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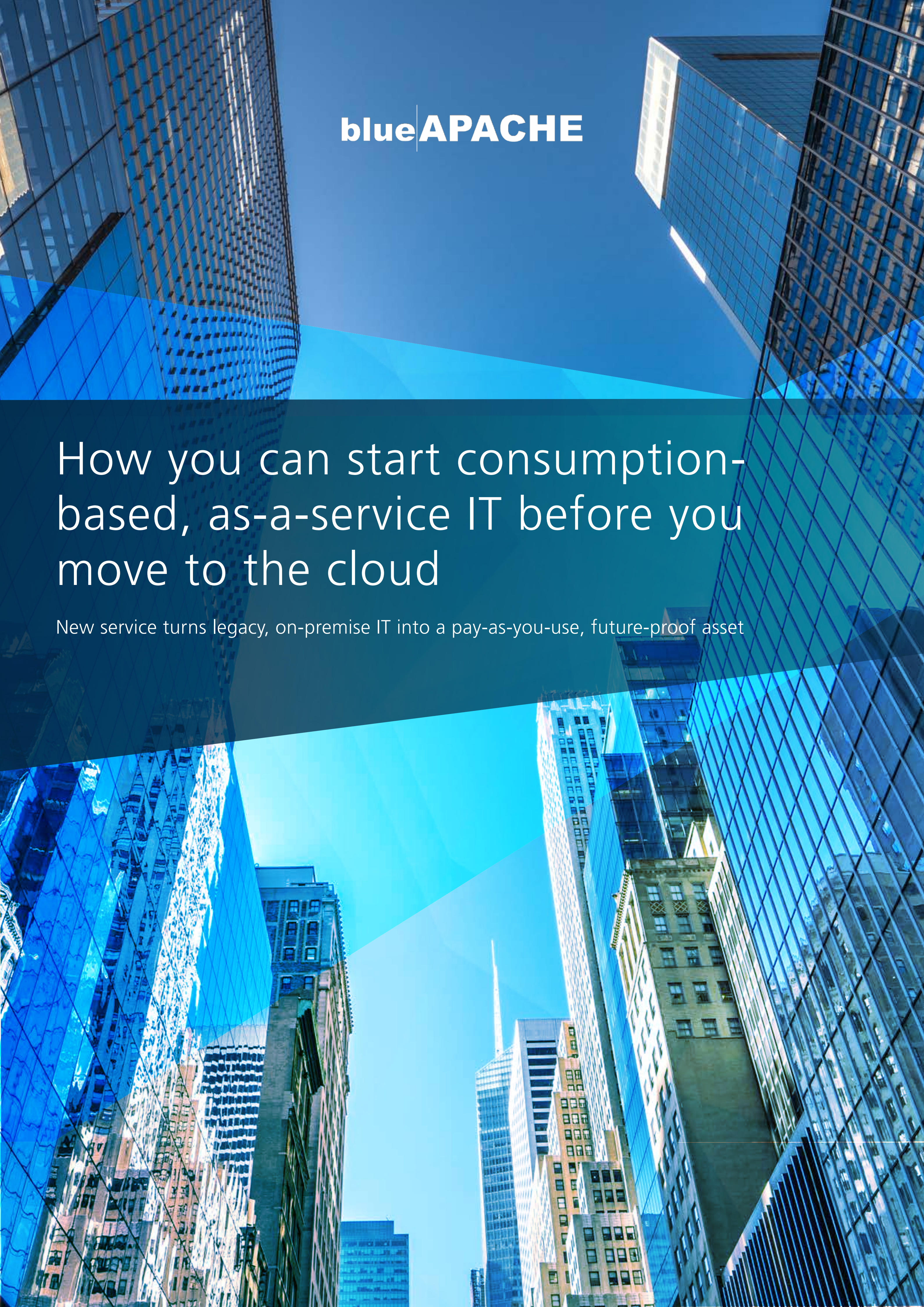


How you can start consumption-based, as-a-service IT before you move to the cloud

New service turns legacy, on-premise IT into a pay-as-you-use, future-proof asset

THE CLOUD STORY SO FAR

Most organisations recognise that consumption-based IT offers flexibility in both cost and capability. Even before the COVID-19 global pandemic the need for businesses to rapidly pivot, adapt and take advantage of new opportunities and mitigate new threats from competitors was increasing.

