



2024

Public Cloud, Private Cloud or Hybrid?

A guide to choosing the right **hosting architecture**

Public Cloud, Private Cloud or Hybrid?

There are several advantages to using public cloud for your business IT operations. Below are the common key benefits cited by businesses we speak to who have migrated to public cloud.

- No, or low, CapEx as third-party infrastructure is used
- Potential to reduce reliance on, or investment in, additional in-house resource
- Scalability, with the choice of easily adding extra space

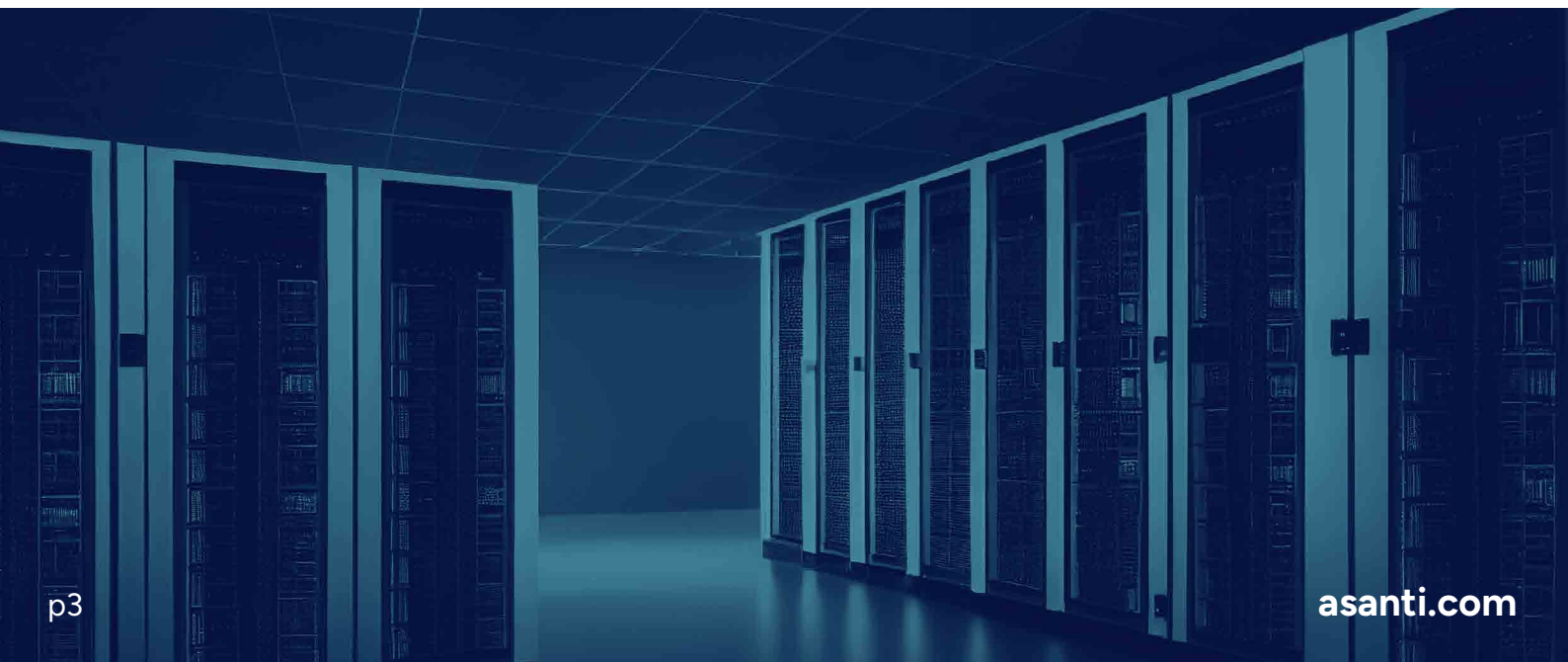
But there can also be many common challenges related to public cloud adoption.

In our experience, challenges often arise as a result of an organisation not being fully aware of the complexity of the change, often due to not undertaking a thorough evaluation to assess the feasibility of migrating existing IT infrastructure to a public cloud environment.



