

**Stratecast**

F R O S T  S U L L I V A N

*Six Barriers to Cloud—and How a Converged System Helps Overcome Them*

A Product Brief Sponsored by HP

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Interest in the cloud is sky-high. You understand that “the cloud” can help your business become more agile, cost-effective, and innovative. In fact, your business is probably among the 81 percent of businesses that expect to deploy cloud architecture in the next five years<sup>1</sup>.

Despite the potential benefits, your considerable concerns may delay or even stop you from adopting cloud in your own business today. If so, you’re not alone: only 10 percent of businesses have deployed a private cloud<sup>2</sup>; even fewer have been able to achieve a hybrid cloud<sup>3</sup>.

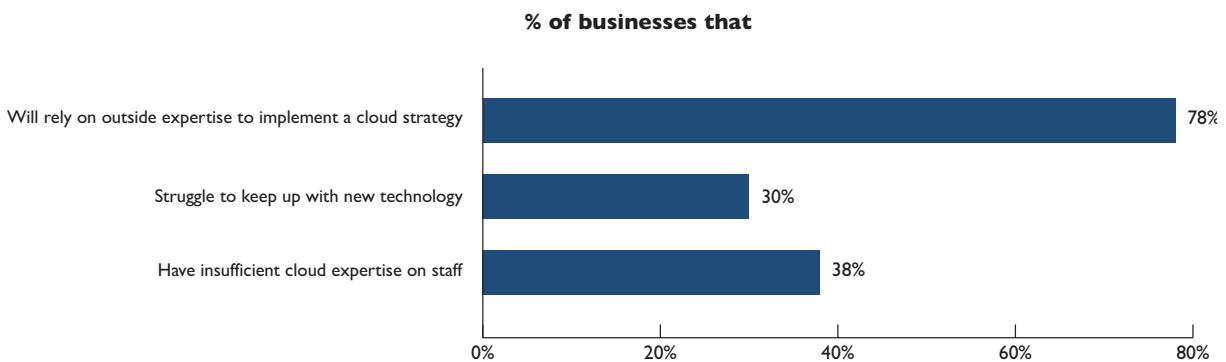
There’s no need to walk away from the benefits of cloud environment. In fact, utilizing a pre-integrated, converged cloud system can alleviate your concerns and help you quickly and easily realize the benefits you need.

Let’s look at six common objections to the cloud and how the right converged cloud system can overcome them.

## Objection 1: “I don’t have cloud experts on staff to implement a private or hybrid cloud.”

This is among the most common objections to moving to the cloud, and many of your peers would agree. Consider:

- 38 percent of businesses state they have insufficient cloud expertise on staff to implement a private cloud strategy.
- 30 percent say they struggle to keep up with new technology.
- 78 percent of enterprises will rely on outside help to implement a cloud strategy<sup>4</sup>.



While cloud can ultimately simplify your IT processes, thanks to its innate automation and standardization of routine tasks, deciding how and when to make the move—as well as the actual deployment—can be complex. Most IT departments are over-taxed with their regular responsibilities; therefore, sparing time and budget to train staff on a new cloud initiative is a luxury few businesses feel they can afford.

**But deploying cloud on a converged infrastructure can help.** When choosing a converged cloud, enterprises transfer the deployment complexity to a knowledgeable cloud provider, who helps determine business needs and configures the system to suit them. A cloud platform on a converged system comes pre-integrated by the provider directly from the factory, so that all infrastructure and platform components can be installed on the customer premises. A basic cloud can be up and running in just hours. The right provider, like HP, will even offer on-site installation and support, freeing your team to focus on delivering services to clients, rather than being concerned with the infrastructure that supports them.

### The HP Difference: HP Cloud Infrastructure Delivers Big Results to Beijing Mobile

After identifying several significant challenges and goals that needed to be met in order to effectively serve its customers, Beijing Mobile<sup>5</sup> engaged the HP Cloud Infrastructure consulting team to help it create an enterprise private cloud based on HP CloudSystem. Working together with Beijing Mobile, HP proposed a specific, five-step plan to help Beijing Mobile deploy its private cloud.

