CLOUD

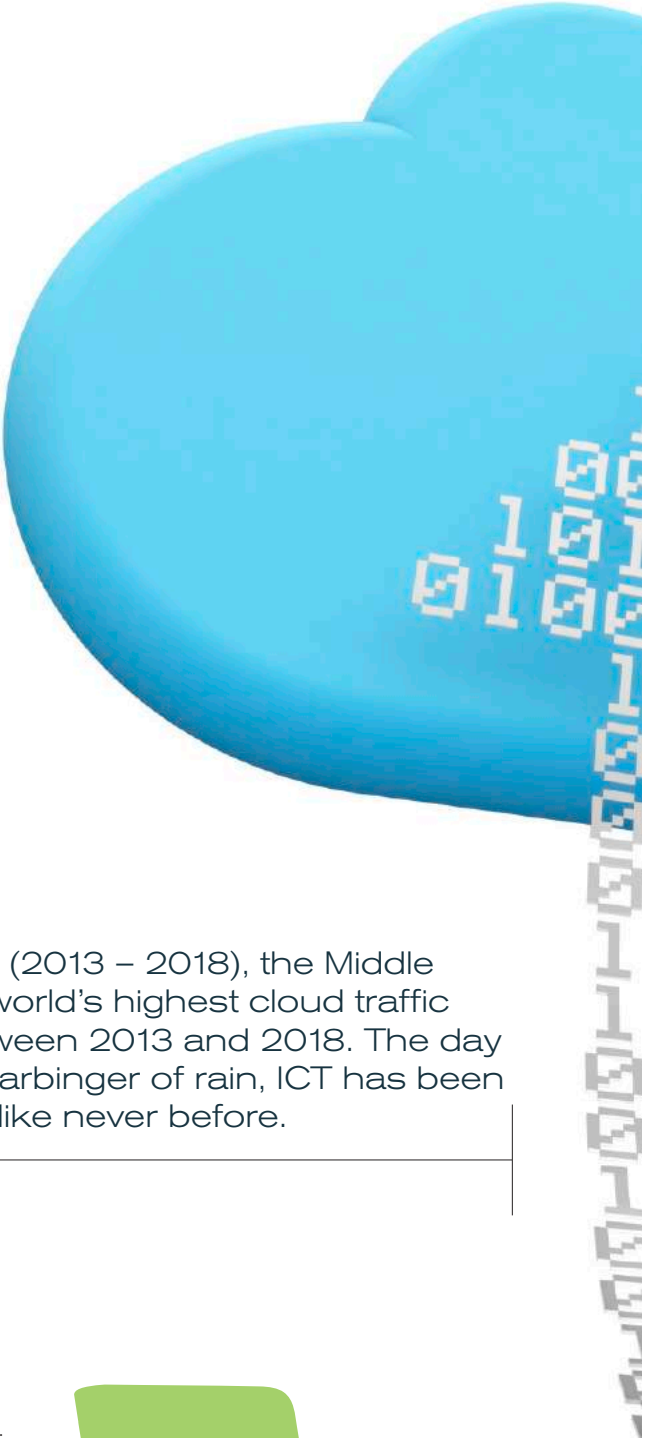# *It is Raining 'Cloud'*

According to the Cisco Global Cloud Index (2013 – 2018), the Middle East and Africa are projected to have the world's highest cloud traffic growth rate, growing more than 8-fold between 2013 and 2018. The day since ´Cloud´ no more stood for a sheer harbinger of rain, ICT has been showering flexibility and agility to business like never before.

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T he rise of Cloud hosting has an interesting history behind it, dating back to the 60´s when John McCarthy prophesied that computing would one day be structured as a public service. The evolution and revolution that followed is a history!

The worldwide market for public cloud systems is projected to hit $204 billion this year, a 16.5% increase over the $175 billion market in 2015, according to Gartner. Organizations are keen to shed off the CAPEX models and shift to OPEX. The Middle East organizations, though was a late entity to enter the cloud market, has been making some significant strides shifting their data centres to IaaS models. The Future IT Summit 2016, to be organized by Enterprise Channels MEA, will also put forth some interesting use cases and successful implementation stories of Cloud and its maturity in the Middle East region.

