

# THE RESELLER GUIDE TO CLOUD BUSINESS

Support your customers in their move to the cloud

software distribution  
**sigma**<sup>TM</sup>  
A CLIMB COMPANY

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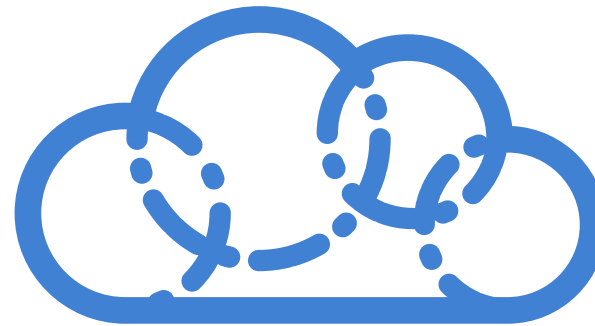
# OVERVIEW

Cloud computing is on the agenda for every company, and so it should be. As well as improving productivity and collaboration, it also offers cost savings.

Throughout this eBook, we will show statistics, highlight benefits, explore predictions for the future, and see how Covid-19 has influenced cloud adoption.

After reading this short guide, you will be able to discuss and support your customers with their cloud strategy and have the right solutions in mind to help them manage, monitor and secure their cloud infrastructure after their migration.





## WHAT IS CLOUD COMPUTING?

Cloud computing is the delivery of on-demand computing services – from applications to storage and processing power – over the internet and typically on a consumption (think: pay-as-you-go) or monthly / annual subscription (think: contract).

# THE IMPACT OF COVID-19

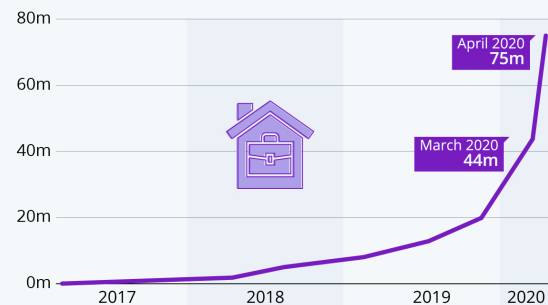
Despite many years of the cloud being promoted as a way of ensuring business continuity and scalability, some businesses didn't see the need for change as long as the old way of working was still viable; that changed when Covid-19 hit. With many countries experiencing full lockdowns, organisations had to change the way they work and adopt new and smarter working strategies.<sup>1</sup>

Businesses shifted, often overnight, to remote working or risk losing everything. Videoconferencing, shared resource areas and SaaS became the new normal and showed that many businesses could continue as usual when they embraced the cloud. As the new way of working moved online, business solutions such as Microsoft Teams saw an increase in users<sup>2</sup> and 57% of companies went above their planned cloud usage for 2020.<sup>3</sup>

A Gartner survey in 2020 revealed that 74% of companies are planning to permanently shift parts of their workforce to be remote.<sup>4</sup> This means businesses need an in-depth analysis of the technology they're using and how it enables and accelerates the delivery of their corporate strategy. Such a permanent move requires a bespoke mix of cloud solutions rather than a one-size-fits-all approach, which many businesses took in the early stages of the pandemic.