HP designed a cloud development blueprint explicitly for Beijing Mobile and its unique challenges and needs. It also designed and tested an Infrastructure as a Service (IaaS) that allowed Beijing Mobile to forge ahead with business innovation that would meet the needs of the company's rapidly changing business environment. The result was a stable, reliable, and flexible infrastructure that facilitates innovation and development.

### Objection 2:

“My company doesn't have available budget for a cloud initiative.”



Constrained budgets—both capital and operating—have become a business reality for most enterprises. IT decision makers across the U.S. agree<sup>6</sup>:

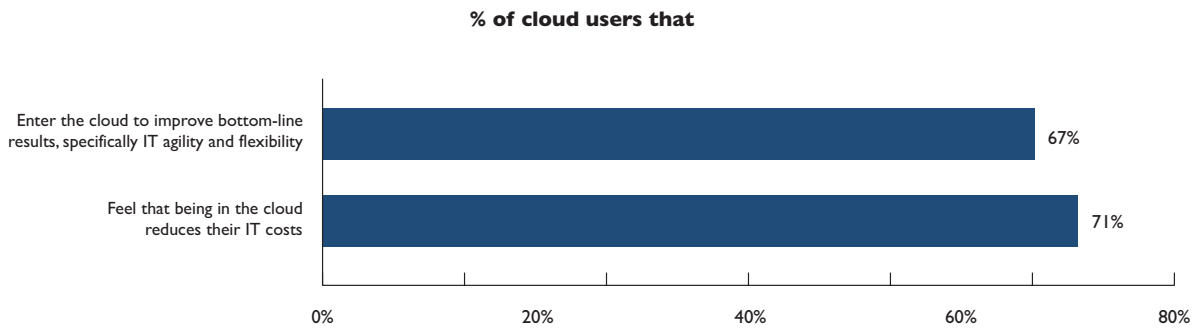
- 52 percent state budgets are flat.
- 35 percent cite capital budget constraints as a major issue.
- 36 percent say they aren't confident that they can attain the necessary budget to implement their cloud.

It can be difficult for a business to make a decision and spend budget in the hope of saving money in the long run, especially when budgets are tight. Few IT leaders want to take on risk that the project may be a money drain.

**The bottom-line results of cloud deployed on a converged system typically outweigh the cost of a shift.** Often IT leaders consider the bottom-line results in providing a solid business case for technology investments. With cloud on a converged system, it's easy to be confident about results: operating and capital expenses are

predictable, and the system provides the ability to provision new infrastructure in record time. Businesses using the cloud agree on the savings and bottom-line impact<sup>7</sup>.

- 71 percent of current cloud users feel that being in the cloud reduces their IT costs.
- 67 percent of cloud users enter the cloud to improve business results, specifically IT agility and flexibility.



The right converged system is optimized for cloud workloads, which can minimize capital hardware expense, while the integrated platforms can reduce software licensing costs. The pre-engineered system saves weeks of time and operating costs on the business's side, as you no longer need to deploy a technical resource to build, test, and maintain the cloud infrastructure. Providers like HP offer simplified pricing. In HP's price structure, one license of the software is needed per operating system instance, regardless of the environment, and that single license covers every new CloudSystem component.

And of course, there's the bottom-line benefits associated with greater employee productivity, customer satisfaction, and even increased revenue in some environments. HP CloudSystem is an example of how a well-designed cloud that focuses on making users more productive can have an impact on the bottom line. HP has integrated the cloud administration of CloudSystem with HP OneView, which was recently recognized by Frost & Sullivan as the 2013 New Product Innovation of the Year<sup>8</sup>. HP's OneView provides cloud administrators with an easy to use tool for infrastructure management, allowing them to reduce the time needed for common tasks by as much as nine times<sup>9</sup>.

