



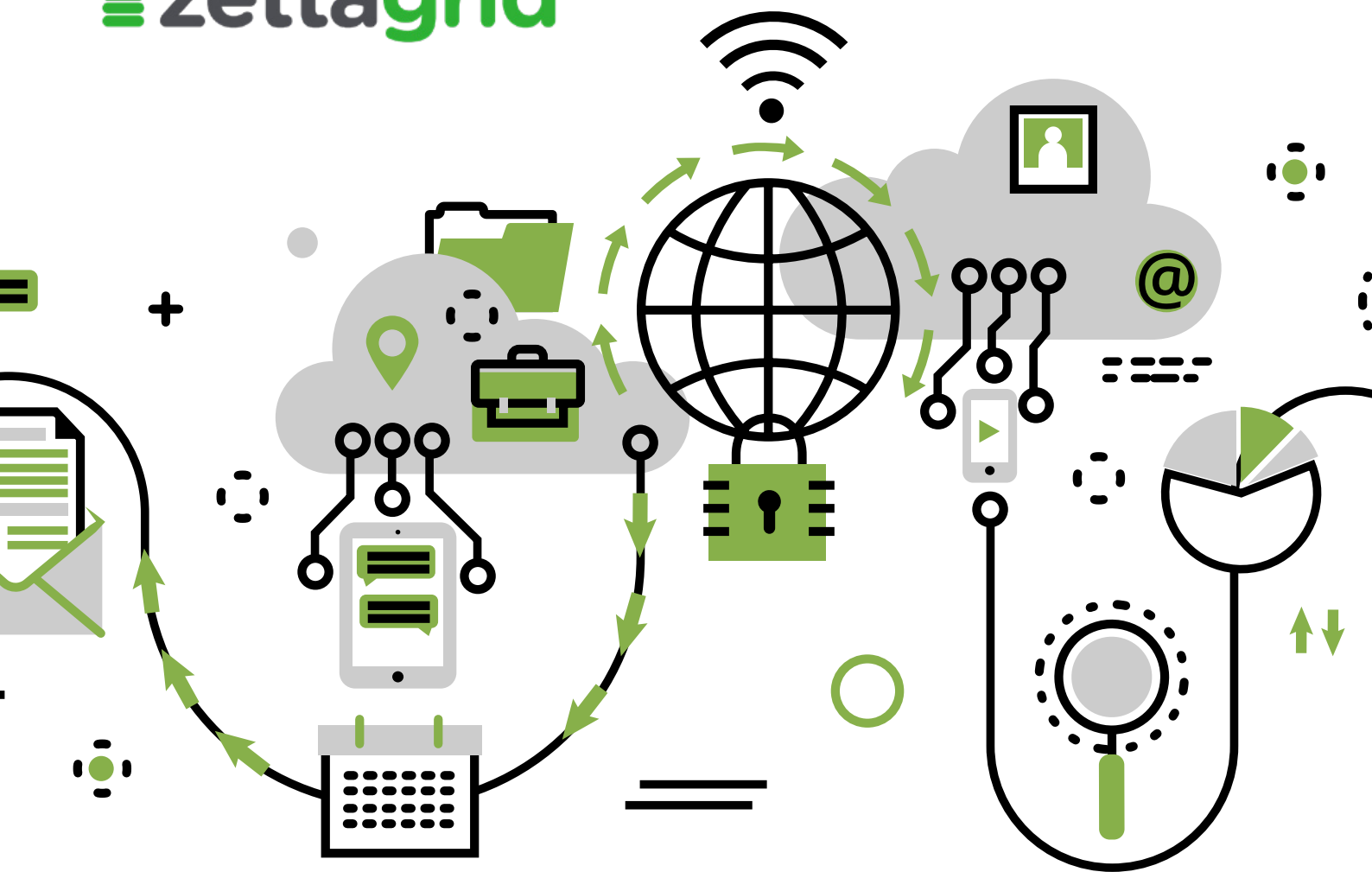
# Cloud without tears:

Making it possible for  
your clients



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**Cloud computing** is often presented as a slam-dunk way to get to peace of mind and ease of use for all IT needs. The sell is compelling: a direct relationship with a cloud provider, little setup or operating complexity, utility tariffs, no lock-in and a way to dial capacity up and down on an as-needs basis.

