



daisy.



ACCELERATE YOUR BUSINESS WITH HYBRID CLOUD

Tap into the benefits of both cloud and on-premise





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THE POST-PANDEMIC DOUBLE-EDGED SWORD

The global health crisis has been a double-edged sword for businesses of all sizes around the world. Different sectors, industries and people have had vastly different experiences emerging from the pandemic. Some have not only survived relatively unscathed but have even grown their businesses and expanded. Others have struggled or even failed.

The adoption of digital technology has had an important role to play. Companies that either already had technology baked into their business, or very rapidly increased their uptake of technology, such as cloud computing, could adapt quickly and even innovate in the constantly changing and unpredictable new world order. For the most part, these were the companies that came out ahead.

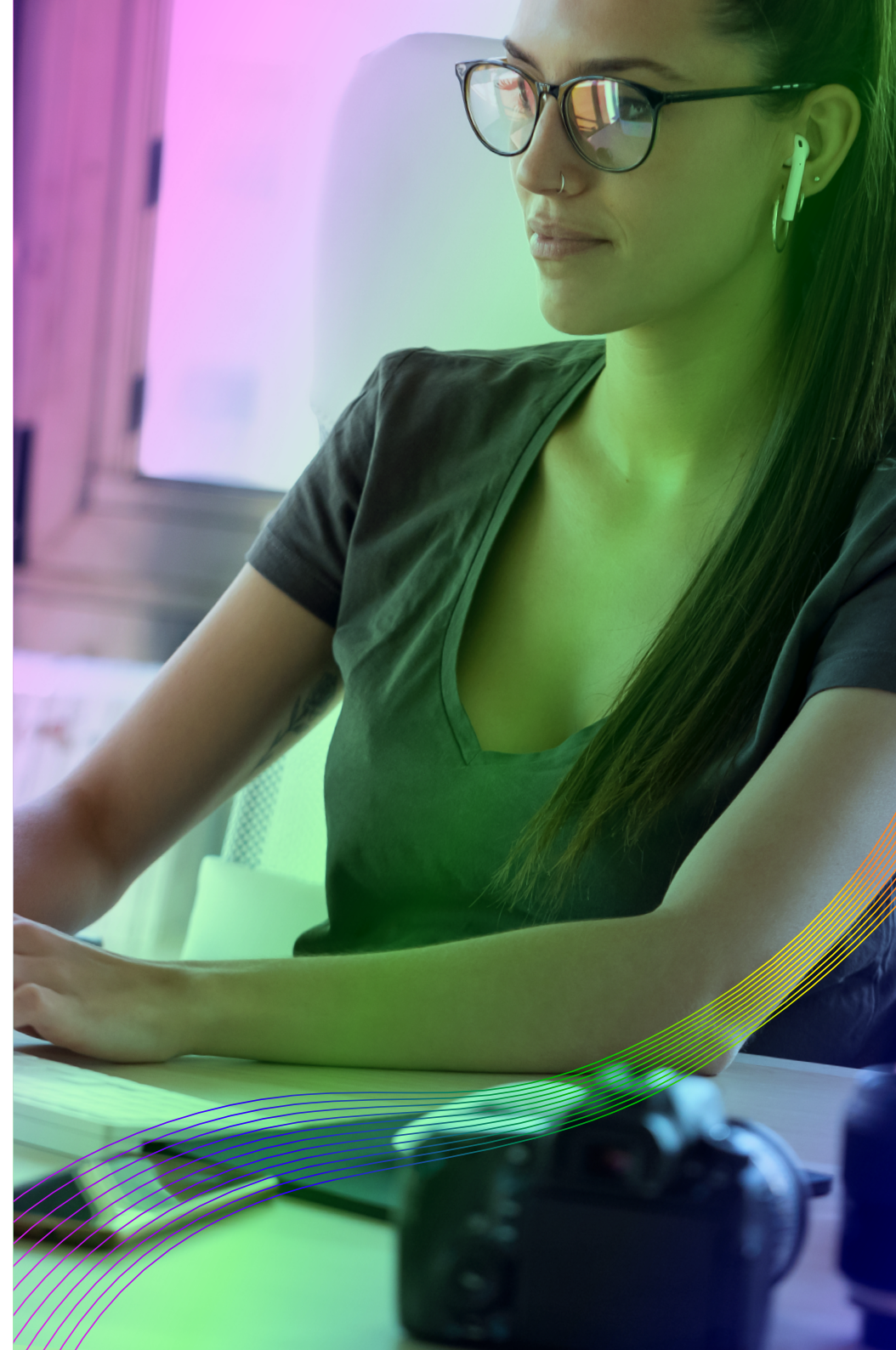
The digitally-enabled flexibility, agility and business resilience we've been talking about for years has proven to be a competitive differentiator like never before. And much of the technology that unlocked these capabilities was cloud-based. Even the most cloud-sceptical organisation would have adopted cloud computing to continue operating during the pandemic.

