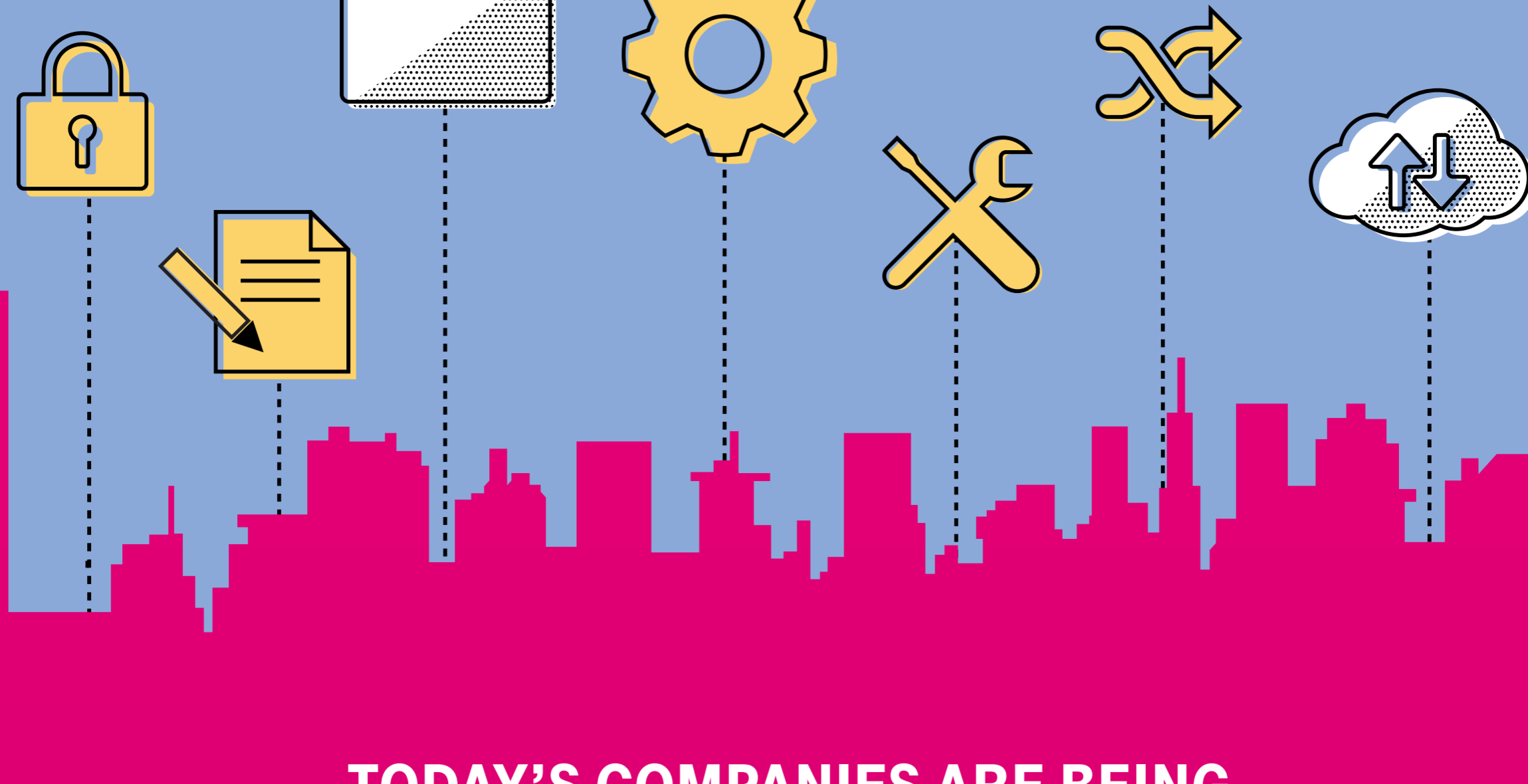
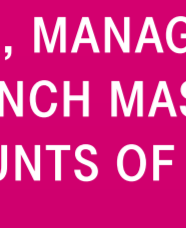


WHY CLOUD? WHY NOW?

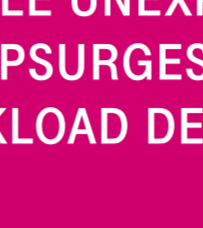
FOUR REASONS WHY TODAY IS THE DAY TO MAKE THE MOVE



TODAY'S COMPANIES ARE BEING PUT TO THE TEST. DO YOU NEED TO:



STORE, MANAGE, AND CRUNCH MASSIVE AMOUNTS OF DATA?



HANDLE UNEXPECTED UPSURGES IN WORKLOAD DEMAND?



CHANGE AND EXPAND SERVICES WITHOUT TAKING ON MORE COST OR RISK?

From media to retail, from finance to healthcare, companies of all industries—and all sizes—can find solutions in the cloud. Here are four ways cloud computing has driven business success in companies like yours.

REASON #1: REDUCE COST AND RISK

From day one, cloud computing can help organizations reduce costs and risks, whether you're an established enterprise or a brand-new startup.

WHAT CAN CLOUD DO FOR YOU IN TERMS OF COST AND RISK?



