

Why every business needs a Cloud of Clouds



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The cloud computing idea is simple but, in the future, no business will be successful unless it has a Cloud of Clouds strategy

The cloud computing idea is simple. We store our information in a data centre and use it with services over the internet. Many of us already use the cloud in our personal lives, whether it's fitness apps that track how many miles we cycle or Facebook to share family news. More and more, we're using the cloud in our professional lives. What sort of strategy will help business leaders make the most of all it has to offer?

In every airport arrivals hall and business magazine, glossy adverts proclaim the cloud as the answer. But experience teaches us that nothing in life - and especially in IT - is ever that simple. A tangle of autonomous cloud services can tie up network resources, frustrate employees and open up new risks. We shouldn't underestimate the scale of integration and network know-how required to deliver a great cloud experience. A better answer is to wrap all your multiple clouds into one single cloud that you can manage and maximise. At BT, we're calling this approach the Cloud of Clouds.

Making the most of the cloud

Gone are the old days of designing and building a new application from scratch and making it last for the next 10 years. Thanks to the cloud, developers can get new applications to market at unprecedented speed, complete with full compatibility, ready to work across all platforms and devices. The result is huge choice, from generic enterprise solutions to highly specialised industry-specific services. What's more, you can switch cloud services on and off in days, or routinely turn the volume up and down to meet seasonal demand.

¹ BT Articulates a New Services Integration Vision, John Marcus, Current Analysis 23 April 2015

Cloud services help us handle and act on information much more quickly. The Genome Institute of Singapore uses cloud computing to process big biomedical data and accelerate delivery of new analytical tools to researchers and clinicians worldwide. The cloud is also a great platform for growth and expansion, giving fintech innovator Algomi the scale and reach to work with major financial institutions worldwide from a UK data centre. And the cloud is ideal for global collaboration and communication - we use cloud-based videoconferencing regularly for our global employee meetings.

What makes a great cloud experience?

You don't have to be an IT expert to buy cloud services. That's part of the attraction. Any department or business unit can spend its budget on its preferred cloud service. Great for innovation and responsiveness. But what happens when someone's exciting new cloud-based video application eats up so much bandwidth that it slows down email for everyone else? Or inadvertently handles customer data in a non-compliant way?

The perfect cloud environment is one that allows easy and secure consumption of internal services and external solutions. Not so easy in practice when you think that you might have a whole host of cloud services from multiple vendors, offering variable degrees of support and security. What's more, you have to remember that the quality of the user experience depends not on your choice of cloud services, but on the quality of your communications network.

Our secret sauce

That's where the Cloud of Clouds comes in. A partner who is expert in these areas can help pull together individual cloud services into one Cloud of Clouds, delivered over one network, in one contract.

The BT Cloud of Clouds is a powerful combination of our centralised management system (described by one analyst as the "secret sauce"¹ for integrated access to multiple cloud services), IT integration skills, global network and professional security expertise.

We're already adding to the Cloud of Clouds, most recently with additional collaboration services and security features. Clearly, if you want your people to collaborate easily and anywhere, they must be able to get access to your cloud services and information on any device, at any time, in a wholly secure way. So, for example, we'll extend your corporate firewall out onto your mobile devices.


Cloud services should be at least as secure, if not more so, than their in-house equivalents. Specialist services, such as those for the financial sector, are designed according to architectural principles that enshrine security. And robust security measures can be wrapped around any applications and devices to protect data.

Be prepared

Most business leaders are on the ball when it comes to the cloud but, if they ask for advice, I have three suggestions. First, work with your CIO. Cloud services free him or her from routine IT management for a more strategic role. Second, work out (with your CIO) how the cloud can address specific business priorities. Third, appoint someone to work across every area of your organisation and uncover new ways of doing things in the cloud.

In the future, no business will be successful unless it makes the most of the cloud. Good preparation starts now, with a Cloud of Clouds strategy that delivers control and choice, flexibility and security, in one package.

Find out more at www.bt.com/point-of-view

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