At the same time, our understanding and experience of the cloud journey has matured. IT professionals recognise that putting everything in the cloud is impractical – public cloud is not a silver bullet for all applications and workloads.

This creates a paradox at a time when it is more important than ever for companies to add as much certainty as possible to their IT strategies and avoid potentially wasteful technology dead ends.

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2 THE ROLE OF THE PUBLIC CLOUD IN AN UNCERTAIN WORLD

When the only constant is change, and medium to long-term forecasts are really only guesswork, all you can plan for is what is in front of you. What is certain, however, is that digital technology, and harnessing the power of your IT infrastructure, are critical to navigating this uncertain future. Standing still is not an option.

A future-ready company is agile and adaptable. Being future-ready means being open to doing things you never thought you would need or be able to do – moving your entire company to remote working almost overnight, for instance. As the shift to remote work has shown us, cloud and SaaS is the key to this flexibility and speed.

Future-ready companies build in room to flex and adapt by acquiring the IT services they need on a just-in-time, as-a-service basis. Avoiding being locked into infrastructure, software and other IT services provides the freedom to act swiftly, as well as the reduced risk and capital commitment that boosts business resilience.

So, it seems, future-ready companies need the public cloud.

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THE CLOUD PARADOX

Future-ready companies also need IT that is secure, compliant and in their control. This level of control sits uncomfortably with public cloud services. In research by security firm Fortinet, cybersecurity experts said that lack of visibility (53%), lack of control (46%), lack of staff resources or expertise (39%), and high cost (35%) were the most significant negative factors facing public cloud adoption¹.

In addition, some IT needs to remain owned and on-premise because up to 70% of applications and data need to stay on premise². They can't migrate to the public cloud immediately, or ever, for a range of reasons, including data gravity, latency, IP protection, performance and app entanglement.

This is the paradox of the cloud. On the one hand, cloud computing and everything-as-a-service is essential for survival in an unpredictable world. On the other, owned IT located on-premise remains popular and necessary for very good reasons. It's a double-edged sword: you can't use security, control and compliance as a reason not to be as agile and flexible as possible. Yet, security, control and compliance remain critical concerns.

¹ Fortinet Cloud Security Report 2021, by Holger Schulze, Cybersecurity Insiders:

² IDC Cloud Pulse Q1 2020

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4 UNLOCKING THE CLOUD PARADOX

The good news is that businesses of all sizes no longer have to navigate this impossible path. Instead of forcing data, apps and workloads into the public cloud, it is possible to bring the as-a-service model to them, wherever you need them to be. Now, the competitive advantage of the cloud – including workload elasticity, consumption-based pricing and predictable monthly billing – comes to you without sacrificing the level of security and compliance you need.

HOW?

By tapping into innovative everything-as-a-service (XaaS) capabilities from HPE GreenLake. But, to get there, we need to rethink our commitment to a public cloud-only strategy in favour of a **consciously hybrid approach**.

5 REROUTING OUR CLOUD JOURNEYS

In the early years of the cloud era, we treated the public cloud as the ultimate destination. Irrespective of your data, applications and workloads, a successful cloud journey was a public cloud-only journey. However, by necessity, we arrived at a hybrid cloud state: a lot was in the cloud but some things, like core and legacy applications were still on-premise or in private data centres.

Because we'd set our destination for public cloud, we considered this outcome a failure of our cloud strategy. Even though, the more we got to know about the public cloud, the more we learnt about unpleasant surprises such as egress costs, the lack of personal service, uncertain backup and concerns around data sovereignty.

We now know that there are very good reasons for most companies never making it 100% into the public cloud (see section 3). So, it turns out we accidentally landed up in the optimal position. Rather than being a failure or a half-measure, hybrid cloud should have been our destination all along. In other words, our key strategy should be the optimisation of IT and applications wherever they are to ensure availability, reliability, security and compliance.