#### **The HP Difference: McKesson Gains Significant ROI on CloudSystem Deployment<sup>10</sup>**

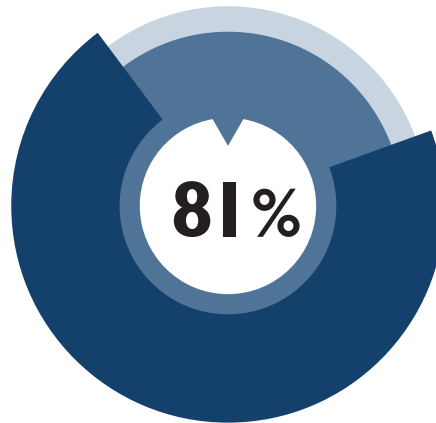
One of the largest healthcare providers in the U.S., McKesson, deployed an HP CloudSystem to gain the necessary flexibility, scalability, and performance to rapidly respond to business needs. Upon implementation, the IT team realized development provisioning 84 times faster than in their former environment, with such provisioning taking only 40 minutes as opposed to seven days. McKesson was also able to reduce their number of physical servers by 42 percent, from 1,200 down to 700. They also cut time to manage the environment by 67 percent using two engineers instead of six. Finally, McKesson saved hundreds of thousands of dollars on cabling after deploying the new solution.

### Objection 3: “I won’t be able to gain necessary support from the Lines of Business.”

Line of Business (LoB) managers are becoming increasingly more influential in IT decisions. Many are circumventing IT processes to purchase IT service—whether applications or platforms—to help them in their work, despite the potential security or compliance problems that such “shadow IT” can pose. Statistics around this trend are surprising<sup>11</sup>:

- 81 percent of LoB managers say they circumvent IT to purchase cloud applications on their own.
- 35 percent of LoB employees say IT processes for deploying new applications are too slow and cumbersome.
- 15 percent of LoB employees say IT policies and processes make it hard for them to do their jobs.

Percentage of LoB manager  
circumvent IT to purchase cloud apps.



Not surprising, in light of these statistics, is the fact that 23 percent of IT decision makers say they anticipate a problem gaining line of business support for cloud projects. Decades of restrictive, unresponsive IT processes have taken their toll. LoB employees just don’t trust IT to have the interests of the business at heart. This perception—whether true or not—hurts everyone: IT, other employees, and the business as a whole. The company misses out on the opportunity to leverage technology innovations to get ahead of the competition. And line of business employees that subvert IT for cloud purchases may place the business at risk for security or compliance breaches.

Private and public cloud deployments can overcome IT subversion. The cloud model offers many solution environments, with tradeoffs in cost, performance, and functionality. Public cloud options are the least expensive. A private cloud is turnkey, automating and standardizing application deployment. That means you can meet business needs for fast deployment. Hosted private clouds offer a higher degree of security and performance control. A hybrid cloud may be the best option for workloads that draw from multiple sources, including the on-premises private cloud. For application development, a Platform as a Service (PaaS) offer may be the best option.

**Cloud deployed on a converged system can overcome line of business' IT subversion.** Converged cloud is turnkey, automating and standardizing application deployment. That means you can meet business needs for fast deployment every time. And to gain back the trust of the lines of business, you can leverage the predictable, standardized delivery to construct customized service level agreements around deployment time, app availability, and even performance. To keep LoB involved in IT decisions without losing all control, you can use your converged cloud to transform IT into a services-based business, offering self-service catalogs to access any available service quickly and easily. And the right cloud platform will also support standards that enable seamless bursting to a wide range of public clouds to support LoB needs.

