Enable a future-proof enterprise with the right cloud services broker

May 2016

Navigate the paradigm shift in IT services delivery
In today's competitive business environment, enterprises are under constant pressure to innovate, overcome technology challenges and adapt to changing market conditions. This increases the strain on IT departments as they're expected to support strategic initiatives of growing the business, increasing IT flexibility innovation and improving customer experience.

To address these challenges, organizations are rapidly embracing cloud. The benefits of cloud computing are evident — increased speed to market, reduced costs, and improved efficiency and business agility. Cloud offers the potential to transform the design, development and deployment of next-generation technologies spanning the data center and workplace, and represents a new way to re-architect IT solutions.

However, this new paradigm in IT services delivery also includes an evolving ecosystem of tools, solutions and best practices; and organizations need to consider the challenges involved in deploying cloud solutions. Using ad hoc implementations provide a quick fix to tactical problems, but can often lead to technological complications, limited benefits and business complexity — ultimately hindering long-term success. To maximize the value of cloud technologies, it's important to organize IT around the true capabilities of cloud.
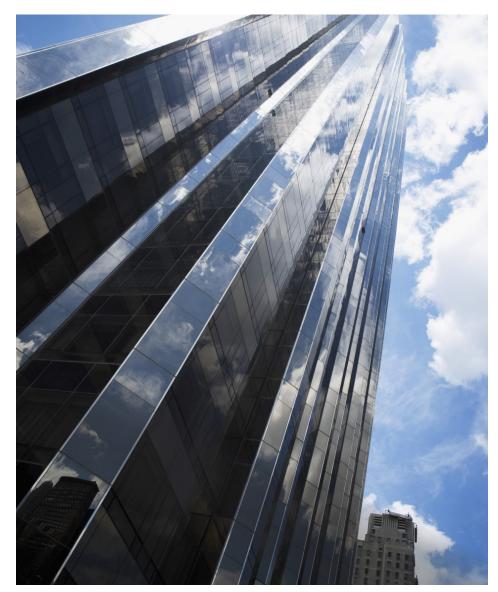
This new structure has given rise to a complex, hybrid technology landscape that needs to seamlessly integrate emerging technologies with legacy systems. To enable effective transition and management, enterprises require deep knowledge, experience and insights into both cloud and legacy technologies. Without this experience, implementation expertise, and the assets and solutions to support a complex environment, they'll be unable to take full advantage of the

unique opportunities of this hybrid model. A successful hybrid model delivers cost efficiencies without locking in and limiting options, maintains control without compromising service quality and fosters service orchestration — which can be a difficult task for an in-house team.

Evaluate the need for a cloud services brokerage model

Cloud offers the promise of flexibility and freedom of choice. This allows organizations to choose different solutions from multiple suppliers, while giving them the ability to mix and match, and switch between providers depending on market changes. While it may seem easy, managing this hybrid environment is a complex task. Effective management requires the organization to:

- **Enable alignment**: IT, resources (both internal and external) and the executive leadership must be in sync and support the strategic objectives of the business.

- **Be vigilant**: Both business and IT need to continuously assess the potential value of cloud and maintain a key focus on IT governance, while identifying opportunities for creating value from their technology investments.

- **Manage and orchestrate**: IT needs to coordinate a spectrum of third-party services and internal IT capabilities, while ensuring seamless integration of legacy systems and cloud-enabled services.

- **Develop skills**: IT needs to strengthen its core capabilities, while developing risk management, service integration and supplier management skills. Nurturing business relationships, deploying strong governance practices and fostering collaboration also help IT deliver consistent, high-quality services.

At a tactical level, it extends beyond multicloud IT management to include cloud solution design, a multicloud sourcing and selection methodology, cloud provider management (for contracts, pricing and billing), financial management and governance across private, public and hybrid clouds.

The questions is: Do organizations have the time, resources and capabilities to construct and deploy complete cloud solutions effectively, and provide ongoing IT and business management of a cloud environment on their own? If not, then the answer lies in a cloud services brokerage model that helps achieve the two objectives of freedom and control. It gives organizations the ability to choose cloud services that work for their unique IT environment and business demands while bringing enterprise-grade control to cloud management and governance.
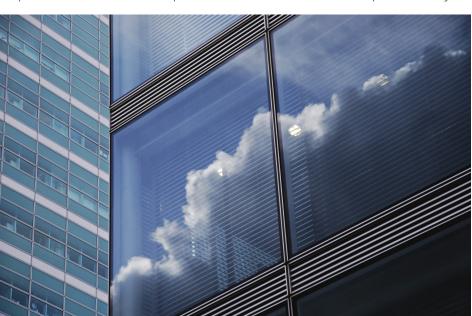
Consider these points when choosing a cloud services broker

A cloud services brokerage model helps design, source, deploy, manage and govern cloud resources across any mix of private and public clouds. By consolidating multiple third-party

services into one managed offering and isolating enterprises from the technical complexities of interacting with multisourced cloud offerings, a cloud services broker standardizes and simplifies cloud service consumption.

