Your organization is looking to IT for innovative solutions that drive competitive advantage. But it is also asking you to do it with less money. You need a flexible solution. Something scalable, cost-efficient and easy to deploy.

The cloud can provide your organization with the flexibility you need. It provides an agile and scalable IT environment with low upfront costs and minimal infrastructure investment. Plus, it gives your organization the ability to sample providers before committing resources.

70% of organizations cited a fear of compromised security as a major barrier to cloud adoption.
Unfamiliarity with and misconceptions about the cloud are major obstacles to adoption. Many organizations simply don't have enough education and experience with the benefits of the cloud to understand how it helps make your IT environment more flexible. In addition, there may be a sense that your IT department doesn't have the resources to implement such sweeping innovation.

The most common challenges fall into one of these two categories:

**RESOURCE ISSUES**

Increased budget cuts to IT departments decrease the time and personnel you can dedicate to cloud initiatives. This creates concerns that you might not have the resources to maximize a cloud investment.

**KNOWLEDGE ISSUES**

With so few organizations having experience with cloud solutions, it’s understandable why they are hesitant to adopt. There’s fear that IT departments lack the training to administer a cloud solution, and there’s confusion as to where to turn for impartial information about which solution would be best.

**Busting Cloud Myths**

**“THE CLOUD COMPROMISES SECURITY.”**

**False.** Cloud providers are required to utilize advanced, enterprise-level servers employing best-in-class technologies to ensure high levels of uptime. They must also incorporate security infrastructure (ISO/IEC 27001 and SAS 70) with regular updates, meaning you often have better security with the cloud.

**49%** of enterprise data centers experienced targeted malware/botnet activity, as opposed to 5% of cloud-hosting providers.²

**“CLOUD DEPLOYMENT IS COMPLICATED.”**

**False.** Cloud computing can sometimes be deployed for your organization in minutes. Providers have existing applications and infrastructure in place on their servers, eliminating the need for in-house software and/or hardware installation.

**“CLOUD COMPUTING TAKES AWAY CONTROL.”**

**False.** While application and process customization may be different in the cloud, there are some ways it is superior. Vendors measure user activity to look for ways to improve applications and processes. The results are frequent upgrades to functionality at no incremental cost to you.
THE SOLUTION

Your organization needs flexibility to meet today’s challenges. Public cloud computing offers several options that provide you with **ADAPTABILITY, SCALABILITY AND COST EFFICIENCY:**

![Software as a Service (SaaS)](image1)

Software as a Service (SaaS)

With a SaaS solution, your service provider hosts applications. Your users will access these apps through a browser or mobile app, so you don’t have to spend time and money installing apps on devices. Beyond deployment advantages, SaaS provides user scalability, allowing you to rapidly increase or decrease deployment based on your needs.

![Infrastructure as a Service (IaaS)](image2)

Infrastructure as a Service (IaaS)

IaaS reduces your total infrastructure costs by providing you with a pool of virtual machines hosted offsite. This allows you to scale servers, storage, networking, load balancing, etc., to your needs and helps reduce your capital IT investment expenditures.

![Platform as a Service (PaaS)](image3)

Platform as a Service (PaaS)

PaaS serves as a hybrid option of SaaS and IaaS. You get the IT infrastructure needed for hosting applications, and the development tools and environment to build and deploy cloud applications. Typically a PaaS consists of an OS, programming language environment, database and a web server. These setups are ideal for organizations that want to forgo the costs of buying and managing any of the underlying hardware and/or software.

Questions to Ask Before Signing a Cloud Service Contract

Before your organization makes the transition, be sure to ask the following questions:

1. How quickly will cloud services be up and running?
2. How quickly can service levels be adjusted as usage demands rise and fall?
3. Does the contract apply to the infrastructure as a whole, or does it cover each individual machine?
4. How often will downtime occur for scheduled maintenance, and how will disruptions be scheduled?
5. Will the provider accept an exit clause allowing termination of the contract without penalty in the case of recurring incidents?
6. What types of service problems result in refunds? What types lead to service credits? What are the redemption procedures in each case?
7. Will the organization receive monthly reports that analyze performance against agreed-upon metrics?
8. How will the cloud be monitored for regulatory compliance?

HOW WE DO IT

We are a leading provider of cloud computing services, including both public and private options. We can help you assess your priorities and determine which apps and processes should and shouldn’t be moved to the cloud. Learn more about our approach at CDW.com/cloud
The flexibility of cloud computing into your IT environment comes with several benefits.

**MAXIMIZES RESOURCES WITH MINIMAL INVESTMENT**

- **Predictable budgets** – Change IT budget from expensive upfront costs to lower monthly charges.
- **Reduced infrastructure costs** – Eliminate the need for a large amount of in-house infrastructure, lowering the drain on budget and IT support.
- **Lower operational costs** – Maintenance, personnel, updates and infrastructure upgrades are handled by your vendor, freeing up budgets for other IT initiatives.
- **Freedom from commitment** – Most vendors operate on a pay–as–you–go model. You can quickly and easily switch to alternate vendors if you find a better fit.