## Microsoft Teams Sees Jump in Usage as Remote Work Surges

Number of daily active users of Microsoft's workplace communication app Teams



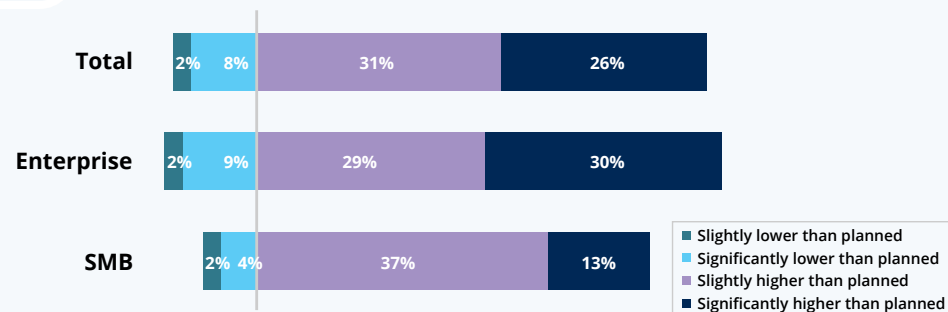
Source: Microsoft



Source: Daily active users of Microsoft Teams - Statista

## Change from Planned Cloud Usage Due to COVID-19

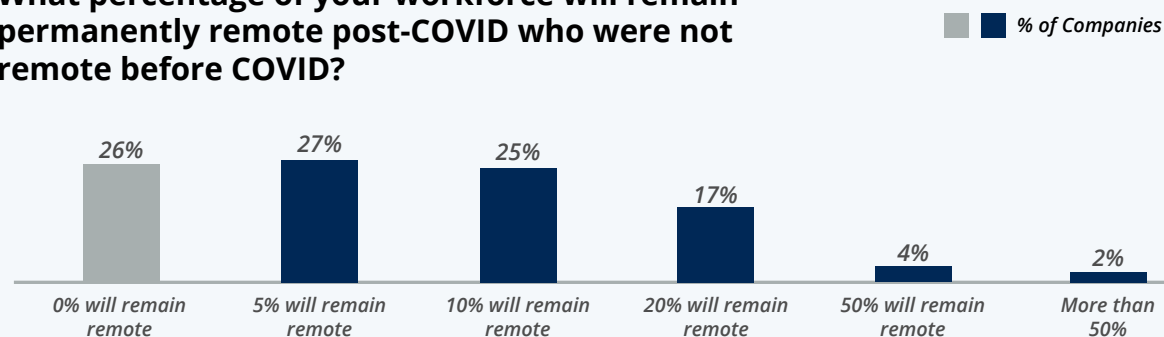
% of respondents



N=187, asked only of later respondents

Source: Flexera State of Cloud Report 2020

## What percentage of your workforce will remain permanently remote post-COVID who were not remote before COVID?



Source: Gartner CFO Survey 2020 - Gartner

<sup>1</sup> Covid reveals the benefits of cloud working - ICAEW

<sup>2</sup> Daily active users of Microsoft Teams - Statista

<sup>3</sup> Flexera State of Cloud Report 2020

<sup>4</sup> Gartner CFO Survey 2020 - Gartner

# THE HISTORY OF CLOUD BUSINESS

Cloud computing has evolved from a future ideal, predicted to be the next big trend in software, to revolutionising the way enterprises store, manage and analyse their data.

The initial idea of cloud computing came from computer scientist, John McCarthy, in the 1960s. He conceptualised Software as a Service (SaaS) with a subscription licence; a public utility similar to the already successful service bureau.<sup>5</sup>

**Service Bureau:**  
A company that provides business services for a fee.

However, there were critical elements that held cloud computing back from mass adoption until the early 2000s; the bandwidth of the internet, the cost of computing and companies' dedication to Application Service Providers (ASP), e.g. SAP and Hewlett-Packard.<sup>7</sup>

With technological advances in the world wide web, Salesforce.com were the first to pioneer successful cloud computing for the masses, with their industry leading Customer Relationship Management (CRM) platform.<sup>6</sup> Alongside the dotcom boom during the mid-90s, and early 2000s, ASP failed to live up to the business-critical benefits of SaaS providers. These benefits included low cost, easy deployment, cheaper upgrades and no need for the physical presence and storage of servers, as the products were delivered over the internet. Not to mention the customisation and scalability of the software for each individual enterprise.<sup>7</sup>

Over the course of the following decade, 'SaaS' became a common phrase in offices and boardrooms around the world. As more SaaS solutions developed, companies also specialised; Platform as a Service (PaaS) and Infrastructure as a Service (IaaS) grew in popularity, competing with the still-present, on-premises server solutions.

