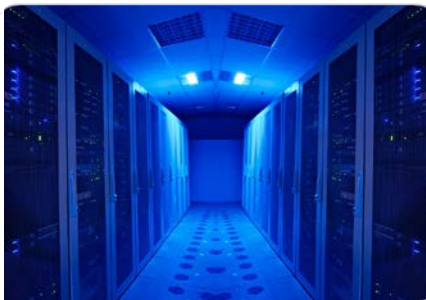# A SIMPLE PATH TO PRIVATE CLOUD

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With easily usable private clouds designed to run business-critical enterprise applications, leading organizations benefit from a simple and pain-free path to a reliable and optimized platform for their business infrastructure.

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Rather than having to invest in large data center server deployments, organizations can quickly use a cloud implementation that has been configured and optimized specifically to run key enterprise applications.

Cloud computing, and private cloud especially, have revolutionized the way that organizations deploy and manage business-critical enterprise applications.

By combining the flexibility and reliability of server virtualization with the ease of management and provisioning of cloud computing, private cloud makes it much simpler for businesses to take advantage of enterprise applications in environments that are perfectly optimized for these critical services.

And businesses today are embracing private cloud to a very high degree. Looking at the data from our recent 2015 survey on cloud computing and comparing it to our 2013 survey, adoption of private cloud has more than doubled over the last two years, with over **70% of organizations having adopted it in some form.**

However, some companies have not yet made the move to private cloud because of fears of increased complexity and cost. And this reluctance is costing these organizations in their ability to effectively reduce the resource and management overhead of

their enterprise applications and focus on innovation to grow their business.

But Aberdeen research has shown that this fear is misplaced. Utilizing private cloud within your business can be accomplished with minimal complexity and cost.

By understanding their own infrastructure needs and working with experienced cloud providers to specifically address those needs, companies can take advantage of the latest enterprise applications and technologies with a minimum of effort.

And with this cloud infrastructure, they can easily and effectively utilize business-critical applications in environments designed to run these applications at the highest levels of performance and reliability.

The Quick and Easy Path to Private Cloud

While server virtualization has been around for many years, the advent of private cloud computing has revolutionized its capabilities. Businesses can now rein in the virtual server sprawl that results from the inability to control how many or what virtual instances users and business groups create. It has also enabled businesses to bring resource usage under control and increase management visibility.

More importantly, private cloud provides a simplified path to gaining the benefits of critical enterprise applications so that companies can focus on business innovation — and not IT.

Rather than having to invest in large data center server deployments, organizations can quickly use a cloud implementation that has been configured and optimized specifically to run key enterprise applications.

71%

of businesses report easier application management and administration since deploying private cloud.

46%

of companies implementing private cloud have seen a reduction in the complexity of their IT infrastructure.

And Aberdeen research has shown many important benefits from utilizing enterprise applications in the cloud. These include:

➔ Faster application deployment

➔ Improved disaster recovery capabilities

➔ Reductions in IT expenses

➔ Increased ROI from business-critical IT investments

Clearly, the benefits of utilizing private cloud make it a key technology deployment strategy for any organization looking to get the most out of their IT infrastructure and investments. And luckily, leveraging a private cloud implementation to improve the ease of use of enterprise applications can be a simple task for any business.

Rather than going at it alone when deploying enterprise applications, leading organizations turn to cloud and service providers to simplify the use and implementation of these critical cloud-based systems. These providers not only have a strong understanding of private cloud capabilities and requirements, they also understand how to tune and optimize private cloud systems to run core enterprise applications at their highest capabilities.

In fact, Aberdeen research has identified Best-in-Class businesses that score in the top 20% of organizations when it comes to the performance and reliability of these critical systems (see sidebar). And these IT infrastructure leaders are 60% more likely to leverage third-party private cloud providers to run their business-critical applications.

45%

of companies implementing private cloud have seen a reduction in the time to deploy applications.

Key Takeaway

Cloud computing has become a key competitive advantage for many companies today. These businesses have learned that private cloud enables them to get the most out of their infrastructure, reduce IT costs, and more easily and effectively utilize the critical applications that run their business so they can focus on innovation.

And leading organizations know that moving their business to private cloud need not be a tough or complex task. By working with experienced and knowledgeable cloud providers, these leading firms are able to take a quick and simple path to private cloud. And with these cloud capabilities, they are more easily able to leverage business-critical applications in environments designed to run them at their best. To gain these benefits of improved application performance, increased reliability, and savings in IT expenditures, businesses should consider the following recommendations, along with some of the operational benefits of private cloud:

➔ **Select a private cloud platform** that leaves you positioned for future growth and supports converting IT into a partner with all stakeholders within the business.

➔ **Keep your critical enterprise applications up and running.** By leveraging the right private cloud partner, successful businesses gain increased reliability and avoid costly downtime for their critical applications.

➔ **Improve application management.** Leading organizations take advantage of the best private cloud management capabilities in order to understand how their critical applications are performing and avoid issues that can lead to lost revenues.

➔ **Position your organization to leverage future technologies.** Running your application on a private cloud will build a solid base for leveraging improvements and new features in your critical application infrastructure. And by building a solid infrastructure base powered by private cloud solutions, organizations can take advantage of the latest and greatest technologies with minimal to no expense or resources.

➔ **Enable a focus on critical application requirements.** By working with a private cloud provider, leading organizations are able to offload many of the complexities and day-to-day tasks of running critical applications. They also benefit from the fact that, to meet SLAs, the provider will work diligently to maintain performance and avoid downtime and other issues.

About Aberdeen Group

Since 1988, Aberdeen Group has published research that helps businesses worldwide improve their performance. Our analysts derive fact-based, vendor-agnostic insights from a proprietary analytical framework, which identifies Best-in-Class organizations from primary research conducted with industry practitioners. The resulting research content is used by hundreds of thousands of business professionals to drive smarter decision-making and improve business strategy. Aberdeen Group is headquartered in Boston, MA.

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