CLOUD SERVICES

The adoption and migration to the cloud is rooted in the need for speed and flexibility in creating and managing services. These benefits are often impacted by the difficulty of enterprises to manage an ecosystem of completely new technologies and processes, which also requires a large number of specialist skills relating to the cloud platforms.

In this context, the support of a partner specialising in services, especially cloud services, makes it possible not only to take full advantage of these technologies, but also to reduce time and costs in the process of adopting the technologies in question.

CHALLENGES

GOVERNANCE

The presence of various cloud providers, as well as the differentiation of solution management processes with respect to traditional architectures, renders both the accounting phase and the phase focused on the optimisation of costs and company processes extremely complex.

SECURITY

When using a Public, Private or a Hybrid Cloud, security is one of the most critical considerations which, strongly influenced by the architecture and by the underlying technologies, must be tackled using specific tools and approaches.
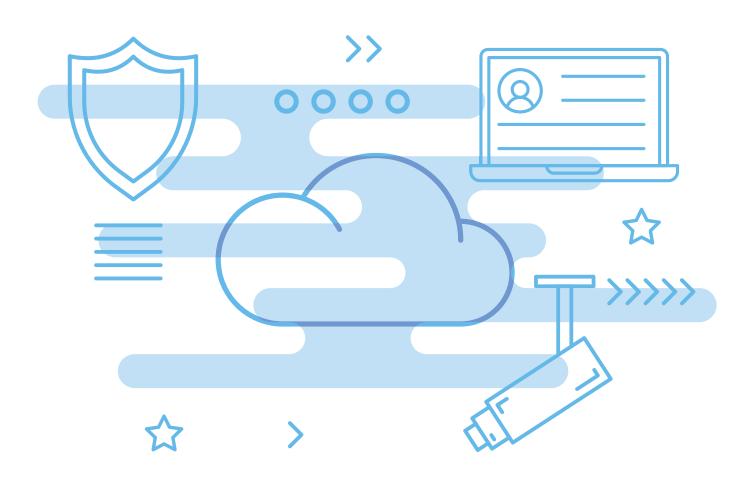
INTEGRATION

The fragmentation of resources and the demand for specific vertical skills makes it difficult to oversee and integrate ecosystems with characteristics different from what businesses faced in the past. Following a migration to Cloud providers, the effectiveness of the solution tends to decrease, as the complexity and number of solutions increases.

WHY REPLY

Reply's Cloud Brokerage Service (CBS), namely the service that mediates the selection and use of cloud providers according to the specific needs of the customer, simplifies the process of integration with company frameworks and technologies, making available the know-how, resources and expertise required to best tackle and exploit the competitive advantages offered by the cloud.
The cross-functional services provided by Reply are offered as part of a 24/7 service model, for first and second level support.

MULTI-CLOUD SOLUTION:

Reply's CBS makes it possible to maximise the benefits of the cloud – consisting of scalability, optimisation and flexibility – adopting the best technologies available on the market effectively and without the constraints imposed by the individual cloud providers, through a multi-cloud approach rendered transparent by the platform offered by Reply. The service is also provided as part of multi-cloud solutions pre-configured by Reply (Big Data Cloud Toolbox, Cloud for IoT, Optimising eCommerce in Cloud, Cloud for Integration Hub, Distributed Computing in Hybrid Environment) and which are managed in cloud-brokerage mode.

OPERATION:

services that include the complete management of IaaS, PaaS and SaaS providers, with monitoring of infrastructure services all the way to application-related services, identifying the relative performance and consumption.

SECURITY:

CBS is tightly integrated with Reply's Cyber Security Operations Centre, offering highly advanced security even when it comes to cloud infrastructures, through the company's centre for the prevention, monitoring and management of cyber attacks, a leader in Italy in this realm.

BUSINESS CONTINUITY:

Reply's CBS makes it possible to automatically handle the planning, management and control of all the topics relating to service continuity.

ADVANCED ANALYTICS:

Advanced data analytics systems allow the customer to benefit from extended visibility on the use of resources, costs and performance.

REPLY VALUE

GOVERNANCE

Thanks to the services offered by Reply, it is possible to simplify the adoption and operation of cloud platforms through governance mechanisms that help optimise costs and resources through the specific capabilities of each cloud provider.

Visibility and control over the service, of absolute importance, are guaranteed thanks to the availability of a single interface for managing and monitoring resources and performance.

Reply's CBS enables companies to have a single focal point, with an end-to-end focus on cloud services, integrating the traditional IT world with new service-oriented solutions.

SECURITY

In addition to guaranteeing the segregation and confidentiality of data, Reply's multi-tenant services offer extremely high levels of protection for infrastructure and applications.

Moreover, the provision of services in multi-tenant mode facilitates an increase in the ability to detect attacks and to optimise response processes, thanks to extended visibility over the customers' attack perimeter:

• Secure communications: all connections, channels and communications between the customer, the cloud provider and Reply are encrypted in compliance with current regulations

• Network and infrastructure security: adoption of IDS/IPS solutions, antiviruses and Web Application Firewalls

• Data privacy: logical separation of customer data

• Cyber Threat Intelligence: feeds and alerts concerning new threats, indicators of compromise (IoC), vulnerabilities and attacks directed towards customers' assets and technologies

Reply's Cloud services are directly integrated with the Reply Cyber Security Operations Centre (CSOC) through the adoption of the specialised "Trusted Cloud" model developed in collaboration with the European Community and presented at Black Hat Europe in 2015. Reply's CSOC has been protecting its customers from attacks since 2008, relying on the best security solutions available on the market.

The Reply CSOC has partnered with leading players in the security sector, becoming a CISCO, IBM and RSA Managed Services Security Provider (first Managed Security Service Provider in the EMEA region).

Moreover, in order to be able to respond to new threats and to the continuing evolution of cyber attacks, Reply invests 5% of its CSOC turnover in Research and Development aimed at improving security monitoring and data protection for cloud infrastructures.

INTEGRATION

Reply's ability to take advantage of its network of companies specialised in the different technologies and cloud providers, comes together with the flexibility of the multi-cloud managed service, facilitating an optimal integration with customer processes and technologies.

The integration with customer processes also offers the possibility to outsource the management of the entire infrastructure, platform or application, maximising efficiency and reducing maintenance costs.

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.