

CRAYON

Where's my Silver Lining?



At Crayon, we're firm believers that whilst transitioning to Cloud Services is not a journey to be taken lightly, the benefits that Cloud applications and services make available to businesses today are truly transformational.

That's why we've put together our Silver Lining Quick Reference Guide to demonstrate how Cloud can help to provide a silver lining for some of the biggest business and licensing challenges that face our customers today.

BENEFITS

IT expenditure takes up too much CapEx - people think of IT as a cost centre

Silver Lining: Because many Cloud services are available via subscription, and therefore sit on the OpEx line rather than count as CapEx, this proves an extremely attractive way to pay for IT. This 'flattens out' expenditure, removing the need for punishing spikes at renewal time. A big hit with CIO's and Finance Directors alike!

Staff insist on using their own tech - we don't want to have to support it

Silver Lining: Being able to access communication and productivity tools via a device + an internet connection immediately empowers your workforce to be productive on the move, and on their own time. And by using the right levels of data protection and encryption server-side, you can make sure that your security isn't compromised. If they want to work - let them!

Spikes in infrastructure usage slow the network down

Silver Lining: By using Cloud services, you have access to far greater compute power than running your own servers, and providers usually guarantee uptime SLA's of at least 99.9% (Microsoft even financially backs theirs*). You also have access to incredible scalability which means that spikes are easily dealt with, and you're not paying for more compute power than you actually need.

As the business grows, so do our costs

Silver Lining: Cloud Services offer several cost savings including (but not limited to): software licensing costs vs on-premise/overheads associated with network hardware and office space | IT maintenance and support.

Not all of our data can sit in a 'public' Cloud - what's the point?

Silver Lining: There are a huge range of options available, from shared cloud services (or multi-tenant) such as Office365 to private clouds in domestic datacentres designed to deal with highly sensitive data that requires full sovereignty. Whether you just want a space to collaborate, a dedicated server to host critical customer data, or a combination of the two, there will be a solution to suit you. Combinations of 'on-premise' and Cloud can also work too – don't let one dataset prevent you from investigating the benefits Cloud can bring.

LICENSING

Software renewals are painful, we never feel like we're getting a good deal

Silver Lining: You're not on your own! Moving to subscription-based Cloud software and services not only puts you in greater control of your licensing estate, it also has the added benefit of moving the cost from CapEx to OpEx. And as you're very often paying on a 'per user, per month' basis, the age of time-consuming, costly renewals could become a thing of the past!

It's hard to stay current - often we don't deploy what we're entitled to

Silver Lining: When software upgrades occur on an infrequent basis, companies can be disinclined to deploy them, preferring to skip a version in the hope of saving time and money. With Cloud applications and services, improvements to software can be made instantly, taking up less bandwidth and releasing new functionality to users as soon as it is available.

There are so many licensing permutations - why can't it be simple?

Silver Lining: The beauty of Cloud software and applications is that publishers are trying extremely hard to make their licensing as straightforward as possible – and this is only set to increase as publishers offer ever more of their software via this model. Usually Cloud licensing is offered on a straightforward "per user, per month" basis. By taking advantage of applications and services in the Cloud you can start to say goodbye to complex agreements.

I'd like to offer IT services to the shop floor but it's just too expensive

Silver Lining: Many businesses, such as retailers and manufacturers, have employees who don't need full productivity software but do require access to company email and messaging. By using Cloud services such as Office365, you can set up user-profiles which mean you can provide every employee with the right level of IT service without over-investing in infrastructure, software licensing or devices.