And a consciously hybrid cloud strategy, backed by the correct management of the environment, is the ideal way to achieve this.

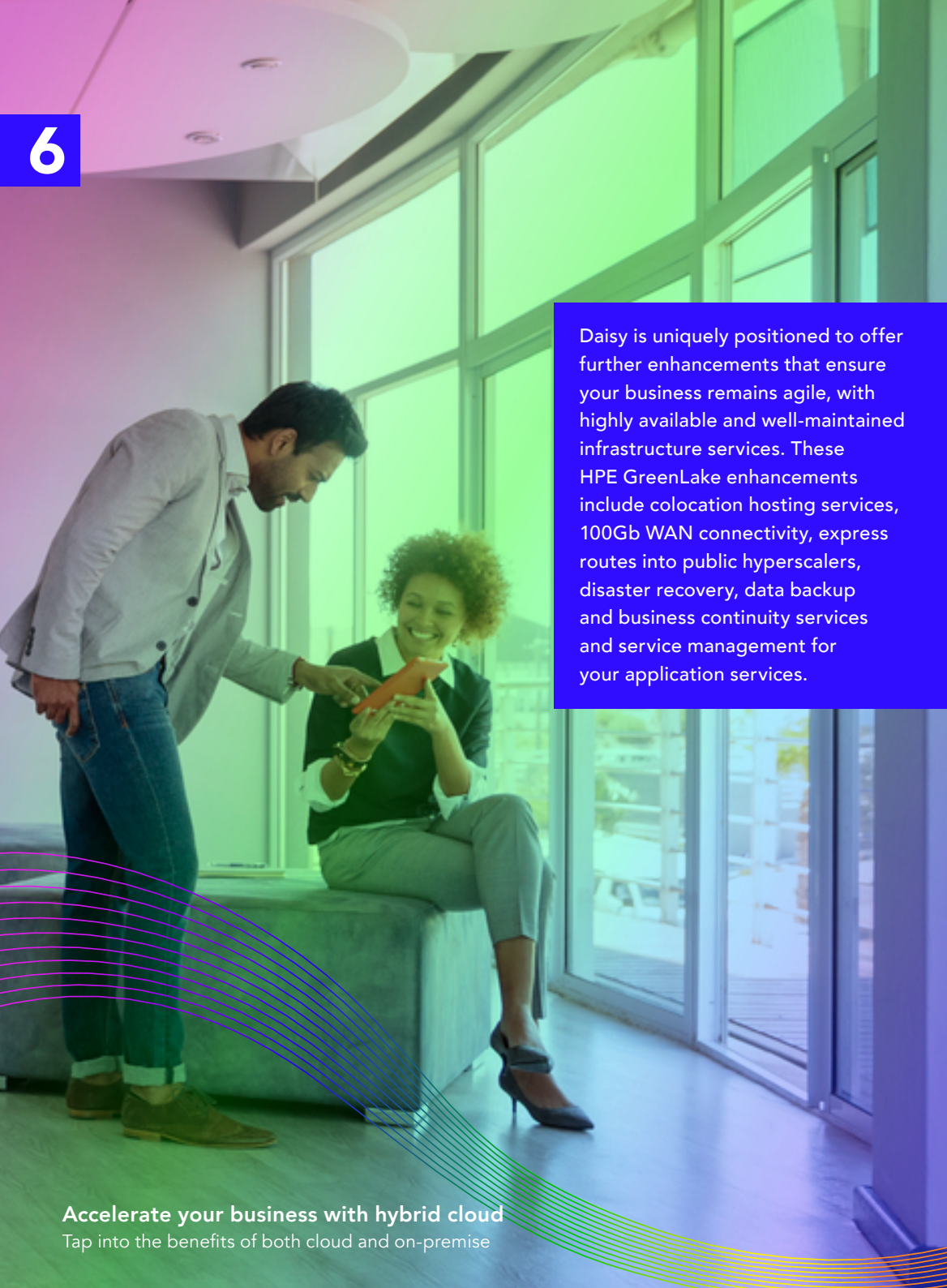
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A FLEXIBLE APPROACH

As Daisy has supported many customers in their own cloud adoption and digital transformation journeys, we have evolved from heavily weighted public cloud strategies to a flexible, hybrid cloud approach.



