Dell for STARTUPS

Optimize your Cloud Investments – Build Your Technology Roadmap with us

As startups are focused on building their business, they are leveraging cloud services to accelerate go-to-market, scale up quickly and effectively, reimagine customer experiences, and do more. 81% of organizations use more than 1 public cloud[1] , creating cloud complexity, inconsistent security, and lack of control.

A well-defined multi-cloud strategy enables startups to run their workloads in the right cloud (Public, Hybrid, Colo/Onprem, edge) and take advantage of best-of-breed specialized technology, depending on a workload or application, while optimizing cost, quality, and resiliency, and preventing data loss/corruption. It allows leveraging the better cloud model, during a startup's ever-evolving digital journey.

A Data First approach, instead of a Public Cloud first approach, can help the organization choose the right cloud for the right workload. Workloads that are best suited for public and private/hybrid cloud are Dev and Test, CRM, Email, Websites, etc.

Apart from the robust security and complete control that an on-premises cloud can offer, it also can help optimise your cloud spend.

Some of the workloads that are not as well suited and organisations should take extra care while choosing the public cloud:

- Apps that involve extremely sensitive data, particularly where there is a regulatory or legal risk involved in any disclosure
- Apps now being run on the company's private network and that are very performance-sensitive
- Apps that require access to a very large database may be difficult to run on a public cloud

[1]Gartner Survey 2019 - https://www.gartner.com/smarterwithgartner/why-organizations-choose-a-multicloud-strategy

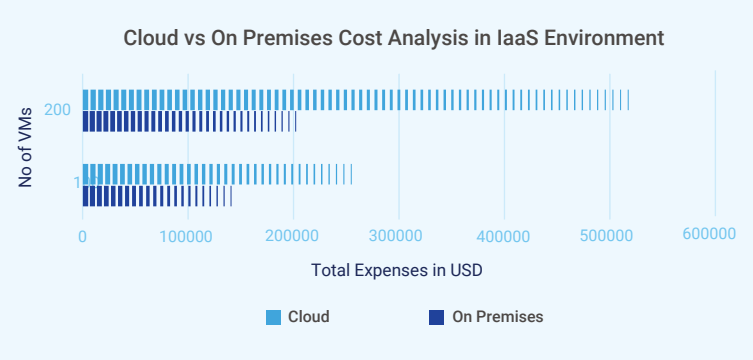
If Cost Optimization is an important factor of consideration for your organization, here are some commercial value propositions of the on-premises cloud deployments vis-à-vis Public cloud deployments.

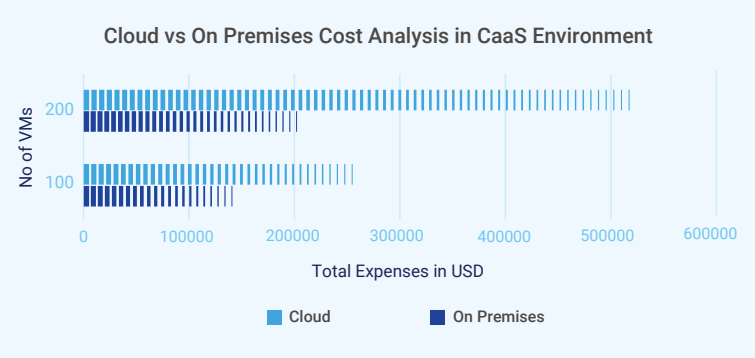
Snapshot of cost comparison:

Infrastructure as a Service (IaaS)

It provides a base infrastructure (Virtual machine, Software Define Network, Storage attached). End user has full control on the machine as to what OS, apps and tools etc.

Tota Cost Savings: **3x**





Container as a Service (CaaS)

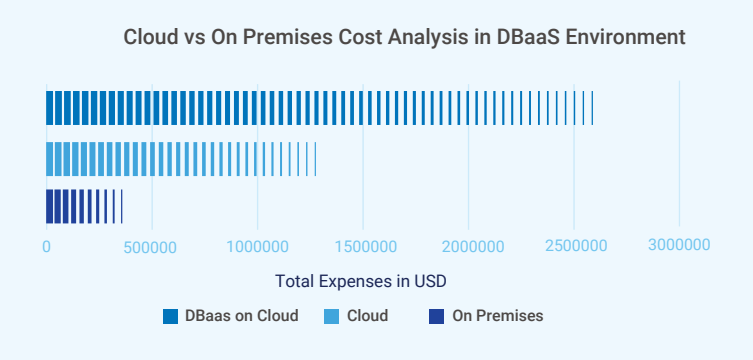
A form of container-based virtualization in which container engines, orchestration and the underlying compute resources are delivered to users as a service from a cloud provider.

Tota Cost Savings: **3x**

Database-as-a-service (DBaaS)

Another commonly used cloud computing service. As a hosted/ managed service, users don't have to worry about setting up hardware or installing software. Everything related to managing the database is handled by the service provider.

Tota Cost Savings: **7x**



For these cost comparisons, like to like configurations[2] were used for both public and on prem cloud solutions, over a 36-month period.

Are you ready to build a future-ready, enterprise-grade tech stack roadmap with us? Reach out to our Startup representatives at startupsolutions@Dell.com.

[2]Publicly available cloud pricing estimator of AWS has been used for comparison

- Instance type - IaaS and CaaS (c5a.xlarge) and DBaaS Aurora (db.m6g.8xlarge)
- Region – Mumbai, India