

EXECUTIVE BRIEF

THE XaaS MARKET OPPORTUNITY FOR SERVICE PROVIDERS AND CHANNEL PARTNERS



THIS EXECUTIVE BRIEF IS A SUMMARY OF THE WEBINAR:

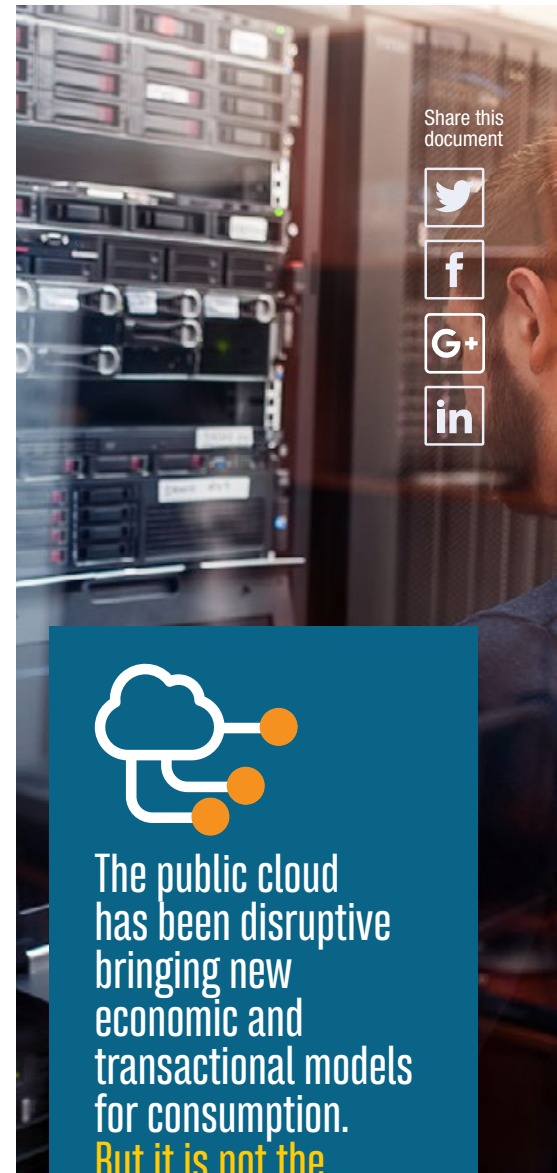
Moving towards XaaS: Could the Public vs. Private Cloud debate be over?

[CLICK TO ACCESS THE WEBINAR](#)

- In response to the needs of their own business operations and the demands of their customers and partners, organizations today are delivering more and more services via an “Anything-as-a-Service” (XaaS) model—the essence of cloud computing. Faced with both public and private cloud options, many firms aim to implement seamless, hybrid architectures—a need that can be met by service providers and channel partners. This 451 Research webinar, presented in collaboration with Ormuco, explores the market opportunity for service providers and channel partners to deliver cloud services and regain ground lost to the hyperscale operators like Amazon Web Services, Google, and Microsoft.

KEY POINTS

- ◉ The public cloud has been disruptive bringing new economic and transactional models for consumption. But it is not the only form of cloud. Before deciding which ‘execution venue’ is best for your workload, seek advice. Some applications run best on an ‘on-premise’ private cloud or hosted private cloud.
- ◉ The majority of companies using cloud today are managing “multi-clouds.” This term has several flavors:
 - Multi-cloud: Little or no interoperability between cloud environments
 - Multi-cloud+: Full workload or data migration between different cloud environments
 - Hybrid: Seamless delivery of a single business function across different cloud environments
- ◉ The ultimate goal for enterprise cloud delivery is “hybrid”—everything interoperates according to a standard business function, handled in a “hands-off,” seamless execution. But the current reality for the majority of enterprises is a “multi-cloud” world; hybrid infrastructure is still a ways off.
- ◉ Enterprises are shifting their focus from construction (creating on-demand infrastructure) to consumption (managing cloud environments). As a result, the public vs. private cloud debate is essentially moot. Enterprises now want the best of both worlds—a variety of cloud environments to accommodate the specific needs of individual workloads, maximize security and compliance, and reduce total cost of ownership (TCO).
- ◉ With security, control, and total ownership costs high on the list of priorities for enterprises, private workloads are increasingly a must-have option. In fact, Azure Stack is a result of Microsoft recognizing the market need for an alternative to its public cloud offering.



The public cloud has been disruptive bringing new economic and transactional models for consumption. **But it is not the only form of cloud.** Before deciding which ‘execution venue’ is best for your workload, seek advice. Some applications run best on an ‘on-premise’ private cloud or hosted private cloud.

KEY POINTS (cont.)

- Even for private workloads, enterprises desire the convenience and elasticity of public cloud. This leaves a market gap that service providers and channel partners can fill. Armed with a cloud solution that operates seamlessly in both private and public environments, VARs, MSPs, and telcos are well equipped to not only advise their enterprise customers but also build, operate, and manage their customers' applications and services.

