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How to save millions by moving to the cloud.

(No, that's not a typo.)



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1 Introduction



It's funny how quickly things change, isn't it?

In the midst of a remote working revolution, for many of us it's hard to recall the days when you had to be on-site to access your files and emails. The cloud has well and truly embedded itself within our lives, and being able to open and edit documents from home, office, or coffee shop—is part of the new normal.

But it's not the same for all industries. Or countries. There are hundreds of thousands of businesses which still rely on physical servers, for one reason or another. A legacy of days gone by that has been on the to-do list forever, or a system that seems too complex and costly to change, or a company that's just been too busy.

But if the new normal really is going to feature a dispersed workforce, then something needs to change.

And of course, access is only one of the many issues.



| Did you know?

There are more than 8 million data centers in the world. But there likely won't be any more in the future. As they get bigger and better, they're getting fewer and further in between.

2 The lay of the land

In 2002, Amazon was still just an online bookstore.

It would soon branch out into CDs and DVDs, but it was far from the ecommerce monolith of today. The online shopping market just hadn't shown its potential yet.

But the computing market had.

Ever ahead of the curve, techies were coming out of the dot com burst with big ideas. As broadband began to replace dial up, the capability of the internet exploded. Goodbye floppy disks, CD-roms, and internal hard drives. Hello online storage, online sharing, and online working.

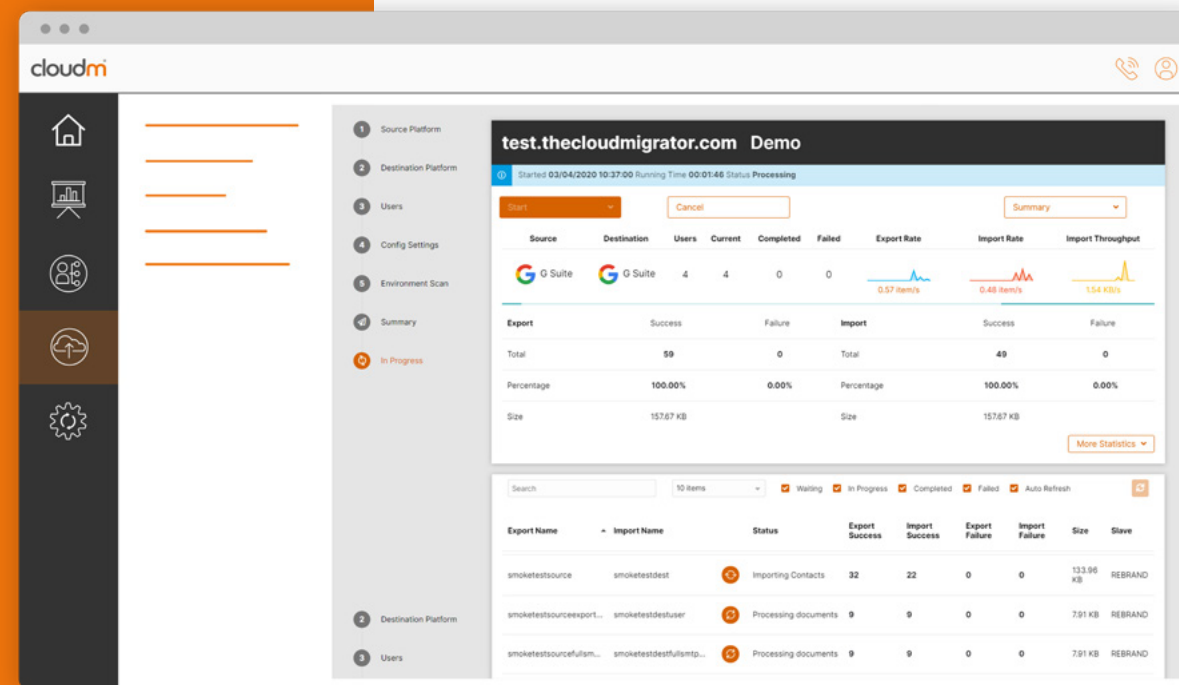
Amazon launched AWS. Google released Drive, Microsoft started Azure, and Dropbox... well it created Dropbox. The age of cloud computing was here.

