

MULTI CLOUD UNLOCKING THE REALITY!

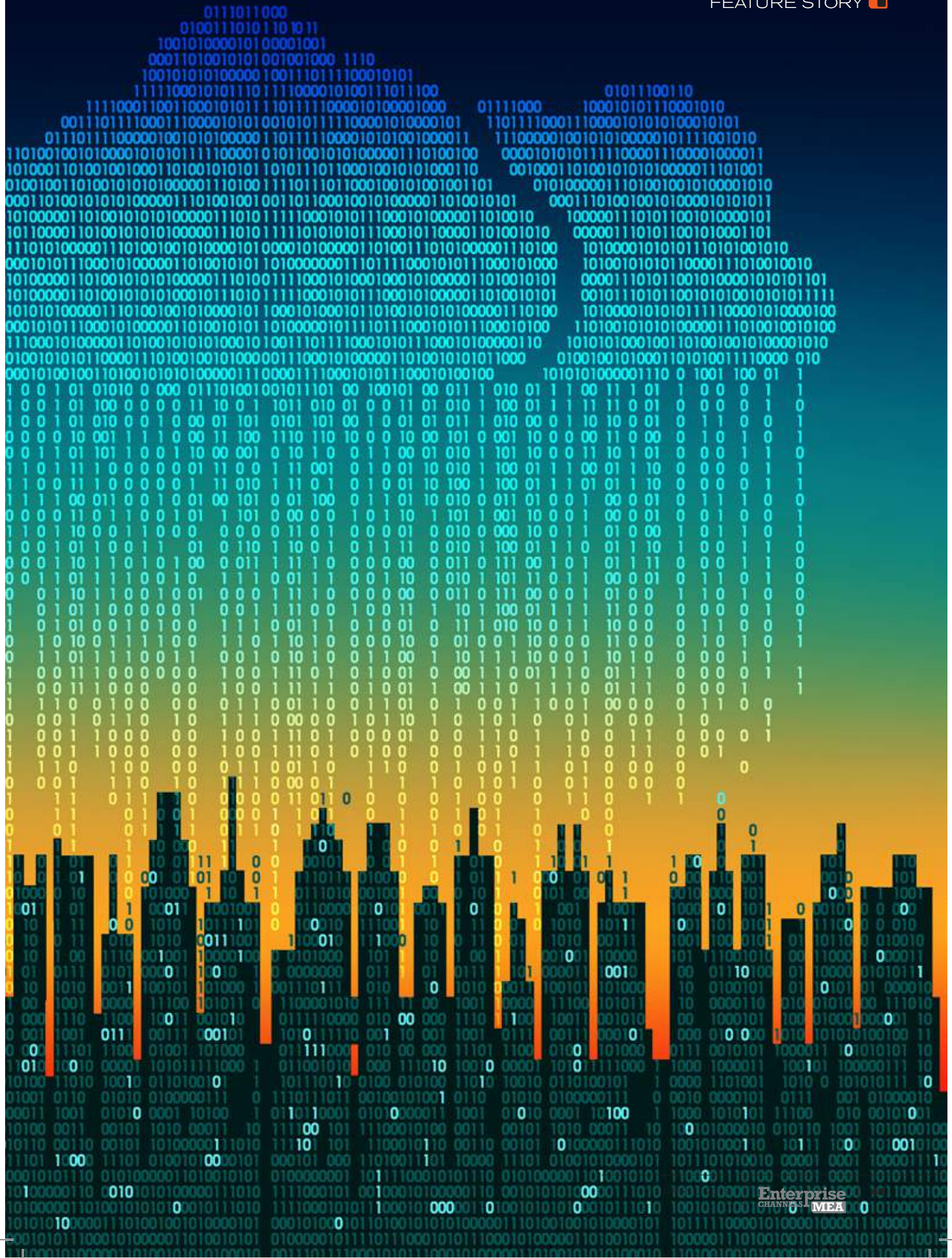
The multi-cloud industry is expected to triple in size by 2020 as the Middle East organizations are aiming to add more value to the business by using this platform. However, industry leaders point out the challenges that this transition will bring. Read on...