**DRIVES COMPETITIVE ADVANTAGE**

- **Faster speed to market** – Become more agile and responsive to customer needs with improved workflow and the ability to rapidly prototype.
- **Drives innovation** – Cloud computing drives innovation in two ways:
  1. Customer value proposition. Enhance current products and/or services to improve the overall customer experience.
  2. Value chain. Gain flexibility in operating capabilities so you can change your role within the market rapidly or create a new value chain for consumers.
- **Reduces barriers to entry** – Lower overall infrastructure costs and reduce the need for large onsite data centers.
- **Closer connection to resources** – Maximize the ability to operate remotely by making data and applications accessible from any device and any location.

**MAXIMIZES FLEXIBILITY**

- **Deployment flexibility** – Deploy at your speed and comfort level.
- **Scale flexibility** – Rapidly and fluidly scale up or down to meet your organization’s needs. Pay only for what you use.
- **Future flexibility** – Adapt to new technology as it is introduced.
WHY CDW?

We get cloud computing.

We have experience in helping organizations like yours select and implement a variety of cloud solutions.

THE PEOPLE

Our dedicated account managers understand the cloud landscape and can help find the right solution and vendor for your needs. Meanwhile, our dedicated cloud specialists guide you through convergence, licensing and acquisition. Finally, our experienced solution architects provide insight on cloud offerings and implementation support.

THE SERVICE

We offer a wide range of Migration, Integration and Management (MIM) services to take the burden off your IT staff. We can help you with the tough task of moving data and processes to or between clouds, as well as integrating processes into your existing infrastructure. Then, we can remotely manage your cloud infrastructure platform.

THE PLAN

At CDW, we can help you through every stage of your transition to the cloud. We provide an initial discovery session, an assessment review and detailed vendor evaluations. Then, we offer recommendations and assist with procurement, configuration and deployment. Plus, we provide ongoing support.
OUR PARTNERS

Our cloud solutions include a variety of top vendors that can provide you with the leading services across all levels of cloud computing.

Google Apps

Google Apps includes dozens of critical security features specifically designed to keep your data safe, secure and in your control. Your data belongs to you, and Apps tools enable you to control it, including who you share it with and how you share it. The Google data center network provides exceptional security and guarantees reliable access to your data, 24/7/365.

Adobe Creative Cloud for teams has all the tools that you love, totally reimagined. It enhances creativity with cloud storage, one-stop publishing, expert training and support, flexible license management, hassle-free compliance and lower costs. Creative Cloud for teams lets you maximize your budget and leverage centralized administrative tools that make it easy for IT to purchase, deploy and manage Creative Cloud along with the changing needs of your team.

HP Cloud offers a complete portfolio of solutions and services to meet your needs across private, managed, public and traditional IT environments.

EMC

Accelerate your IT transformation and server virtualization journey with EMC VSPEX for private cloud storage. VSPEX flexible infrastructure stacks accelerate your virtualization journey and scale as you proceed through the phases of virtualization.

WE'VE GOT THE PROOF

CERTIFICATIONS

- Certified Cisco Systems Integrator
- Cisco Cloud Application Integrator for HCS
- Cisco Cloud Builder
- Cisco Cloud Infrastructure Partner
- Cisco Cloud Provider
- Citrix Certified Administrator
- IBM Software Value Plus Partner
- Savvis Cloud Certified
- Verizon Partner Program, platinum member

PARTNER AWARDS

- VMware Hybrid Cloud Service Partner of the Year — 2013
- Level 3 Top Agent and Platinum Partner — 2012
- Citrix Partner of the Year — 2012, 2013
- Masergy #1 Agent 2011–2013
- McAfee SMB North America Partner of the Year — 2012
- Microsoft Corporate Accounts Global Partner of the Year — 2012
- Navisite Agent Partner of the Year — 2012
- Navisite Top Revenue Producer Award — 2012
- Terremark Top Channel Partner — 2008–2013
SUCCESS STORY: The Thrill of a Humdrum Transition

THE PROBLEM: Legacy architecture was limiting access to email.

The organization had a problem. Their old email architecture didn’t allow for mobile access and was inundating users’ machines with stored files. This created a risk of catastrophic data loss if hard drives crashed and slowed the flow of information.

THE APPROACH: Assessed organization’s needs and provided a recommendation that would create a seamless transition.

We immediately began a discovery process to determine the organization’s messaging environment. We assessed what hardware and software was being used not only for messaging, but also spam filtering and security. Using that information, we devised a strategy to migrate their system to the cloud version of their legacy architecture — limiting the amount of retraining needed.

THE RESULTS: An uneventful transition and implementation of a cloud solution.

As a result of our approach, the organization was able to migrate 500–plus users from a desktop email environment to a cloud approach. Hardware and infrastructure overhead for emails was all but eliminated, and users could access their messages almost anywhere with ease.

SEE HOW IT WORKS >> CDW.com/humdrum

Visit CDW.com/cloud or call 800.800.4239 to learn more about how cloud computing can give your organization the agility to innovate.