Fast forward to today, where it's becoming a rarity to see workplaces without any cloud connections. Whether it's as simple as an online file sharing system, or full remote access that mimics being on-premise: the direction of travel is clear.

Skyward.

| Did you know?

About 70% of the world's data passes through Loudoun County, Virginia. It's home to 60 million data farms, covering 10 million square feet. (Silicon Valley is home to less than half of this.)



And so begins the slow decline of the physical server. The rooms of stacks and racks and wires, just so that companies can have access to their data at all times. But if your employees aren't in the office any more, what does that mean?

There are 101 reasons why the cloud is overtaking on-premise.

Here are just a few.

3 Why traditional servers are out-of-date

Out-of-sight, out-of-mind didn't really relate to computing in the early '00s.

It made perfect sense to have all of your files and servers in-house. How else would you have reliable access and security for the important stuff? Plus, you wouldn't be paying other people to power it, guard it, and maintain it.

But everything's upside down now. Technology and innovation has flipped the traditional model on its head, and rewritten the internal server rules wholesale:

They're vastly more expensive
Sometimes almost double the cost.

They're way less agile
When it comes to adaptations,
developments, and upgrades.

They're high maintenance
Updates need to be done manually. Staff
need to be kept trained.

They're extremely vulnerable.
Your 24/7 door guard might seem
effective, but compared to the military
grade protocols of Google and Microsoft?
I know who my money's on.

They're a sinkhole for time.
How many people do you know whose job
it is to look after the servers?

| Did you know?

Facebook has its own data centre in the Arctic, running on hydroelectric power and (obviously) natural cooling.

4 How cloud servers are taking over the cloud

At some point we all stopped hiding our money beneath our mattresses and started trusting banks to look after it. Even though we couldn't see it or touch it, the benefits of security, overdrafts, and interest outweighed the need to have it close by.

That's more or less what's happening with cloud servers at the moment.

On the surface, or to the uninitiated, it seems bonkers to give a faceless international corporation all of your private information. But, just like asking Mr John Pierpont Morgan to keep your pennies safe, again, the pros outweigh the cons.

Did you know?

The average business runs 38% through public cloud systems and 41% through private. Enterprises tend to favour private, whereas SMEs are more public.

The ability to scale at pace.

No more horror stories about websites falling over for new product launches.

The universal access to files and mail.

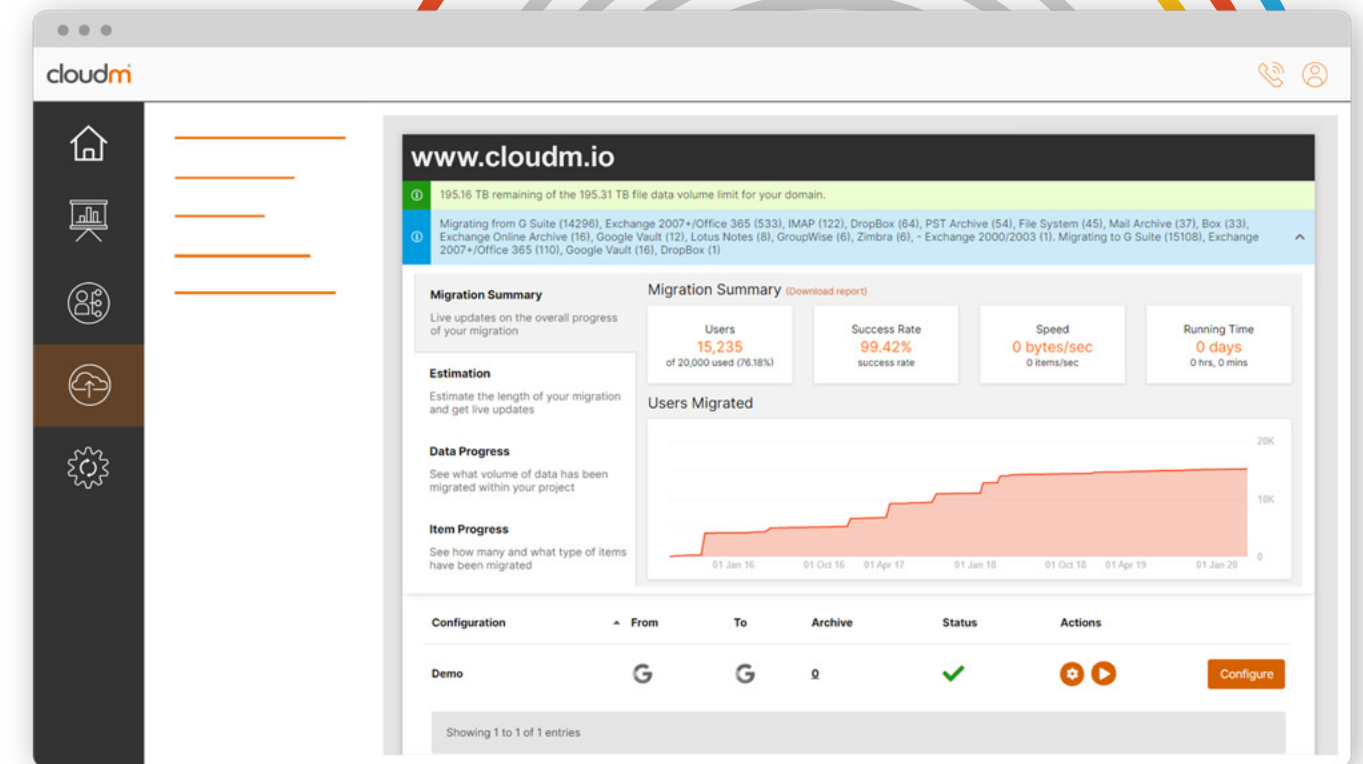
From balcony, boardroom, or bedroom - you've always got a line in.