ENTERPRISE IAAS ADOPTION

According to IT industry trends, 2016 is the year of Enterprise IaaSadoption . It is also predicted to be the highest growth areas within the IT segment. Today, enterprises are aware of the advantages of utilising IaaS, PaaS, SaaS in a hybrid IT strategy as opposed to building their own on premise solutions. "However, they are still cautious as they do not have many options for recognised cloud services provider in the region. eHDF, however, is one of the few companies in the UAE and amongst the first to offer cloud services with different flavours such as Hosted Private (Unmanaged and Managed) and Public Cloud offerings," says Yasser Zeineldin, CEO, eHostingDataFort.

INFRASTRUCTURE READINESS

Storage tops the infrastructure checklist in

QUICK READ

30 of the 50 CIOs of top organizations who attended the recent CIO Summit in Qatar affirmed that cloud computing featured in their long-term planning horizons. While 25% said they had considered or had already adopted public cloud services such as Salesforce.com or Google Apps, another 20% rated on-premise private cloud options as their first step.

modern enterprises, thanks to Big Data! So how ´Infrastructure Ready´ are the Middle East organizations ? Organizations are increasingly advised to utilize a cloud readiness assessment

and carefully choose a cloud ready partner. But the challenge that lies ahead is that every business and every data center is unique. The availability of local service providers are not that many as

of now, but increasing steadily. "The challenges are predominantly in the area of services, in regards to migration to cloud. Compliance with international standards and pricing are also

YASSER ZEINELDIN
CEO, EHOSTING DATAFORT

"In five years' time, one word which might aptly describe cloud infrastructure services is - "everywhere"

SAEED AGHA
GENERAL MANAGER, PALO ALTO NETWORKS MIDDLE EAST

"Enterprises should treat their public cloud deployment as a greenfield opportunity to implement the tightest security possible."

GEORGE K THOMAS
CEO OF PINNACLE

"Cloud is not a decision that can be deferred any longer, CIOs need to get cloud strategy in place soon."

ADVICE TO THE CIOS

eHDF to the CIOs
Before implementing the cloud CIOs need to-
Assess the company's long-term business and infrastructure needs
Establish realistic goals and priorities,
Conduct an internal review with business heads to identify which data can be moved to the cloud.While choosing a cloud vendor,it is important for CIOs to review and evaluate their security standards, policies and governance models
CIOs need to ensure that their organizations have effective data recovery and backup management tools in place in case of any loss during data synchronization

Palo Alto to CIOs
CIOs are advised to avoid status quo approaches like;
- Lack of focus on preventing successful breaches
- Belief that security is simply an IT problem
- Reliance on point security products
- Too many manual steps and cycles.

Pinnacle Computer Systems to CIOs
Cloud is not a decision that can be deferred any longer, CIOs need to get cloud strategy in place soon.
CIOs need to communicate to management, tackle the false notions they have about Cloud and convince management about the business implications

Transys Solutions to CIOs
CIO should look at evaluating their IT landscape and identify their noncore areas to move to the cloud.
CIO should consider moving their computing infrastructure locked in for Development and Testing to the Cloud.

KOENIG to CIOs
4 disruptive forces need to be taken into consideration;
- Rising server to admin ratios
- IT becomes a variable cost
- End-user auto provisioning
- Infrastructure becoming a commodity

current concerns," says George K Thomas, CEO of Pinnacle.

As eHDF sees it, some challenges that lie ahead are; Security concerns for the data on cloud; Compliance complications not allowing data to be hosted outside the region; Lack of adequate skill sets. "Among all Cloud services, infrastructure readiness in terms of IaaS is only next to SaaS in the region. Shortage of localized offerings for the region from the mainstream vendors, lack of mature adoption process are some of the challenges," says Ranjith Kaippada, Sales Director, StorIT Distribution

Stephen Fernandes, Executive Vice President - TransSys Solutions says, "Privacy and security of data has been one of the biggest barriers for companies contemplating to adopt to the cloud. Users purchasing unauthorised cloud services and storage are creating a problem of shadow IT for their organizations."