ELIMINATE THE UPFRONT COSTS OF NEW HARDWARE



REDUCE IT MANAGEMENT TIME



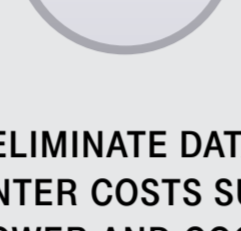
ELIMINATE RISKY "RIP-AND-REPLACE" UPGRADES



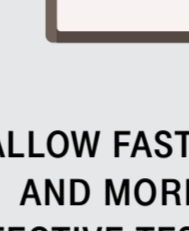
AUTOMATE OPERATIONS, INCLUDING SECURITY



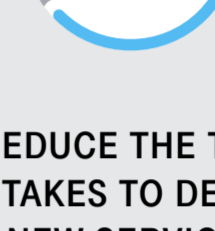
PREVENT OVER-PROVISIONING



ELIMINATE DATA CENTER COSTS SUCH AS POWER AND COOLING



ALLOW FASTER AND MORE EFFECTIVE TESTING



REDUCE THE TIME IT TAKES TO DEPLOY NEW SERVICES



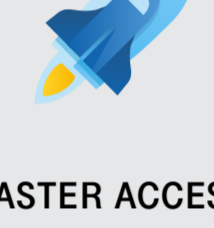
45%

of applications that don't have to be re-platformed run 36% more cost-effectively in the cloud¹

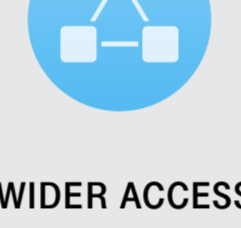
REASON #2: INCREASE BUSINESS AGILITY

The cloud offers companies a level of IT agility that's hard to achieve on your own, especially when you're building infrastructure from scratch.

WHAT CAN YOU ACHIEVE WITH MORE AGILITY:



FASTER ACCESS TO INFRASTRUCTURE



WIDER ACCESS TO NEW MARKETS



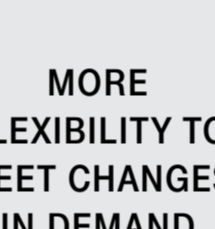
MORE EFFICIENT COLLABORATION AND SHARING



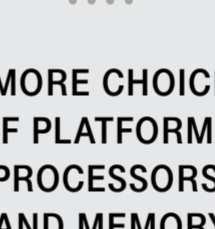
FASTER INSIGHTS FOR FASTER DECISIONS



GREATER SCALABILITY



MORE FLEXIBILITY TO MEET CHANGES IN DEMAND



MORE CHOICE OF PLATFORMS, PROCESSORS, AND MEMORY



Faster

access to infrastructure is the #1 benefit of cloud computing²

REASON #3: DELIVER HIGHER SERVICE LEVELS

Your customers and users won't applaud if you serve up services quickly—they expect that! Cloud computing can help you provide a positive user experience they can take for granted.

WHAT CAN YOU SPEED UP WITH HIGHER PERFORMANCE?



TRANSACTIONS



WORKPLACE LOADS



QUERIES



UPLOADS AND DOWNLOADS



CALCULATIONS



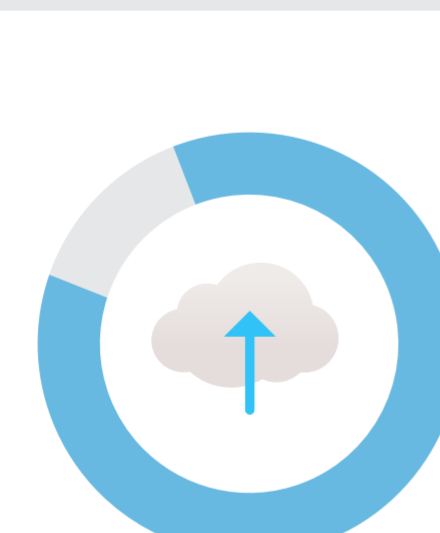
TESTING AND DEPLOYMENT



DATA ANALYSIS



RECOVERY FROM MISHAPS



83%

of enterprise workloads will be in the cloud by 2020³

REASON #4: ENHANCE SECURITY

Security may not be the first benefit of cloud computing that comes to mind, but cloud providers can offer more advanced security technology and expertise than a given IT department.

GARTNER KNOWS CLOUD SECURITY⁴



1/3

IN 2018, THE ENTERPRISES THAT IMPLEMENT CLOUD VISIBILITY AND CONTROL TOOLS WILL HAVE ONE-THIRD FEWER SECURITY FAILURES



60%

THROUGH 2020, IAAS WORKLOADS WILL SUFFER AT LEAST 60% FEWER SECURITY INCIDENTS THAN THOSE IN TRADITIONAL DATA CENTERS

T-Systems Can Help

For many companies, IT is the competitive differentiator. Open Telekom Cloud from T-Systems can deliver the edge you're looking for, providing high performance, immense flexibility, and cast-iron security to accelerate your business.

Ready to learn more?

Read the eBook

T-Systems

SOURCES

¹ Rallo, Aaron, "Savings in the cloud: How to find them and when to make your move." *Network World*, January 31, 2017. <https://www.networkworld.com/article/3163527/cloud-computing/savings-in-the-cloud-how-to-find-them-and-when-to-make-your-move.html>

² "Benefits of using cloud computing worldwide from 2015 to 2017," *Statista*, February 2017. <https://www.statista.com/statistics/511272/worldwide-survey-cloud-computing-benefits/>

³ Columbus, Louis, "83% Of Enterprise Workloads Will Be In The Cloud By 2020," *Forbes*, January 7, 2018. <https://www.forbes.com/sites/louiscolombus/2018/01/07/83-of-enterprise-workloads-will-be-in-the-cloud-by-2020/#6235b1946261>

⁴ Panetta, Kasey, "Is the Cloud Secure?" *Gartner*, March 27, 2018. <https://www.gartner.com/smarterwithgartner/is-the-cloud-secure/>