maximizing performance. At Telehouse our team of experts can advise how to effectively plan your cloud strategy.

#### Choose your cloud provider.

With Telehouse's Hybrid Cloud solution, customers own their own assets and Telehouse interconnects them to other providers.

Security and low latency connectivity

Global connectivity

Reach end users seamlessly

#### Telehouse Interconnect Benefits

##### Strength in numbers:

Telehouse hosts over 750 carriers, ISPs and ASPs in its global ecosystem with Carrier Interconnect

Easy access to leading IIXs

Belong to a community of partners

High performance and reliability

### In 2016, Industry Sees Significant Growth in Hybrid Cloud Adoption

According to RightScale's Fifth Annual State of the Cloud Survey\* on latest cloud computing trends in 2016, there has been a strong growth in hybrid cloud adoption as public cloud users added more private cloud resource pools. Seventy-seven percent of survey respondents are now adopting private cloud, up from 63% in 2015. As a result of this, hybrid cloud usage has increased to 71%. And 95% of respondents are now using some form of private, public or hybrid cloud, up from 93% in 2015.

\*Source: RightScale.com