



IBM Midsize Insider Blog

Title: Cloud Wars: Today's Cloud Computing Challenges and Failures

Cloud computing challenges are on the agenda at many organizations these days. A new research study found that cloud initiatives are necessary for a firm to innovate and to remain competitive no matter what industry it is in. However, implementing the right solution can be a tricky problem.

Cloud Efforts

The new study called “Casualties of Cloud Wars: Customers Are Paying the Price” was recently featured [in Information Management](#) featuring the input from 400 organizations worldwide that described their efforts in using the cloud. The survey, conducted by Enterprise Management Associates, found that most firms collaborate with up to three cloud computing vendors showing that they must work with several vendors in order to find the right solution. Those interviewed believed the cloud gave them important benefits including saving on costs, scalability and about half believed that public cloud services were great for disaster recovery.

The findings also noted that a majority 88 percent ran into one unexpected challenge. The top challenges listed were complicated pricing models and performance issues. The findings also concluded that cloud may give various benefits to firms but seeking out various vendors is often necessary to find the right vendors that can take a personalized approach.

Midsize Approach

That personalized approach is very important for IT professionals at midsize firms. Working with experienced cloud computing vendors is increasingly becoming a key part of their duties. The cloud has helped growing firms innovate with more computing power and various solutions that have taken their businesses to another level. However, getting to the point of optimum productivity takes work – as does with any new technology implementation.

There are several types of cloud deployments that suit the business needs of a variety of industries and firms. Public cloud services are often popular for their affordable cost and scalability. Midsize firms concerned about security or privacy can design and build their own cloud environments in a private cloud. Others opt to deploy a hybrid cloud that combines the best of both options. The fact is any growing firm can decide what layers they need to manage. With limited budget, time and resources they invest in experienced vendors to get them on the right track and to build the proper IT foundation for a successful cloud computing environment.

What's Behind It



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Cloud computing challenges will remain. It's a dynamic industry that offers key solutions important to firms of all sizes. IT managers that work alongside experienced consultants can avoid the possible issues associated with a cloud implementation that wasn't optimized properly to begin with. Those that work with trusted partners understand that in order for the cloud to live up to its potential as a game-changing technology, the right mindset, strategy and tools must be built behind it.

Published: August 2015