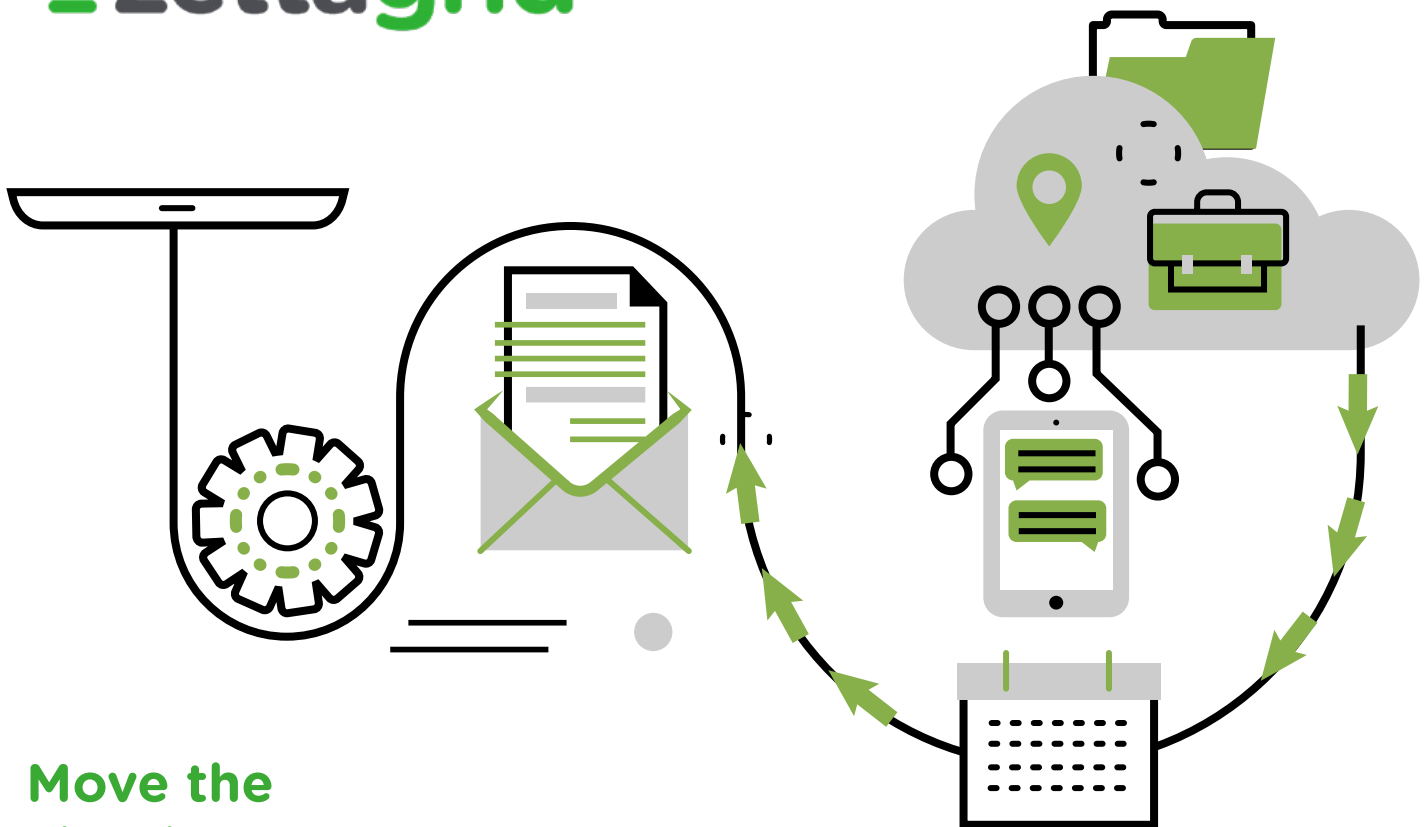
Well, cloud certainly has many advantages but it's not all upside and gravy. Integration with existing infrastructure and crafting the appropriate blend of public cloud, private cloud (hosted or on-premises) and traditional on-premises computing, depending on your unique needs, all need to be addressed... and that means that companies are going to need partners from the reseller channel.