The military grade security protocols.

You have to see this to believe it.

And of course... the chance to save millions.

Not only the lower storage bills, but remote updates and automatic maintenance. (More of this on page 8...)



5 Migrating from on-premise to cloud, via CloudM

Migrating using the CloudM platform is straightforward, simple, and has worked successfully more than 65 million times. Here's how it goes:

1

Set your migration parameters

Ensure that the file content you are migrating from the File System is owned by the users you wish to migrate, and that you have admin rights to access the file paths.

2

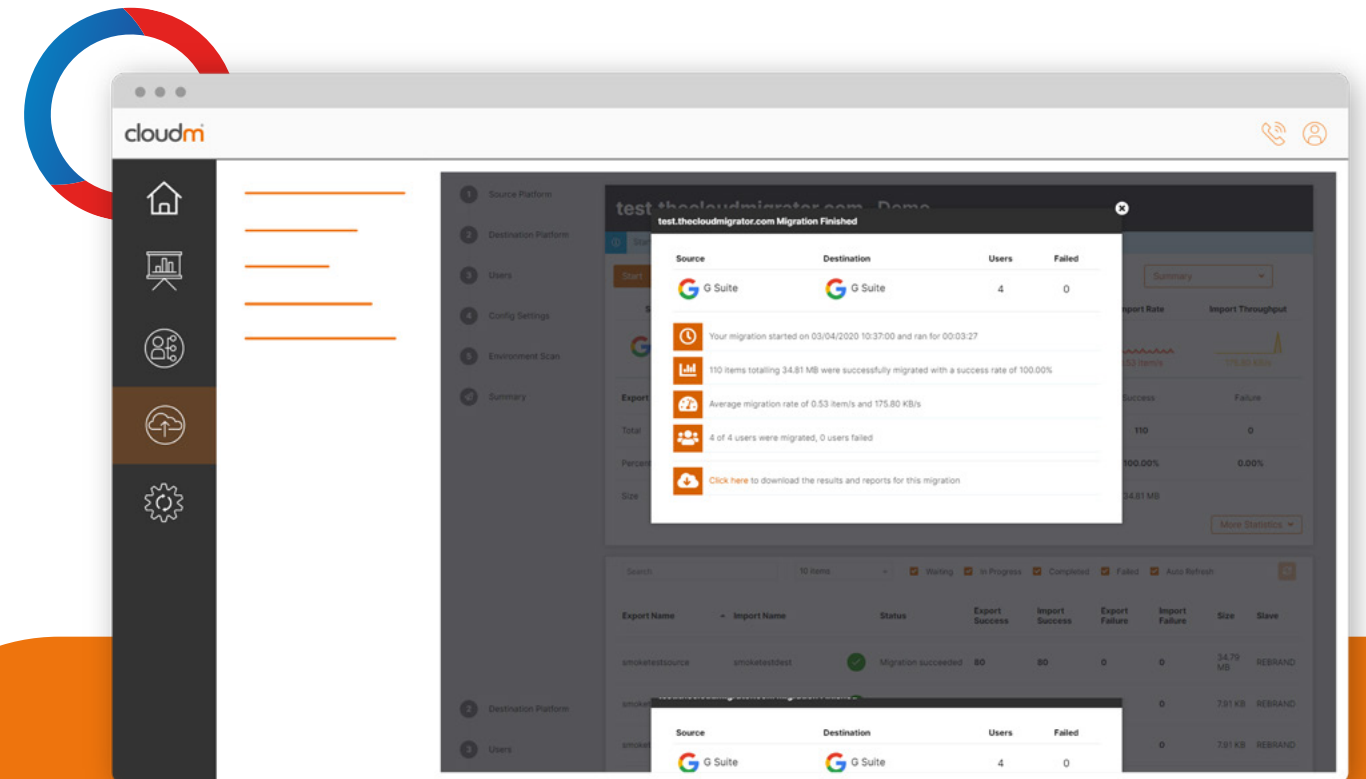
Spin up the machine

Install CloudM Migrate on a machine (physical or virtual) which has network access to the file paths containing the data to be migrated.

3

Set your source and destination

Start a new configuration in CloudM Migrate, configuring the settings for file system as the source platform and the cloud platform you want to migrate to as the destination platform.



4

Select your requisites

Select the folder and file paths for migration and specify users in the destination to receive the data.

5

Start your migration

Our platform will take care of the rest. We're on hand to help with any questions, issues, or challenges you run into.

And that's all it takes.

Now you're in the cloud. Isn't it lovely up here?

Now, about those millions...

The cost of doing business when you're using on-premise storage.

Storage hardware (amortized over 5 years)	\$500,000
Annual maintenance	\$500,000
Annual hardware/software	\$50,000
Ancillary maintenance	\$50,000
Power and cooling	\$120,000
Headcount	\$750,000
Total	\$1,970,000

This is the real life costing of one of our client's old server packages. They were spending almost \$2 million every 5 years.

We switched them over and...

Standard Storage (per GB per month)	\$0.020
Nearline Storage (per GB per month)	\$0.010
Coldline Storage (per GB per month)	\$0.004
Archive Storage (per GB per month)	\$0.0012
Let's do the maths over 5 years	
	\$1,200 (monthly)
	\$14,400 (annually)
\$14,400 (annually) x 5 =	\$72,000