Moving IT into the cloud was one way many organisations could retool for this more agile world.

COVID-19 has brought that challenge into very stark relief and it may change the way the business world operates forever.

However, not every organisation has migrated to the cloud, or can, and often for very practical reasons. These include:

Reliance on legacy, on-premise systems which are yet to reach end of life and will be too expensive to recreate or migrate to the cloud.

Lack of clarity in cost modelling with plenty of war stories indicating that cloud does not necessarily offer promised savings over time.

Limited experience or in-house knowledge about how to migrate and support complex, cloud-based or blended environments which leads to an increased perception of risk.

All this aside, most organisations accept that at some point, they will move to a public or private cloud model – and many would do it sooner if they could overcome the issues already mentioned.

Moving expensive IT systems off the balance sheet and into the P&L as a variable operating expense is incredibly attractive to most CFOs.

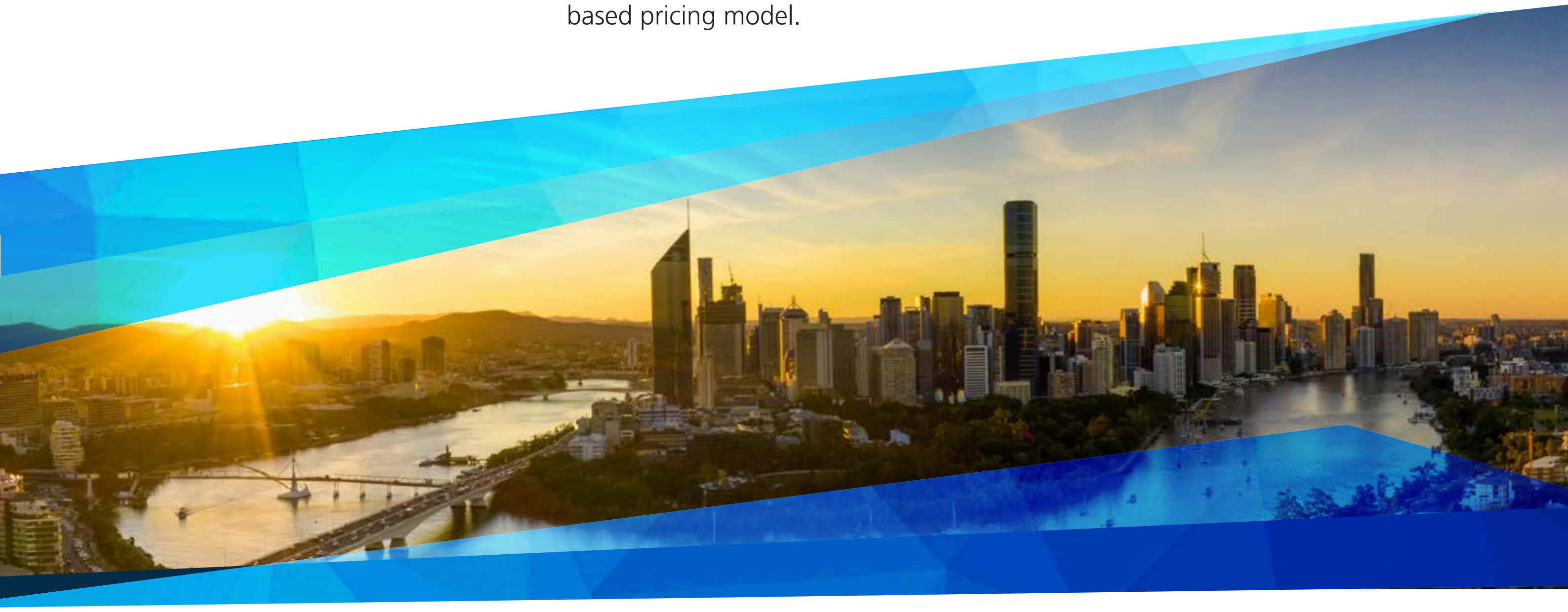
What's not widely known is that this is now possible through a new-generation, consumption-based IT service model which overlays on-premise, private and public cloud environments as a single managed service.