And then there's edge computing and latency, business continuity and data security/governance. Let's take those areas one at a time.

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## Move the cloud to you

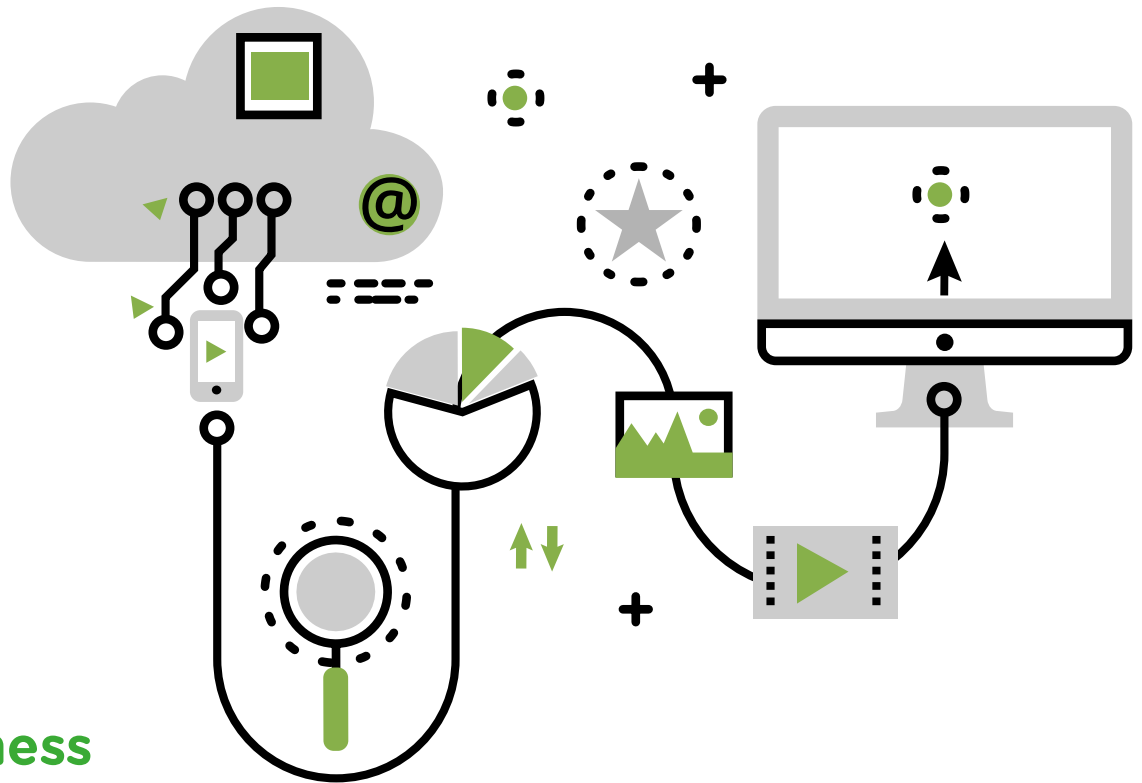
VMware CEO Pat Gelsinger refers to three laws of computing: physics, economics and the laws of the land and, with edge computing, there's a way to abide by all of these and still be successful, delivering results at speed, affordably and adhering to needs for data sovereignty and privacy.

