

# Frequently Asked Questions

Find out what it means to Scale on Demand using seamless hybrid infrastructure

Organizations are under increasing pressure to deliver round-the-clock service and a flawless customer experience. To do this, their IT infrastructure needs to be able to support enough capacity during spikes in demand, be able to expand regionally at speed and to ensure availability when disaster strikes.

To achieve this while optimizing infrastructure spend, enterprises need a seamless hybrid cloud that can Scale on Demand, from the data center to the public cloud.




This FAQ provides answers to some frequently asked questions about what on-demand scalability is, how it works, and how your business can benefit.

Q. What does it mean to Scale on Demand?

A. Scaling on Demand is the ability to provide customers, employees and stakeholders with uninterrupted availability to systems and services across a seamless hybrid environment, in a cost-effective manner. It's achieved by scaling usage from on-premises infrastructure to the public cloud in order to meet unpredictable spikes in demand, expand business regionally or to provide backup during unexpected system failures.

Q. Why can't I just scale my traditional data center?

A. When it comes to scalability, traditional on-premises infrastructure faces a number of challenges, including:

-  The high costs associated with building physical data centers
-  Overprovisioning and unused capacity
-  Building and maintaining on-premises environments regionally and globally to meet disaster recovery needs

Q. Will investing in public cloud meet my scalability needs?

A. Many organizations turn to the public cloud as a flexible, reliable and secure alternative to on-premises infrastructure, but this brings its own challenges.

89% of organizations still expect to have a meaningful on-premises footprint in three years.<sup>1</sup> This means any public cloud solution a company adopts must be compatible with their existing on-premises infrastructure to ensure smooth business operations when scaling usage from the data center to the cloud.

Incompatibility makes scalability complex and time consuming, and also creates high-risk inconsistencies between security and compliance policies across environments. However, if the public cloud is leveraged as part of a hybrid infrastructure, enterprises stand to gain the compatibility, flexibility, innovation and cost benefits of cloud, while maintaining the control and stability of traditional data centers.

Q. How does seamless hybrid cloud infrastructure solve the challenges of scalability?

A. Today, 93% of organizations are committed to or showing interest in hybrid cloud as a long-term strategy.<sup>2</sup> This seamless hybrid cloud creates a single pool of resources for businesses, enabling them to Scale on Demand more easily, leveraging public cloud capacity when they need it to meet spikes in demand, to expand regionally or provide disaster recovery.

Q. What are the cost benefits of being able to Scale on Demand?

A. On-premises environments require significant capital expenditure for infrastructure, as well as the costs of maintenance, staffing and utility costs. What's more, companies often have to overprovision to ensure reliability. The inflexible nature of traditional data centers means organizations always need to provide enough capacity to meet the highest spikes in traffic. This contributes to 35 percent of cloud spend still being wasted, despite an increased focus on cost management.<sup>3</sup>

Hybrid cloud infrastructure enables enterprises to leverage the public cloud as and when they need it, paying only for what they use. This means they're not paying for the setup, management and utility costs of unused infrastructure. This is achieved with a subscription-based model, avoiding large CapEx down payments.

Q. How does the ability to Scale on Demand support Disaster Recovery?

A. Downtime can be incredibly damaging to a business's bottom line and its reputation. In the past, businesses had to purchase secondary physical data centers to safeguard against infrastructure failure, or service disruption due to natural disasters or human interference. These sites require significant investment for servers, connectivity, power and cooling, site maintenance, and personnel. They can also be slow to provide recovered files due to the load-times of physical servers.

<sup>1</sup>Hybrid Cloud Trends Survey, Enterprise Strategy Group, March 2019

<sup>2</sup>Hybrid Cloud Trends Survey, Enterprise Strategy Group, March 2019

<sup>3</sup>RightScale 2019 State of the Cloud Report, Flexera, 2019

Scaling on Demand avoids this cost by leveraging the public cloud for disaster recovery. By extending on-premises environments to the public cloud, enterprises can leverage a Disaster Recovery as a Service (DRaaS). This backup is paid for as and when needed, avoiding the cost of unused infrastructure and ensuring their customers don't experience any downtime in the case of infrastructure failure.

Q. How does the ability to Scale on Demand support Regional Expansion?

A. When expanding to a new region, businesses often have to build data centers locally to meet data protection regulations and latency requirements. With traditional infrastructure, this means spending a lot of time and money investing in, setting up and managing these new data centers.

The hybrid cloud enables enterprises to leverage public cloud data centers that have expansive global reach. This means organizations can expand rapidly into new markets, meeting regulatory and latency requirements, and eliminating the cost and effort of establishing their own infrastructure each time.

Q. How does hybrid cloud help safeguard enterprise security and compliance?

A. Unlike public cloud, investing in a hybrid cloud with consistent infrastructure and operations provides companies with complete visibility over resource allocation and security and compliance policies. This helps companies maintain consistent policies across environments, ensuring compliance and helping to protect against security breaches.

## Take the Next Step With the Economics of Scalability

The ability to Scale on Demand with a seamless hybrid cloud infrastructure empowers organizations to provide uninterrupted availability, meet unpredictable spikes in capacity and overcome unexpected infrastructure downtime.

Discover how Scaling on Demand reduces risk and optimizes IT spend, plus the best strategy for implementing scalability in your organization, in our Economics of Infrastructure Scalability eBook.

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