**The HP Difference: Strong IT Support of Lines of Business Using CloudSystem on Converged Infrastructure<sup>12</sup>**

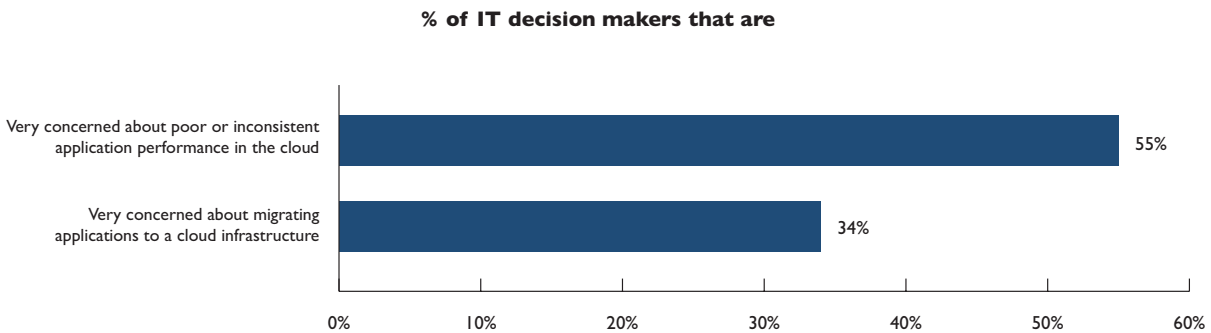
HP customer Casablanca INT—an Internet, data and voice services provider in the Czech Republic—reports greater IT responsiveness to internal customers. IT time spent on network management was cut by 50 percent, allowing IT to spend added time on customer-facing activities. Additionally, the increased reliability of the CloudSystem solution allowed Casablanca INT to meet SLAs of 100 percent uptime for customers.

**Objection 4:  
“I have critical workloads running on legacy hardware that I can’t risk migrating.”**

The cloud’s perceived complexity can make you nervous about migrating the applications and workloads that fuel your business. Your IT peers agree<sup>13</sup>:

- 4 percent of IT decision makers are concerned about migrating applications to a cloud infrastructure.
- 55 percent are concerned about poor or inconsistent application performance in the cloud.

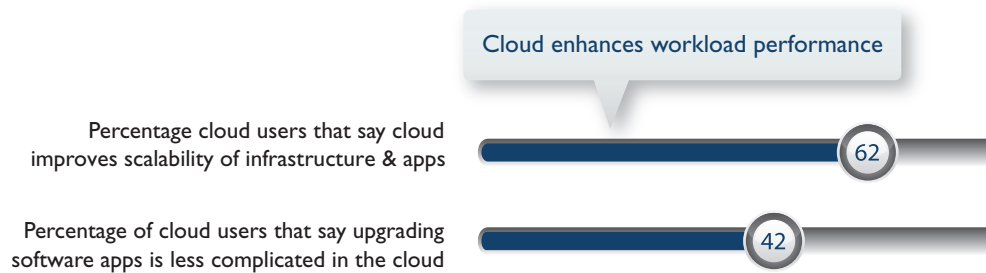
Legacy applications are the lifeblood of your company and many of the most critical workloads—like SAP and Microsoft workloads—were put in place long before the cloud. No matter how cumbersome, labor intensive, or costly it is to maintain them in a traditional environment, at least they work, and you may feel you can’t afford to risk moving them to a new environment that you know little about. And to be honest, if you’re not migrating your big, labor-intensive workloads, why bother implementing a cloud?.



That's where the right cloud platform on a converged system can help. With a converged cloud system, provisioning infrastructure to deploy your applications is efficient, fast, and easy. Cloud systems are pre-integrated, so you can be sure your workloads work in the cloud environment. And the right partner will help you plan and execute the migration so your business won't miss a beat. Providers like HP offer automated templates that facilitate design, publication, and deployment of applications through repeatable processes. HP calls its templates Cloud Maps, and the company offers more than 200 Cloud Maps to further assist you in migrating critical workloads. Furthermore, a cloud-deployed workload delivers consistent performance, even as it scales

Cloud users agree that the right cloud deployment can actually enhance workload performance<sup>14</sup>.

- 62 percent of cloud users report that the cloud improves the scalability of infrastructure and applications.
- 42 percent of cloud users report that upgrading software applications is less complicated in the cloud..



### The HP Difference: Provisioning in the Cloud

HP customers that have recently deployed a CloudSystem on converged infrastructure report significantly improved provisioning times. These include Orion Health, a New Zealand-based healthcare provider. They reported significantly improved provisioning times for infrastructure supporting an e-shopping application, with administrators needing only 108 minutes to provision infrastructure, compared to the 33 days required to provision the infrastructure in their former environment<sup>15</sup>.