Latency can be a big challenge in the cloud if network capacity is suboptimal, if workloads are large and/or highly distributed or even mobile (media streaming, the Internet of Things and connected vehicles respectively, for example). But in a large, sparsely populated country such as Australia, the significance of latency is even greater as physical distance slows down network communications. We also need to factor in the two other laws: making processes affordable and compliant with data regulations.

The answer lies in edge computing: a way to bring cloud computing closer to companies, wherever they are. Rather than relying on communications between large, highly dispersed data centres, edge computing places network nodes where they're needed – that means near your clients' data. If clients have significant latency challenges, it's critical that edge computing is deployed to save costs, accelerate data transmission for improved productivity, and enable hot areas such as real-time analytics.

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## Make business shock-proof

Business continuity should be on the mind of every IT chief today. COVID-19 was a reminder that we should always expect the unexpected and many organisations have found out the hard way that if we fail to prepare then we should prepare to fail. Any inability to quickly recover from a disaster or unexpected event can cause multiple challenges from squandered productivity and lost valuable data to regulatory actions and potential embarrassment, brand damage and financial penalties (see next section).

Today more than ever your clients need to have a Plan A and a Plan B for recovery. But they also need to realise that continuity trumps recovery and the ability to continue seamlessly in the event of a disruptive event is far preferable to having to search through backup disks and tapes in order to find lost files and slowly restore processes. With the possibility for further spikes in COVID-19, it makes sense to have all bases covered, from continuity to a real-time archiving system for all critical data.

Making your clients' businesses shock-proof also means being able to quickly enable employees to work from home or remotely and having a cloud hosting environment that's ready to kick in when needed so that even if the local data centre is compromised, work can continue.