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As organizations undergo digital transformation and continue to increase their cloud consumption, many companies are finding that a 'multi-cloud' approach is the new norm. According to IDC's CloudView Survey, the vast majority of cloud users are running more than one type of cloud deployment and work with more than one major cloud provider — and this new world of 'multi-cloud' comes with new challenges and new priorities. According to a report by Markets and Markets, the Middle East's cloud applications market is set to triple to USD 2.4 billion by 2020.

THE MIDDLE EAST APPROACH

Though the cloud adoption in the Middle East is in its early days, we can see some major investments by global cloud service providers in the region. According to a survey carried out by Equinix among more than 1,200 senior IT professionals from across Europe, Middle East and Africa, show the rise of multi-cloud and the evolving role of the data center. According to the survey, more than seven in 10 (71%) organisations are likely to move more of their business functions to the cloud in the coming years. 60% of EMEA IT leaders cite proximity to cloud





“SECURITY AND PERFORMANCE REQUIREMENTS OF MULTICLOUD CONNECTIVITY CAN BE CONFIDENTLY ADDRESSED THROUGH THE CAPABILITIES OF PRIVATE CONNECTIONS AND VIRTUALIZATION,”

JEROEN SCHLOSSER,
MANAGING DIRECTOR, EQUINIX MENA



“WITH MULTICLOUD, IT GETS TO FOCUS ON THE KEY DRIVERS OF ENTERPRISE INNOVATION AND DIFFERENTIATION—APPLICATIONS AND DATA,”

AARON WHITE,
REGIONAL DIRECTOR - MIDDLE EAST AT NUTANIX.



“MULTI-CLOUD IS HERE TO STAY AND THAT IT HAS THE POWER TO TRANSFORM BUSINESS OPERATIONS FOR THE BETTER,”

DR. CHRIS COOPER,
GENERAL MANAGER FOR LENOVO DCG, MIDDLE EAST, TURKEY AND AFRICA



“EXECUTIVES SHOULD BE MAKING STRATEGIC DECISIONS ABOUT THE APPROPRIATE ENVIRONMENT BASED ON THE TYPE OF DATA AND THE APPLICATIONS MAKING USE OF THAT DATA,”

JAMES PETTER,
VP INTERNATIONAL, PURE STORAGE

service providers (CSPs) as an integral factor when choosing a data center in their local market.

“Over the last year demand for cloud services has been very strong but the lack of ‘In-Region deployed’ cloud platform has been a barrier to adoption. 2019 will be the first year that both government and enterprise have choice in building hybrid cloud structures,” said Jeroen Schlosser, Managing Director, Equinix MENA.

“As both public and private cloud continue to mature, many companies opt for both, leveraging multiple clouds to satisfy their diverse enterprise computing needs. Multicloud allows companies to choose the right cloud for each workload, be it a mission-critical core application such as enterprise resource planning, or cutting-edge cloud-native analytics apps. With multicloud, IT gets to focus on the key drivers of enterprise innovation and differentiation—applications and data. Multicloud combines on-premise operations with services and applications running on multiple cloud providers, which enables organizations to capture the benefits of each platform while mitigating their downsides,” said Aaron White,

Regional Director – Middle East at Nutanix.

But what are the challenges/benefits that it brings with it?