This guide will help you to understand:

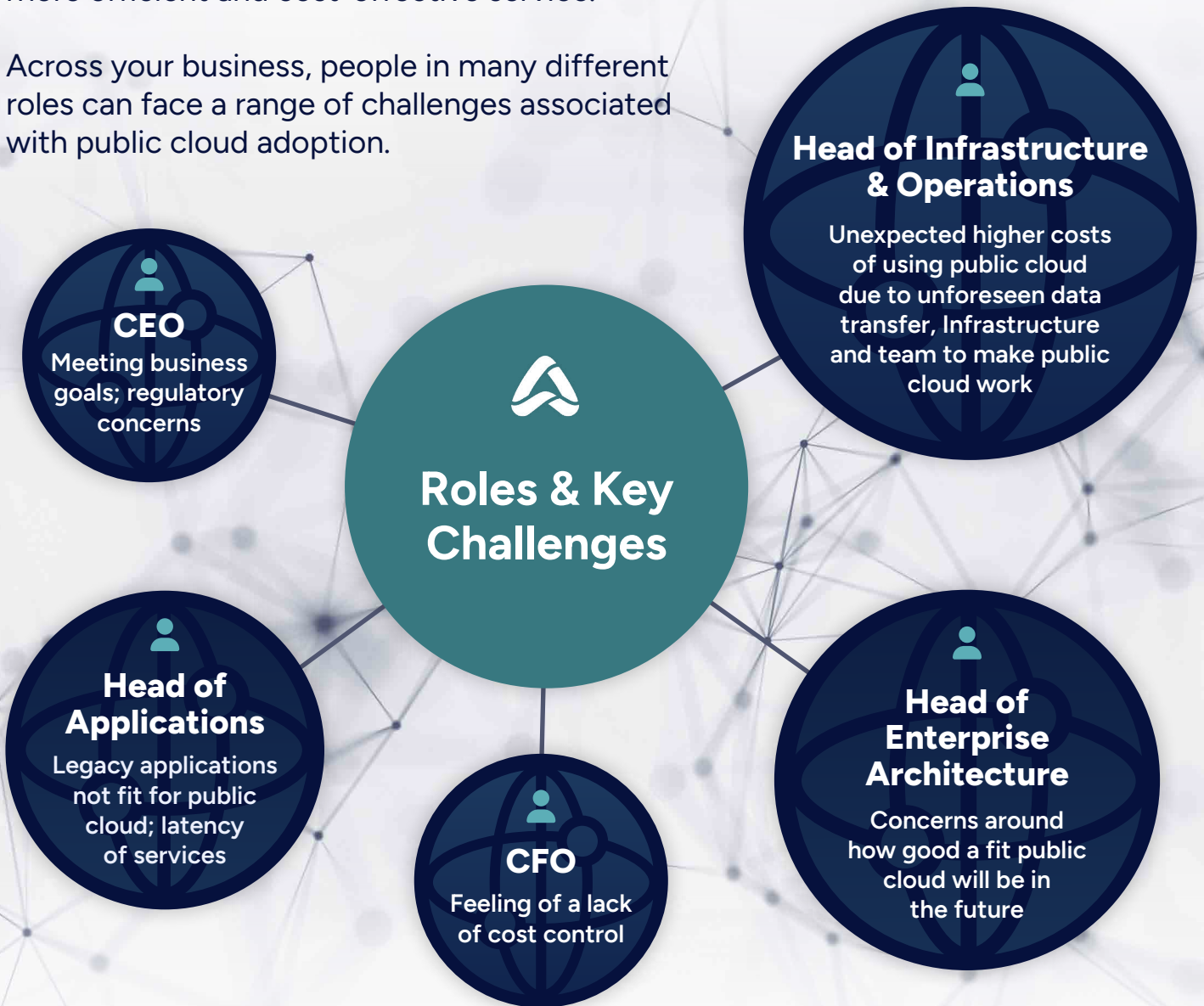
1. The common challenges faced by businesses which adopt public cloud.
2. Solutions available that can work alongside public cloud, should you find it is not suitable for all current applications used within your business.
3. How to assess your readiness for migration to public cloud services.



Some of the key challenges associated with public cloud

Your business may already be using public cloud, or you might be reviewing your hosting options; considering how to create a more efficient and cost-effective service.

Across your business, people in many different roles can face a range of challenges associated with public cloud adoption.



In addition, some businesses risk getting locked into a long-term relationship with their public cloud vendor, with little or no room for negotiation on terms and conditions, and concerns around control and internet connectivity.

Overall, public cloud can provide competitive advantages for businesses. But there are also numerous challenges - and it should be noted that the list outlined above is not comprehensive. These are just the most commonly mentioned by the various stakeholders we speak to within businesses.