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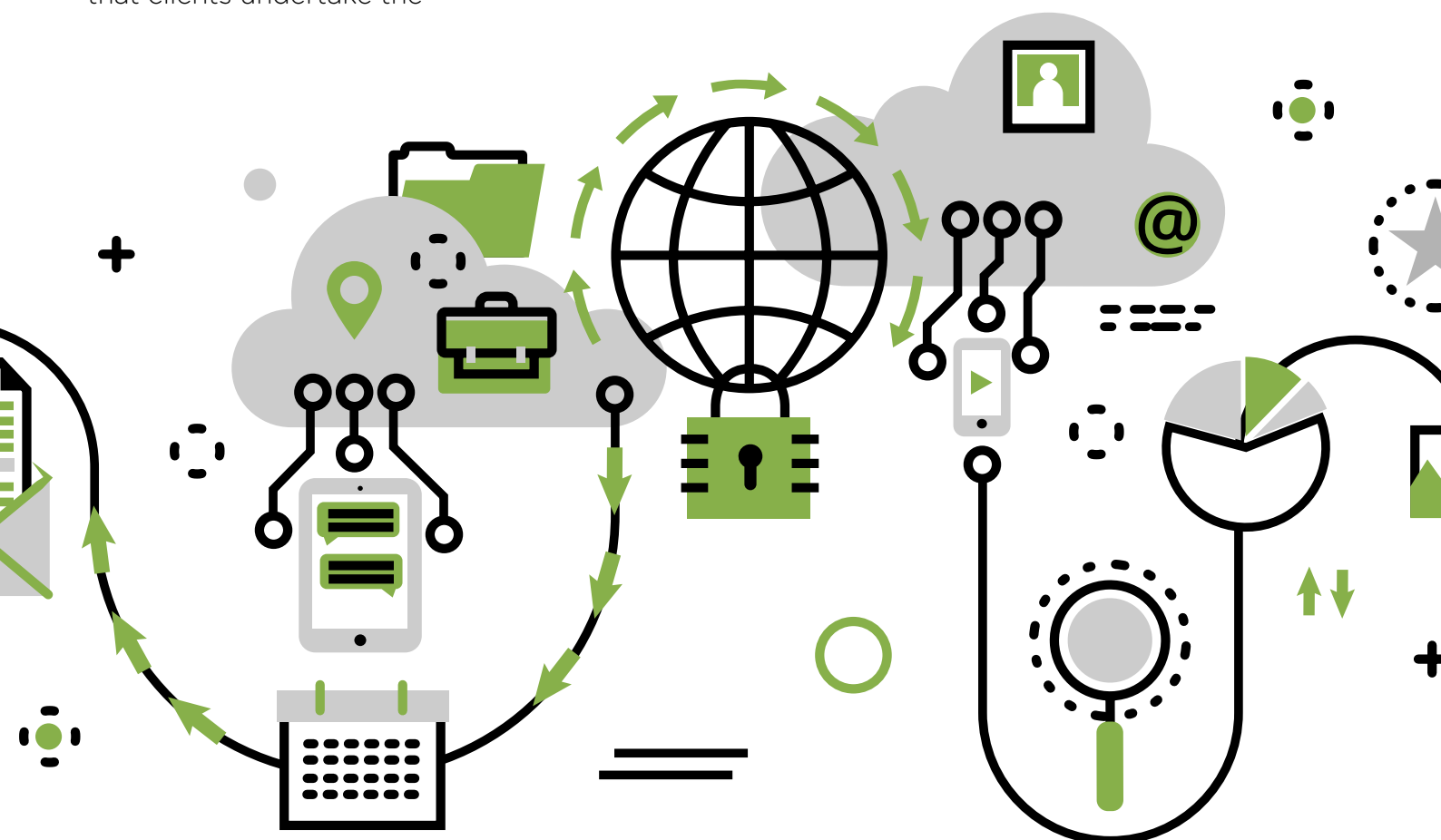
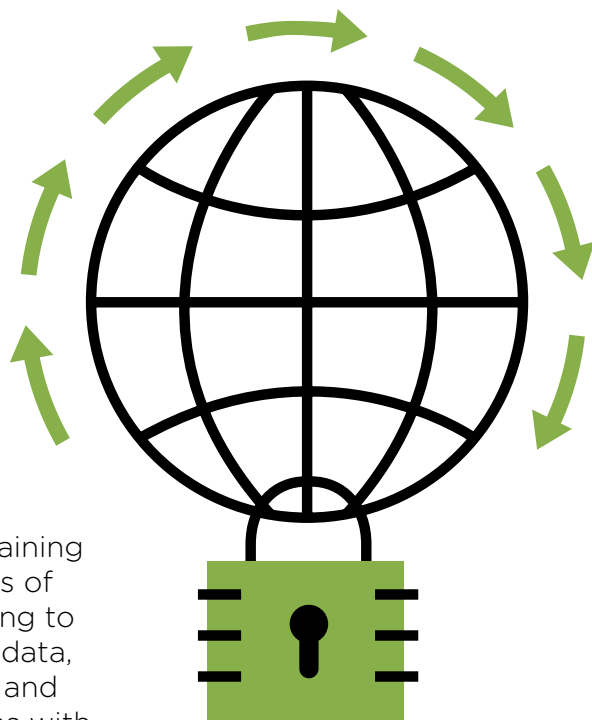




## Security and governance

Pat Gelsinger's quote about the laws of the land referred to the increasingly complex regulatory landscape. Ensuring data is secure is not the exclusive job of the cloud provider but a pact between your company, the client and the service provider. That means it's important that clients undertake the

right processes and training to understand the risks of data in the cloud. Failing to do so can lead to lost data, compromised privacy and even regulatory actions with serious repercussions so it's crucial that you understand and help them to block risky actions.



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## Get in touch

Zettagrid is a service provider with local know-how matched by deep domain knowledge in cloud and we promise never to treat you as just another number. We can offer your business the support you need with a personal touch to win and delight clients. We pass on leads to active partners and the opportunity to carve big margins and commissions. We don't deliver any managed services so you won't be in competition with us but you do get access to our technical staff across channels and we can help with customer onboarding and fixed monthly billing. We also cover more zones in Australia than any other provider so get in touch at...

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