Similarly, HP reports that Fortescue Metals Group, headquartered in Australia, can also provision infrastructure approximately 98 percent faster than it could previously,<sup>16</sup> and Italian virtual mobile network operator PosteMobile reports decreases in provisioning from a month to less than four hours.<sup>17</sup>

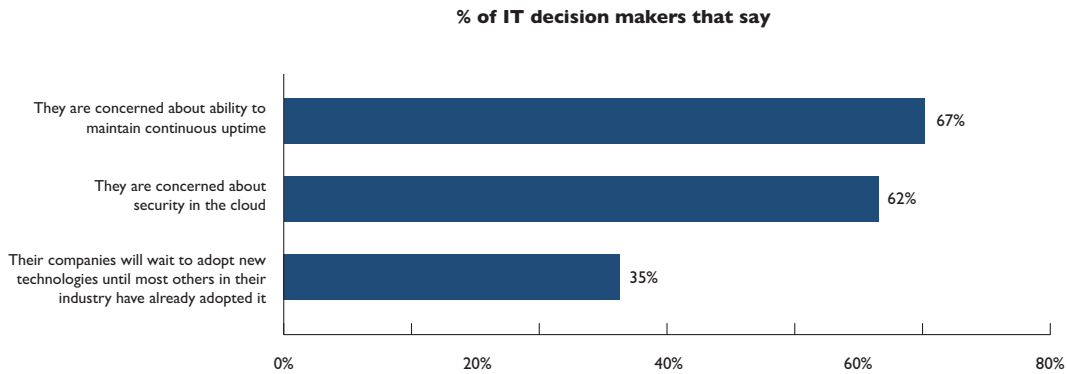
## Objection 5:

**“We will wait until the cloud is safer or more mature before we adopt it.”**

It's easy to be concerned about new models and technology. You may have seen stories about problems with cloud security and reliability, especially related to some providers' shared public cloud IaaS and SaaS services, where you have little control. You're not alone<sup>18</sup>:

- 35 percent of IT decision makers say their companies will wait to adopt new technologies until most others in their industry have already adopted it.
- 62 percent are concerned about security in the cloud.
- 67 percent are concerned about ability to maintain continuous uptime.





And yet, your business’s survival may well depend on your ability to move quickly, innovate, and operate with thin margins.

A private cloud implemented on a converged system keeps control where you need it—in your own data center. But it enables you to offload the grunt work of system integration to the vendor, who delivers a system already pre-engineered with management software that is ready to load with your cloud apps. Many cloud users find that moving to the cloud helps achieve their business goals<sup>19</sup>.

- 67 percent of U.S.-based cloud users say that “adopting cloud services allows our company to enter new markets more quickly.”
- 61 percent report that the cloud positions their company to take advantage of new technologies.

### The HP Difference: Flexibility, Scalability, and Uptime Assurance

With a provider like HP—whose enterprise-grade cloud platform on converged infrastructure offers a Proactive Care add-on—you can protect your environment. HP prevents up to 66 percent of unplanned outages, helping your business to deliver near-continuous uptime. This gives your business the cost and performance benefits it needs to be successful now and in the future.

For HP CloudSystem customer NNIT, a Danish IT service provider<sup>20</sup>, automation of the IT environment offered decreased human error, which lowers overall cost and makes monthly spending more predictable. Automation also increases server utilization and improves IT efficiency, which is critical for the highly regulated markets that NNIT serves. Finally, automation has opened new markets to NNIT. By reducing the cost and time to deploy new services, NNIT can now create solutions for customers with smaller budgets who previously could not afford the company’s services.

## Objection 6: “I don’t know where to start.”

No doubt about it, the cloud is complex and options are numerous. Many businesses require help from experts to make sense of the cloud landscape and what makes the most sense for them. Users’ experiences corroborate these facts<sup>21</sup>.

- 77 percent of IT decision makers say it is difficult to implement a cloud strategy because there are so many choices and deployment options.
- 77 percent of IT decision makers say that they will turn to a third-party provider for help in developing and implementing an IT/cloud strategy.

