

## **Contributed Article: Optimize before you transform with Infrastructure-as-a-Service**

There is one universal truth about business in the 21<sup>st</sup> century: whatever industry or market you are in today, disruption is coming. In many industries, it's already here, and business leaders are taking notice. An overwhelming majority of executive leaders believe that they need to make significant inroads in their digital transformation in order to survive and thrive.

Digital Transformation, at its core, is about providing a better service to your customers. There is a technology element to it, but some of the transformation in the later stages include process, culture, and operational changes. Disruption occurs when digital transformation leads to a business model that fundamentally changes the way customers interact with you and gives you a competitive advantage.

That sounds daunting, considering most companies are quite early in their transformation. The good news is that the first step towards disruption is optimization. Optimization is more about your company. It's about cutting costs and becoming faster and more agile. It's more operational. It frees up your time and resources so you can focus on actual transformation.

The optimization stage is where Infrastructure-as-a-Service lives, and it offers several advantages over on-premises infrastructure. If you're one of the thousands of companies who is still on the fence about the cloud, here are some reasons you should consider migrating as a first step in optimizing your organization:

### **IaaS improves your ability to leverage data.**

Data is the currency of the 21<sup>st</sup> century. Companies are producing enormous amounts of data in every customer interaction – data that can lead to greater insights into who your customers are and what they want from you. IaaS can improve the speed at which data is collected, processed, and leveraged.

### **IaaS gives your IT teams more time.**

The purchasing, operation, and maintenance of hardware is time-consuming for small businesses where IT staff wear multiple hats. Outsourcing the management and maintenance of your data center allows your IT team to concentrate on transformative initiatives without worrying about infrastructure availability.

### **Cloud economics can make you more agile.**

Entire books have been written on the benefits of moving from a CapEx model to OpEx by migrating to the cloud. OpEx ultimately makes your organization more agile – you are able to scale up or down with the demands of your customers or make changes to your infrastructure

without having to worry about the costs that you've sunk into your data center, colocation space, and physical servers. You can adapt quickly to new infrastructure paradigms, such as edge and containers, without worrying about losing out on your previous infrastructure investments.

**IaaS ensures business continuity.**

Downtime is becoming increasingly unacceptable, as customers require more frequent access and revenue generation occurs outside of normal business hours. Moving to IaaS almost always comes with a guarantee of high availability, as well as the tools to build redundancy into your infrastructure, so you don't have to worry about downtime or data loss. Your business can be available any time a customer needs you.

Technology is transforming the way companies interact with their customers, and every business leader is going to be asked to tackle the challenge of providing a truly memorable customer experience in every interaction. You don't have to arrive at the end of your digital transformation journey tomorrow. Consider IaaS as a first step towards becoming a disruptive, customer-centric business.