Daisy is uniquely positioned to offer further enhancements that ensure your business remains agile, with highly available and well-maintained infrastructure services. These HPE GreenLake enhancements include colocation hosting services, 100Gb WAN connectivity, express routes into public hyperscalers, disaster recovery, data backup and business continuity services and service management for your application services.

THE CLOUD THAT COMES TO YOU

But there is still one piece of the puzzle missing. How to bring as-a-service, consumption-based pricing to your entire IT infrastructure. This is important so that vital core and legacy applications on-premise don't get left behind as you innovate in the public cloud, and you get the benefits of cloud economics and pricing, everywhere.

Enter HPE GreenLake.

HPE GreenLake delivers on-premise workloads using a pay-per-use model that gives you all the speed and flexibility benefits of the cloud experience, while maintaining control over your data and key apps – all for a predictable monthly fee and only paying for what you use. Because technology refreshes are built into the model, HPE GreenLake enables your infrastructure to evolve with your business – fast, easily, and affordably. HPE is committed to bringing its entire portfolio of market-leading technologies to the HPE GreenLake model. These workload types are available for all industry verticals and are easily scaled to suit organisations of different sizes. It gives you all the benefits of public cloud services, but you can keep your data and apps on-premise or put your IT in the private cloud to ensure it stays safe, secure and available.

With decades of experience enabling organisations to reach their technology aspirations, Daisy is the ideal partner for your HPE GreenLake deployment. With extensive capabilities across service management, monitoring and operational support, we're fully equipped to manage not only the hardware underlying any HPE GreenLake solution, but all aspects of virtualisation, networking and connectivity. Backed by a strong partnership with HPE, we can help your business take the next step forward, no matter how HPE GreenLake fits into your strategy.

7 REALISE YOUR BUSINESS AMBITIONS

Because of today's uncertainty, companies must commit to adopting technology and IT infrastructure that gives them agility to navigate an unpredictable future. For those that don't, the innovation gap is going to widen until they cannot catch up. Today, business success depends on deploying the right IT, at the right time, at the right cost. A consciously hybrid cloud strategy offers the best of both worlds to future-ready companies, and HPE GreenLake's cloud that comes to you means no more compromises between public cloud and on-premise.

At Daisy, we use technology to intelligently drive your business goals forward. Our end-to-end offering and deep investment in HPE technology service delivery makes us the ideal partner for any HPE GreenLake deployment.

- Keep control of your IP and data
- Gain flexible consumption
- Spin workloads up and down and only pay for what you use
- Predict your IT spend
- Simplify your IT infrastructure
- Convenient: quick and easy to access, and easy to use
- Gain the versatility and speed to market of public cloud services
- High performance and reliability at low cost

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8 DAISY + HPE GREENLAKE

DAISY: MAKING BUSINESS SMARTER THROUGH TECHNOLOGY

At Daisy, we connect your business challenges to the industry-leading technology solutions you need to drive your business forward. With over three decades experience delivering HPE technology, we can assist with your end-to-end HPE GreenLake technology needs, ranging from assessments, health checks and strategy definitions, all the way through to delivery, support and recovery assurance. Plus, discover our colocation offerings and portfolio of managed services across connectivity, networking, backup and recovery for every business requirement.

Our expertise in numerous industry verticals, including business continuity, cloud and desktop, cyber security, unified communications and more means we offer not only breadth and scale, but deep technical expertise. Our colocation offerings and portfolio of managed services for core networking and infrastructure make us the ideal HPE GreenLake partner. Plus, our data protection and recovery services also mean your HPE GreenLake workloads are always fully and optimally protected.

HPE GREENLAKE: THE CLOUD THAT COMES TO YOU

Bring the cloud experience directly to your apps and data wherever they are – the edge, colocations, or your data centre with HPE GreenLake. With a pay-per-use, scalable, point-and-click, self-service experience that is managed for you, HPE GreenLake delivers services for your business-critical workloads. No data movement or egress charges – ever, faster time to market, conserve your cash and capital, no lock-in and leverage your existing investments. You can run your business on HPE GreenLake.

Get a unified cloud experience and operating model for your public and private clouds that automates cloud operations, through HPE GreenLake Central. By simplifying IT operations, we help to manage performance, cost, security and compliance across the hybrid, multi-cloud estate to reduce risk and accelerate the business.

The goal of HPE GreenLake is to help you deliver the business outcomes that you need, by delivering cloud services for your infrastructure, platforms and management and your most demanding workloads.

Your HPE GreenLake IT partner.

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