RESEARCH FINDINGS

- Cost savings remain the key factor supporting enterprise cloud investment (38.8%), but “resource scalability based on application/workload demands” (32.8%) and agility/time-to-market (32.0%) are very close behind.
- TCO for cloud no longer needs to be “vague.” With the experience of running workloads in various cloud configurations, enterprises are a lot less naive than in the past. 451 Research's Cloud Price Index augments this experience, helping companies with an accurate prediction of pricing and management costs.
- Tracking and analyzing the nuances of cloud pricing, 451 Research's Cloud Price Index provides insights into TCO in relation to cloud utilization and engineering resources. The tool's break-even threshold indicates where it is more cost effective to use private cloud rather than public cloud.

ORMUCO'S OFFERING

(Key points on company offering made by Ormuco in the webinar)

- VARs, IT distributors, SIs and MSPs should be aware of the hidden gems that lie in cloud migration opportunities. Cloud platforms like Ormuco's Ormuco Stack provide service providers and channel partners with the opportunity to reclaim client control previously lost to the cloud hyperscalers such as AWS, Google, and Microsoft.
- Ormuco Stack is a full-featured, turnkey cloud platform that works seamlessly across environments—both on-premises and off-premises—offering a simple, cost-effective way to manage workloads while addressing performance, security and compliance. By using Ormuco Stack as the foundation of their cloud services, service providers and channel partners can offer enterprise customers an affordable, reliable and high-quality cloud option.
- Ormuco Stack saves service providers from the “heavy lifting” of building and managing bespoke cloud platforms and frees them to focus on providing tailored services for their customers.



The debate is no longer primarily about public Vs. private cloud. It now focuses on questions about individual workloads. Using an intelligent cloud platform, VARs, MSPs, and Telcos are best placed to advise, build, operate and manage their enterprise customers' applications and services.

ORMUCO'S OFFERING (cont.)

(Key points on company offering made by Ormuco in the webinar)

- Known as The Intelligent Cloud™, Ormuco Stack leverages OpenStack and other open source technologies as well as automation, machine learning and AI to provide better economics, enhanced agility, streamlined operations, and a world-class user experience.
- Ormuco provides opportunities for telcos, VARs, IT distributors and MSPs to address a growing market of enterprises dissatisfied with spiraling cloud consumption costs associated with hyperscale operators (e.g. Amazon Web Services, Google or Microsoft).
- Enterprises that move their workloads from hyperscale operators' clouds to Ormuco Stack clouds can save up to 70%, which means VARs, distributors, and MSPs can enjoy strong margins using the platform to deliver competitive cloud infrastructure solutions to enterprise clients.
- Enterprise IT departments can benefit directly from Ormuco Stack too, positioning themselves as internal cloud service providers, rolling out XaaS and cloud delivery on demand.

TAKEAWAYS

- ☞ XaaS environments are increasing with the digital transformation of organizations. This gives rise to a demand for differentiated cloud services. As a result, service providers and channel partners now have a significant opportunity in consulting, reselling, servicing their clients' needs, and providing both public and private cloud services as demand for XaaS escalates.
- ☞ Organizations seeking a XaaS cloud platform should seek solutions that not only offer requisite billing and management features but also the benefits afforded by automation, machine learning and artificial intelligence. These benefits include systems that self heal, repair, troubleshoot and prevent issues before they impact users.
- ☞ Intelligent cloud platforms provide organisations with a foundational layer to easily build and deliver Anything-as-a-Service (XaaS). Typically the platform provides automation, billing, and cloud management tools
- ☞ Cloud platforms provide organizations with a foundational layer to easily build and deliver XaaS.



Intelligent cloud platforms provide organisations with a foundational layer to easily build and deliver Anything-as-a-Service (XaaS). Typically the platform provides automation, billing, and cloud management tools.

Click or scan to access the webinar:



CLICK TO ACCESS THE WEBINAR

Share this document



ABOUT ORMUCO



Ormuco is a software company that empowers businesses to easily build and operate applications and services through intelligent software. Ormuco Stack is a platform for enterprises and service providers that integrates open source technology with production-grade hardware and ops automation to give customers a cloud that provides better economics, enhanced agility, streamlined operations and a world-class experience.



www.ormuco.com

The objective content from 451 Research is brought to you through the lens of InsightBrief, a publisher of technology and business information.

ABOUT 451 RESEARCH



451 Research

With a core focus on technology innovation and market disruption, 451 Research provides essential insight for leaders of the digital economy. More than 100 analysts and consultants deliver that insight via syndicated research, advisory services and live events to over 1,000 client organizations in North America, Europe and around the world. 451 Research and its customers benefit from the combined assets and talent of The 451 Group and its two divisions: 451 Research and Uptime Institute.



www.451research.com

ABOUT INSIGHTBRIEF



InsightBrief is dedicated to simplifying access to knowledge in a wide range of technology and business related topics, by developing, publishing and amplifying short-format content that helps busy professionals get key information, faster. The team vet and qualify the source content for relevancy and value to its intended audience before creating an InsightBrief asset. The editorial team is independent from the originator of the source material, ensuring that the insights exclude sales or vendor centric messaging, thereby creating real value for time-poor professionals.



www.insightbrief.net

InsightBrief and iBrief.ly are registered trademarks of InsightBrief. All other trademarks are the property of their respective owners. InsightBrief assume no responsibility for the content or implied advice from any of the summaries / insights.