ADDRESSING THE CHALLENGES & UNLOCKING ITS BENEFITS

The task of designing and building a multi-cloud infrastructure will be different for every enterprise. For many, the process will involve linking legacy, on premise applications, etc with a range of resources and services provided by the external cloud service provider. Yasser Zeineldin, CEO of eHosting DataFort believes that adopting a multicloud strategy comes with its own set of challenges. “Managing multi-cloud solutions from different vendors across different cloud environments can be difficult and time consuming. If not monitored and managed properly, it can lead to several operational issues. Many regional organizations are signing on managed cloud services providers to assist them with their multi-cloud solutions, where they will manage issues with interoperability, infrastructure,



“SYMANTEC’S ULTIMATE GOAL IS TO SECURE BUSINESSES IN THE CLOUD GENERATION ERA,”

GORDON LOVE,
VICE PRESIDENT OF SYMANTEC REGION



“BY WORKING WITH MULTIPLE CLOUD SERVICES PROVIDERS, ENTERPRISES CAN LESSEN THEIR DEPENDENCY ON A SINGLE PROVIDER AND CAN ALSO AVOID VENDOR LOCK-INS, DATA CENTER OUTAGES AND BANDWIDTH ISSUES,”

YASSER ZEINELDIN,
CEO OF EHOSTING DATAFORT

network, storage, backup management and monitoring, security and other challenges. By partnering with a trusted managed cloud services provider, organizations will be able to monitor



“SERVICE PROVIDERS THAT CAN HELP ORGANIZATIONS BUILD THEIR PRIVATE CLOUDS WHILE DRIVING BUSINESS AGILITY AND MANAGING THEIR COSTS, WILL INCREASINGLY BECOME IN-DEMAND”

PAUL POTGIETER,
MANAGING DIRECTOR – UAE, DIMENSION DATA

their cloud solutions from one single place and avoid complications. They will also get regular maintenance and 24x7 support to ensure issues are resolved quickly,” he said.

But regardless of the challenges, it is likely that an organization will end up with a multi-cloud infrastructure in which various IT services are delivered by different cloud providers.

According to a report, 90% of companies will have a portion of their applications or infrastructure in the cloud this year. Among the many lessons learned in that migration over the last several years is the need to drive efficiency and cost savings while meeting strategic business needs. This means setting data free, but doing so in the most efficient manner possible, which in many cases is vastly different than operations today. In the coming months, IT departments will review their investments made in first generation public cloud and evaluate their return on investments from operational expenditures. Increasingly IT departments are assessing the benefits of spending the same amounts on private clouds and this approach is gaining traction in market segments with high value transactional data. Service providers that can help organizations build their private clouds while driving business agility and managing their costs, will increasingly become in-demand said Paul Potgieter, Managing Director – UAE, Dimension Data.

The bottom line according to James Petter, VP International, Pure Storage is “Executives should be making strategic decisions about the appropriate environment based on the type of data and the applications making use of that data. For example, applications that typically run consistently day after day and week after week—mission critical, steady state apps that run all the time without a lot of variance—are better-suited to an on-prem instance. It’s simply less expensive

than running such apps persistently in the cloud.”

TACKLING THE SECURITY CHALLENGE

A hybrid cloud model brings both improved security and added complexity. And with complexity comes the potential for new vulnerabilities. Managing this increasingly complex system will be one of the biggest challenges in the coming years believes Gordon Love, VP, Symantec region. “This is the reason why Symantec has been developing a new range of products around cloud protection,” he said. “Symantec’s ultimate goal is to secure businesses in the Cloud Generation era. Symantec’s Integrated Cyber Defense (ICD) platform unifies cloud and on-premises security to provide threat protection, information protection and compliance across all endpoints, networks, email, and cloud applications, already used by companies around the world.

One of the other ways businesses can use the cloud more securely is through direct, dedicated interconnections between network and cloud providers and users and data, bypassing the hacking and performance risks of the public internet. Moving enterprise IT infrastructure to the edge, where proximate, direct cloud and carrier interconnections can be deployed via growing numbers of concentrated cloud/network provider and business ecosystems, is a great way to achieve lower latency, said Jeroen.

Lenovo DCG believes that multi-cloud is here to stay and that it has the power to transform business operations for the better. “Over the next five years, the use of multi-cloud and AI will become much more pronounced and enterprises around the world will increasingly leverage these new technologies to play a crucial role in their IT infrastructure,” said Dr. Chris Cooper, General Manager for Lenovo DCG, Middle East, Turkey and Africa. ➔