"While the Middle East is no stranger to IT, the concept of cloud computing may be challenging to implement in the region as proven by the number of companies who have attempted to run their data centers in the region, only to realize that it's very expensive and frustrating as it's usually much cheaper to use a co-location facility in order to connect back to an overseas data center, than to directly connect with a cus-

RANJITH KAIPPADA
SALES DIRECTOR, STORIT DISTRIBUTION

"Cloud security is an evergreen field of growth & continuous process of facing new challenges, managing and remediating those challenges."

STEPHEN FERNANDES
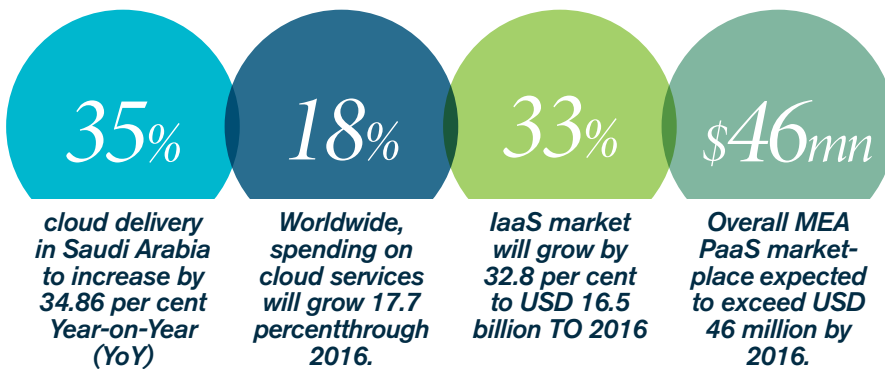**EXECUTIVE VICE PRESIDENT - TRANSSYS SOLUTIONS**

"Companies need to drive improved latency time, stringent security layers, robust data encryption and high availability."

SAURABH BHATTACHARYA
TECHNOLOGY EVANGELIST, KOENIG.

"The key drivers of success is a company's ability to pay attention to the needs of users on a local level."

CLOUD IN NUMBERS

35%
cloud delivery in Saudi Arabia to increase by 34.86 per cent Year-on-Year (YoY)

18%
Worldwide, spending on cloud services will grow 17.7 percentthrough 2016.

33%
IaaS market will grow by 32.8 per cent to USD 16.5 billion TO 2016

$46mn
Overall MEA PaaS market-place expected to exceed USD 46 million by 2016.

tomer a few miles away, and where the electrical grid has the nasty habit of being unavailable for hour or even days at a time" says Saurabh Bhattacharya, Technology Evangelist, Koenig.

CLOUD SECURITY
The market for security products and services is growing globally and demand for cloud-based security is leading the charge. The Cloud Security Market report by MarketsandMarkets predicts the market size at nearly $9 billion by 2019. According to Koenig, Data center security stands on the pillars of the following.

"Contrary to popular belief, partnering with a reliable cloud services provider is far more secure than in-house server hosting," says Yasser.

Recognizing these changing requirements, Palo Alto Networks had partnered with VMware to deliver an integrated solution that combines the Palo Alto Networks VM-Series virtualized next-generation security platform with the VMware NSX network virtualization platform. With this joint solution, customers are able to unify next-generation network security across their physical and virtual environments with a single point of management.

PARTNERSHIPS

BETWEEN SECURITY AND NETWORKING COMPANIES
Analysts and researches are urging for increased partnership between traditional security vendors and networking companies and cloud providers to initiate more cohesive cloud security strategies. According to Saeed Agha, Palo Alto´s interaction with customers has shown that public cloud projects may be driven by groups that fall outside of traditionally-defined networking and security teams. Examples we have seen include Cloud, DevOps, Infrastructure, and Virtualization. As public cloud initiatives accelerate, the concept of security first will expand beyond the security team into the other groups, thereby expanding the working relationships and resources focused on the task of network and data protection.

FINALLY
The era of the digital transformation has been driven by the growing adoption of 3rd platform technologies. Waking up to the new reality business from verticals such as retail, wholesale and manufacturing are relatively open to public cloud platforms. Virtualization as a key catalyst to cloud computing is accelerating the transformation of Data centres to private cloud. The landscape is rich, the opportunities are immense and the future is ……… already HERE. ↰