



## Napkin Guys: Cloud Utilities

Tim: Hey, this beer is tasting great now that we've got this second one

Bryan: I know I'm getting to the bottom of that glass

Tim: I gotta get goin soon but I don't know, do you have time for one last quick question?

Bryan: Yeah yeah yeah

Tim: You know so we've got we talked a lot about the cloud and a lot of clients who are looking at that move and looking at potentially moving their infrastructures of the cloud it's a strategy we recommend quite often

Bryan: Yeah

Tim: Is it, you know, is it a buyer beware market today or is it you know do you have to have a tour guide to help you navigate this scene or how does it work?

Bryan: Why it's it's a great question. So you know what we've seen is, and we've got quite a bit experience now taking people out into various forms of cloud technologies. We've seen a lot of really high business value delivered in the agility and the speed in which, you know, assets can be turned up and you know there's just no longer a huge constraint on a workforce for clients. And so huge benefits but you do have to be a little careful and you just got to be sort of mindful and manage it correctly and so there are some challenges. And you know, we talk about it, you know kind of utilization of IT and that's you know kind of a lofty concept but basically what they're doing is they're taking compute you know computer processing power well they're turning it into a utility you know almost like power or water right and so people say that and they kind of think that all conceptually get that they really mean a utility model

Tim: Oh, much like a utility billing

Bryan: Very much so, much like a billing. So what'll end up happening is, is you've got to watch your billings like you do with your cell phone charges or the telephone.

Tim: Yeah

Bryan: You get some surcharges you get a new stack as soon you get all kinds of stuff.

Tim: I still can't figure out my utility yeah yeah just a small little residential



Bryan: And sometimes those things, just like in your normal utility management, you have to challenge them in order to make sure you're getting billed correctly. So there's

some challenges there. The other thing is the bills are maybe a little hard to consume. So a lot of times they're line-item based and you can't make heads or tails of what's going on there. So part of professionally managing it is managing the billing, you know, and so that's a big deal. And then the other thing about sort of the utilization of the utility model is you know, the bigger players are treating it almost from a customer service perspective like a utility. And so you have to really watch your service level agreements, or SLA's, and you have to buy the level of service that you expect. And so depending on what systems you actually move out there and where you move them and what their business criticality is, you want to watch that support model and make sure that, that your business is getting the attention that it really requires at that point in time, where there's a problem, right. Well the good news is these things or tanks and so they run fairly flawlessly but when there are issues just like utility if your power goes out in your neighborhood all the power comes back on at the same time because if you're in a pool of shared resources. and so you've got to decide whether that pool is right for you or whether you'd rather you know have more control over over you know whatever critical business applications you've got out there.

Tim: Interesting

Bryan: So you know, really paying attention to the way your agreements are structured, you know, having some experiences, someone that's kind of been there before, and you know, maybe had to deal with some of these challenges I think is pretty key. In my mind though, there's no question that the trade-off that you get for a business value and agility and just the speed that you can move on giving IT you know kind of away from your businesses to constraint I believe that's a big win.

Tim: So we see, let me just recap that a little bit, so we we as an organization, see high business value.

Bryan: Correct

Tim: In the private cloud model specifically right

Bryan: Yep

Tim: But for some organizations they may need our assistance in navigating through a couple of these key points.



Bryan: mm-hm

Tim: One is just managing the billing process. if you describe it as a utility bill

Bryan: mm-hmm

Tim: Making sure that there's some validation

Bryan: Correct

Tim: the components of the bill that they understand that there are different providers who summarized that differently I expect

Bryan: mm-hmm

Tim: Two is a great point which is SLA and we tend to think that all the terms of the SLA are something we get but actually they're priced as components and you're buying each of those components

Bryan: Correct

Tim: Right. So making sure we understand the SLA

Bryan: Yep

Tim: And then the last point is, pool management. When the pool is uh, when the pool goes down, much like the utilities goes down, it's down so knowing how big that pool is important.

Bryan: correct

Tim: Sounds like our Bacardi guy is delivering more Bacardi for us

Bryan: Fantastic

Tim: Anyway, this is great Bryan, thanks. I think these are helpful.

Bryan: Awesome, thank you.