The cloud services broker also unifies legacy systems and new multisourced cloud-based offerings into a common management platform, provisioning frequently used, pre-configured applications as part of a service integration solution.

The cloud services broker also builds an environment that provides architecture expertise, choice of partner and location, integrated management and support, choice of technical preferences, and consolidated provisioning and self-service. Typically, a successful cloud services broker should:

- **Define a cloud strategy**: Evaluate the business need for cloud and its targeted benefits and select the combination of services that can provide the right level of flexibility and scalability at a cost-effective price. The strategy also needs to delve into details about usage, data location and application portfolio, as facilities may need to develop and expand in the future.

- **Assess the portfolio**: Analyze the application portfolio to evaluate which applications are the best fit for cloud operations. While some are cloud ready, others may need rework and special security provisions (or are not even worth moving). Application design also plays a key role in enabling cloud flexibility.

- **Plan the migration**: Develop a methodology and roadmap for effective cloud migration and enable system virtualization to improve utilization, deployment and provisioning. The independence of software and services from physical hardware will ease the transition. When planning a migration, they need to consider not only the technical aspects but also the impact on business and IT.

- **Enable seamless harmony between the legacy environment and cloud**: Present legacy and cloud services through a single catalog. Virtualization drives effective technical integration and allows resources to be used in the same way regardless of whether they're in a data center or on a public, private or hybrid cloud. This lays the foundation for comprehensive service orchestration deployment in the future.

A cloud services broker takes complete ownership of the cloud lifecycle and delivers business value while minimizing risks. The goal is to seamlessly integrate strategy, business processes, service management and technical capabilities to ensure the reliable delivery of secure and cost-effective cloud solutions. The cloud services broker needs to:

- Offer a single consumption interface for private, public or virtualized infrastructures
- Develop a model-driven design for applications across public, private or hybrid clouds
- Provide the ability to consume cloud resources based on cost, capacity, capability and security
- Reduce resource utilization through standardized processes
- Choose cost-effective infrastructures and cloud providers for applications
- Take advantage of choice and eliminate vendor lock-ins
- Future-proof the infrastructure as cloud technology evolves

Realize the true value of cloud with Dell Services

Dell Services helps organizations navigate these opportunities and challenges. We have proven experience delivering integration and managed services for legacy systems and cloud solutions for a wide variety of industries. Our delivery experience and diverse ecosystem of solutions drive innovation and transform complex environments into high-performance engines. By combining the technologies, services and guidance required to build, operate, staff and manage cloud, we help organizations improve IT efficiency, agility and reliability and ultimately maximize the benefits of cloud adoption.

Our enterprise-class tools and infrastructure with service-level agreement (SLA) benchmarks enable

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levels and cost across multiple cloud providers. Our cloud services brokerage model helps speed innovation, support differentiation, open up new markets, strengthen customer relationships and increase responsiveness, Take advantage of our transformation services to make IT the driver of innovation, revenue and business success, capitalize on the potential of cloud and move to a future-ready enterprise.

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service assurance and business continuity. We offer on-demand solutions to address dynamic business needs as well as agile resources and cost optimization via infrastructure standardization and automation. When organizations choose Dell Services as a cloud services broker, they get:

- A choice of open, end-to-end scalable solutions
- Agnostic cloud solutions that allow organizations to retain and reuse their current infrastructure and eliminate vendor and technology lock-ins
- End-to-end solutions spanning hardware, software and services
- Services providing advice and support to optimize the right cloud mix
- The right technology to manage single and multiple clouds
- Reference architectures based on best-of-breed technologies from our partner ecosystem (Amazon Web Services, Microsoft® Azure™, Google, Joyent and ScaleMatrix to name a few)

- Access to an experienced and dedicated sales organization that's well versed in cloud offerings
- Cloud solution architects certified in the latest cloud technologies

Our cloud solutions offer the freedom to choose any blend of cloud platforms combined with the reassurance of end-to-end control. We partner with leading, global solution providers to give organizations easy, one-stop access to services for custom implementations and support. We accelerate the realization of cloud benefits and reduce risk with proven best practices tailored to the organization's business demands. In addition to our expertise, reference architectures and proven technology, we offer the broadest choice of hosted cloud services and ensure SLAs for an end-to-end integrated cloud solution.

Dell Services helps organizations define and document their cloud ecosystem and create rich synergies between the business and technology functions. We align IT with business objectives by optimizing IT service consumption for agility, responsiveness, service

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