In some cases, depending on the age of existing equipment, it also lets organisations maximise the value of their existing IT assets and access state-of-the-art load-sharing, digital workplace, remote access and remote management services as an integrated solution through a consumption-based pricing model.

"The biggest issue when it comes to moving to the cloud for many medium-to-large sized organisations is an unwillingness to upend large, complex, mission-critical applications and infrastructure.

These are expensive and expansive assets with a financial lifecycle attached to them. It's not practical to suggest companies just walk away from that investment so they can restart in the cloud. That's why this new solution, underpinned by HPE GreenLake is so compelling."

– Michael Zuppa
GM of Technology,
blueAPACHE



BENEFITS OF MOVING TO A BLUEAPACHE CONSUMPTION-BASED MODEL

This solution has been created to address the specific requirements facing many of our clients and the wider market. In particular the need for our clients to:

- Demonstrate public cloud-style agility with the security and cost predictability of on-premise IT.
- Address all data governance and compliance requirements including data sovereignty, privacy, PCI DSS, GDPR and the many other standards and regulations.
- Continue to run dedicated hardware for security, compliance, business continuity, speed, financial or other reasons.
- Meet all IT security requirements.
- Access bare metal containers for advanced high, performance compute power.
- Maximise their monthly return on investment through dynamic cost optimisation.
- Access full-featured, graphic processor powered virtual desktop infrastructure.
- Avoid sticker shock resulting from hidden or unpredictable costs.

In short, this solution moves beyond a simple managed IT service to a whole-of-IT provisioning, support and management as managed service – while also delivering the benefits of a consumption-based pricing model.

In addition, aside from the obvious commercial benefits, this also offers a way to iteratively invest in new IT infrastructure and services in the future, as business requirements evolve.

MOVING BEYOND SIMPLE MANAGED IT SERVICES

Most organisations are familiar with standard managed IT services solutions.

Essentially, an external service provider supplies a monitoring and management layer on top of a client's existing infrastructure and usually some cloud-based services as well.

Commonly, additional IT projects are added in along the way to support various initiatives such as migrations, upgrades and application development as examples.

In this traditional model, clients usually receive complex bills which reflect the provisioning of many different services, flat hardware and software license fees, equipment purchases or leases and cloud data usage among many others.

They can be impenetrable, confusing, unarguable and often not reflective of monthly use, just a minimum agreed contract amount.

blueAPACHE offers a more sophisticated solution.

It combines a full suite of advanced technologies into a single consumption-based model delivered through an advanced virtual data centre-as-a-service.

Solutions that are tied together into a single, customisable solution include:

- HPE GreenLake which manages existing, on-premise and co-located hardware allowing it to be transformed into consumption based resources
- VMware CSP licenses to deliver and orchestrate the virtual data centre
- VEEAM CSP to manage secure data backup
- Microsoft CSP & SPLA licensing
- Co-located data centre hosting
- Network and security monitoring and management
- A single invoice for all services, tied directly to monthly consumption.

"We seek solutions from across the market that we believe will best support our clients' businesses.

A program that lets clients put their existing on-premise and private cloud solutions into a single, easy-to-understand consumption-based service immediately is transformative.

It means complex, on-premise and blended environments can be significantly enhanced and turned into a monthly, pay-as-you-use cost. You get all the benefits of moving to the cloud — without all the costs of a major IT project that you'd expect to incur if you were to do a wholesale migration.

HPE GreenLake, along with the rest of our virtual, managed data centre solution maps exactly to the pressures many companies are experiencing right now to pivot and become more agile, while also moving away from IT as a capital cost."

– Michael Zuppa
GM of Technology, blueAPACHE

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