CLOUD STRATEGY

Companies are increasingly moving towards "everything-as-a-service" models, towards cloud solutions and towards Software Defined environments, while continuing to maintain a dependency on traditional IT "in-house" systems for services, including those of a very critical nature. Adopting a hybrid approach can be a very complex task. Consequently, it is essential to have the support and help of highly specialised and reliable partners who can accompany this business transformation process across all fronts.

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With the introduction of cloud services – public cloud, private cloud, hyperconvergence systems and all the various solutions that IT vendors are making available on the market – as part of their IT infrastructure, organisations can take advantage of low costs, flexibility and computing power, becoming faster, more innovative and above all, more competitive.

This has led to the creation of a hybrid technological scenario, in which a multitude of new technologies and new systems must be assimilated and must coexist with traditional systems.

In order to understand how to move towards this new "Hybrid-IT environment" and to know how to manage it properly, a good grasp of both worlds is needed, as well as specific skills in the possible new solutions and in how to best implement them in the specific company context. Adopting a hybrid approach can be a very complex task. Consequently, it is essential to have the support and help of highly specialised and reliable partners who can accompany this business transformation process across all fronts: technological, organisational and business / industrial.

WHY REPLY

Reply boasts extensive knowledge of new cloud solutions and of the specific results that the adoption of this hybrid world offers companies, both in terms of technology, as well as the organisational and business aspects.

The cloud must be an integral part of enterprises' global strategy. There are enormous benefits to adopting cloud solutions, which companies can no longer do without.

Reply helps customers define and adopt a Hybrid-IT Strategy, starting from the assumption of formal independence from all individual IT vendors, but also driven by a strong knowledge of the specific vertical solutions and the expertise of products available on the market.

The cloud allows companies to be more efficient, agile, robust and elastic. It facilitates services-based solutions, implemented "as a service".

In addition to the enhanced efficiency and effectiveness, the cloud is also an opportunity to take advantage of a service-oriented IT strategy, with services that are measurable and accountable to those who consume them.

THE REPLY METHODOLOGY

Reply's methodology is based on the following steps.

IDENTIFY THE SPECIFIC "CLOUD MOTIVATIONS":

Identify the specific "Cloud Motivations": understand the areas where and how the adoption of cloud solutions can bring real value to the organisation:

- Accelerate the development of new applications to gain a competitive advantage
- Improve the efficiency of infrastructure and IT processes
- Expand the ability to operate in new markets (products, services and geographies)
- Increase the financial flexibility of investments
- Reduce IT risk by introducing High-Availability and/or Disaster Recovery features

1

DEFINE THE COMPANY'S "CLOUD ADOPTION" JOURNEY:

- Identify the ideal mix of public and private clouds, and the different solutions and products
- Design the right model to respect Security, Privacy and Compliance constraints
- Introduce appropriate management, orchestration and governance systems for the hybrid environment
- Optimise the cost of the "as a service" hybrid model

3

IDENTIFY THE POSITIONING OF THE COMPANY WITHIN THE "CLOUD MATURITY MODEL",

AND ITS LEVEL OF PREPARATION, ATTITUDE AND STRATEGY

2

POSITION THE COMPANY WITHIN ONE OF THE MODELS THAT CAN BE ADOPTED (AND KNOW HOW TO RE-ADAPT OVER TIME):

- Cloud First: the cloud is the first choice when possible
- Targeted: some specific cloud-based solutions / areas
- Grassroots: new cloud-based developments and new solutions are evaluated

4

REPLY specialises in the design and implementation of solutions based on new communication channels and digital media. Reply is a network of highly specialised companies supporting key European industrial groups operating in the telecom and media, industry and services, banking, insurance and public administration sectors in the definition and development of business models enabled for the new paradigms of big data, cloud computing, digital media and the Internet of Things. Reply services include: Consulting, System Integration and Digital Services.

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