**% of IT decision makers that say**

Converged cloud is the perfect on-ramp to your cloud journey. **The right converged cloud system doesn't require you to make a choice; it can serve as a foundation for your entire cloud strategy.** Your converged cloud optimizes your data center and supports hybrid cloud deployments, allowing you to take advantage of public and hosted cloud offers. Converged cloud is a simple way to give your company the immediate benefits of the cloud, while providing the flexibility to support future needs.

### **The HP Difference: Personal, Customized Support of CloudSystem on Converged Infrastructure**

An experienced cloud provider, like HP, can offer strong support in designing a strategy for your business's converged cloud deployment. HP's Cloud Workshop is a low-risk, high-impact way to engage in the cloud for the first time. IT leaders bring leadership teams to an interactive, half-day session on cloud to gain agreement on strategy and next steps. HP hosted more than 400 such sessions to help enterprise customers get on the right track to success in the cloud.

HP's Technology Services and Technical Account teams also offer strong support if you need personalized help in the actual design and deployment of a CloudSystem on converged infrastructure. HP provided its customer, Swisscom<sup>22</sup>, with a technical project lead to deliver technical consulting and offer new possibilities about how to automate and update its CloudSystem environment to maximize the benefits that CloudSystem can provide to Swisscom. Additionally, a dedicated technical account manager completes biannual reviews of the system and delivers ongoing assistance with upgrades or firmware updates to ensure that such tasks are performed smoothly and without issue.

## **THE LAST WORD ABOUT CLOUDS ON CONVERGED SYSTEMS**

No doubt, the decision to put your IT in the cloud can be difficult. But statistics and current cloud users agree: building your cloud on converged systems can improve your IT capabilities and enhance your ability to serve the business with agility and speed.

By choosing the right converged cloud provider—like HP—you can realize benefits that will drive success for the entire business, while positioning your IT department to succeed well into the future.

**For more information on deploying an HP CloudSystem, click [here](#).**

## ENDNOTES

1. Frost & Sullivan 2013 Cloud User Survey. For more information, contact Frost & Sullivan.
2. Ibid.
3. Frost & Sullivan defines a private cloud as a type of data center configuration that utilizes virtualization and automation to dynamically allocate data center resources on demand. A hybrid cloud is defined as any combination of public or private cloud environments in which workloads can operate and migrate seamlessly across environments.
4. Frost & Sullivan 2013 Cloud User Survey.
5. HP, "Beijing Mobile achieves great success on the road to the cloud," Case Study.
6. Frost & Sullivan 2013 Cloud User Survey.
7. Ibid.
8. For information on the Frost & Sullivan award process or this award, visit Frost & Sullivan Best Practices Awards.
9. Based on internal testing of its OneView platform versus manual operations, HP reports that user time to configure a server with OneView takes approximately 8 minutes versus manual configuration which takes 72 minutes.
10. HP, "McKesson streamlines IT with HP CloudSystem Matrix," Case Study.
11. Stratecast 2013 SaaS Survey.
12. HP, "Casablanca INT goes into the cloud for flexible, reliable service provisioning," Case Study.
13. Frost & Sullivan 2013 Cloud User Survey.
14. Ibid.
15. HP, "Speeding deployment of affordable health IT," Solution Brief.
16. HP, "Fortescue enables growth with HP CloudSystem Matrix," Case Study.
17. HP, "PosteMobile drastically reduces system provisioning times using CloudSystem," Case Study.
18. Frost & Sullivan 2013 Cloud User Survey.
19. Ibid.
20. HP, "NNIT moves to the cloud to transform its service delivery," Case Study.
21. Frost & Sullivan 2013 Cloud User Survey.
22. HP, "Swisscom corporate customers get choice of managed cloud or on-premise unified communications," Case Study.

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### Silicon Valley

331 E. Evelyn Ave. Suite 100  
Mountain View, CA 94041  
Tel 650.475.4500  
Fax 650.475.1570

### San Antonio

7550 West Interstate 10,  
Suite 400,  
San Antonio, Texas 78229  
Tel 210.348.1000  
Fax 210.348.1003

### London

4 Grosvenor Gardens  
London SW1W 0DH  
Tel +44 (0)20 7343 8383  
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877.GoFrost  
myfrost@frost.com  
www.frost.com

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