+ one off migration cost	\$100,000
	\$172,000

That's **\$1,798,000** saved.
Or a **-91%** reduction.

6 Success Stories



HOTELIERS SINCE 1897

The international hotel chain, with more than 70 locations across 30 countries, was previously using Novell GroupWise from its head office in Geneva.



We are focused on reducing the overall cost of ownership and cost of administration to the hotels. Moving our email platform to a cloud-based solution removes the requirement for the hotels to administer the underlying infrastructure, freeing them to focus on driving efficiencies out of the application itself.



MACQUARIE
University

With 40,000+ users on this Australian university's records in Sydney, and the staff and students using different systems, there was a serious need to migrate to one platform.



CloudM delivered the best possible impression of our new system from the very first customer click. Combined with a great project team, some intense planning, training and communication, we were able to engender the confidence needed to rapidly reach an adoption tipping point, then smoothly proceed to completion.



7 Conclusion

So, for the most part, the jury is in.

Your business has the (very high) potential to realise some serious savings when it comes to switching from on-premise to cloud servers. Even if you're a smaller company, the % of your revenue dedicated to server costs is going to go through the floor.

It might not be millions.

But it might be.

Plus, don't believe the myths. Migrations aren't as intimidating as they sound. They're not as expensive as you think. And it's more than possible to get them done in-house, by your team, on your time frame.

The world is only moving in one direction.

Don't get left behind.

Put your trust in the CloudM platform, people, and processes.

We've managed more than 65 million migrations, in 100+ countries, for clients like Netflix, Uber, Spotify, and many more.

GROUPON

Kempinski
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Poppulo

 **Spotify**

Uber

 **University of
BRISTOL**

 **VEOLIA**

Booking.com

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