Services to complement public cloud platforms when a lack of planning leads to poor outcomes

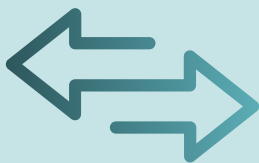
There can be some negative outcomes that stem from poor public cloud strategy, leading to out-of-control costs. This often raises the inevitable question: **'Is there is a better way to use public cloud?'**

Here are some of the most common challenges we see:



Cost predictability

Often, the real price of data transfer and storage is not always obvious until such applications are live in the cloud environment. Data-intensive applications can quickly escalate costs.



Migration minefield

Cost is not the only challenge that is associated with data migration. Porting data and applications in and out of public cloud platforms can be highly complex and also time-consuming. This has a knock-on effect on operations.



In-house skills gaps

Business operations can be impacted simply because there is a high expectation of what public cloud services should be able to deliver, considering their scale and cost. Tasks often fall down between internal and vendor teams. Partly this can be a product of the business not having the right skills available in-house.

Services to complement public cloud platforms when a lack of planning leads to poor outcomes



Although we witness problems with some public cloud roll-outs, we firmly believe that public cloud has a key role to play as part of a modern, hybrid hosting solution.

A **hybrid hosting model** combines colocation, on-premise/private cloud services with public cloud.

Colocation hosting, such as that offered by Asanti, gives businesses the flexibility to rent space, power and ultra-low latency network connectivity within a managed data centre environment.

Hybrid hosting provides a balanced approach to helping you to achieve your goals. It leverages the benefits of traditional IT applications and infrastructure, alongside the scalability of public cloud.

When considering a hybrid approach, it is worth being aware that external specialists can support your business and your in-house teams. Such a collaboration removes pressure, while providing additional skills and validating your strategy.

The success of your chosen hosting solution depends on a number of factors. It also relies on expertise, resource and giving your business enough time to get it right.

Knowing where to start is key. Next, we outline a process for determining the approach to hosting that will best suit your business.

How to assess your readiness for migration to public cloud services



Here is a **high-level guide** to running a root-and-branch assessment of what your business has, and needs, with hosting requirements in mind - seen through the lenses of operations and resilience.

1.

Business objectives

Understand your goals for the next five years. This is a crucial starting point, allowing you to work backwards from desired outcomes to examining how and where hosting works for you today.



2.

Review all applications

With your goals in mind, the next step is to conduct a thorough review of existing applications within your business. What are the systems and technologies that drive your operations? Are all of them functioning as they should?



3.

Back-up plan

It's imperative to consider what you would do in the event of your set-up failing. Can you put a figure on the cost of systems and applications going down? Is the ongoing effect on your operations quantifiable? And, crucially, is there a recovery plan in place? Focusing on the consequences of IT failure can ultimately make you more confident in identifying the right solution.



4.

Recovery goals

Closely linked to the point 3 above are recovery point objectives (RPO) and recovery time objectives (RTO). Setting targets around how much data you can tolerate losing, and how long is acceptable to recover from an unexpected event, is vital. These are the parameters by which you select your optimal back-up solution, not just live systems, helping to frame your overall cloud strategy.



5.

Involve IT

Next comes a technical assessment of your business's current IT systems. This goes deeper than the analysis mentioned in point 2 above. It may seem obvious to include the IT team here, but their expertise is crucial in understanding how your tech stack operates and to identify any flaws in your strategy.



6.

Stress-test RPO/RTO

If you have completed point four your tolerance for loss of data, time and operational capacity should be clearer. With the IT team now involved you can ask them to help you to understand how your current system performs against your desired RPO and RTO. Can you define differences between actual and ideal performance?



7.

Map your applications

Do you know how the applications your business relies on link to each other, to your server and to the cloud? What could be moved to an external data centre in a hybrid approach and what needs to remain within your business? Carefully mapping upstream and downstream application architecture is crucial to understanding data flow and volume.



8.

Create a plan

All of the information identified by following the previous steps should be brought together in a plan. This must address all of the variances - what you have at present and what you'd like to happen next - to design your ideal cloud solution.



It goes without saying that a huge amount of **effort and expertise** - as well as patience - is required to design the **best hosting solution for your business.**



The Asanti difference

We are Asanti, and we are purpose built to deliver hosting solutions to the businesses of today and tomorrow.

We understand that choosing a hosting partner is a significant decision that requires a deep understanding of your business's requirements and future growth plans. Our team has over 125 years' experience designing, deploying and managing data centres and have consulted across a range of sectors.

Our colocation hosting facilities have been upgraded, ready for high-density applications such as AI; are powered by 100% green energy; and are backed by a 100% uptime SLA.



Get in touch

to discuss your hosting needs