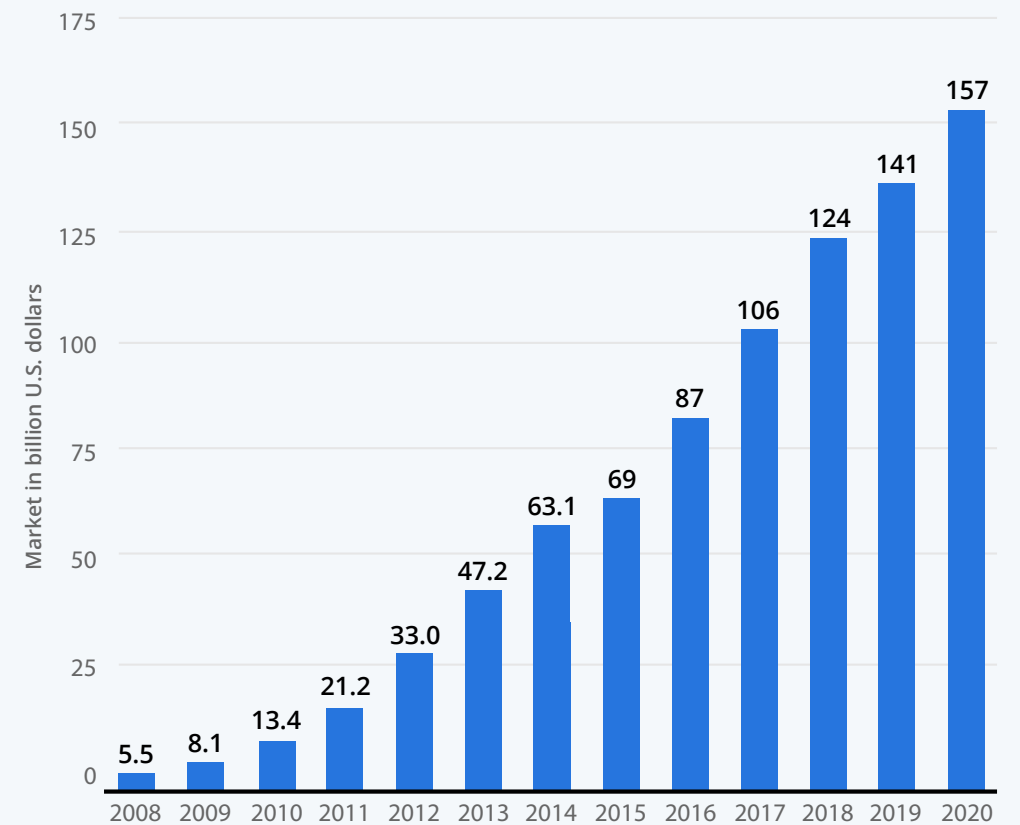
In the last five years, the SaaS global market has grown an estimated \$70 billion.

Cloud computing today covers a host of different solution areas and industries.<sup>8</sup>

Business Function	Solution
Human Resources	Recruitment systems Learning and development tools
Finance Teams	Accounting solutions Payment gateways
Sales	Customer relationship management
Developers	Web hosting and e-commerce platforms
Project Management	Communication platforms

The development of these solution areas created the need for management, security and analytical solutions. Companies such as ManageEngine specialise in the management and protection of cloud and on-premises solutions, whether an enterprise works solely in the cloud or in a hybrid environment.

## Total size of the public cloud software as a service (SaaS) market from 2008 to 2020



Source: Total size of public cloud software as a service (SaaS) market from 2008 to 2020 - Statista

### DIFFERENCE BETWEEN ASP AND SAAS DELIVERY MODELS

In an ASP delivery model, the customer typically purchases software and pays an ASP to host and maintain it. In contrast, SaaS vendors manage the software they have developed on their own.

<sup>5,6</sup> A history of cloud computing – ComputerWeekly

<sup>6,7,8</sup> The History of SaaS - BeBusinessed.com

# WHY INVEST IN CLOUD SOLUTIONS: BENEFITS AND PREDICTED GROWTH

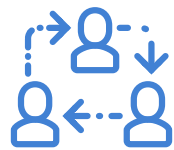
The cloud computing market has grown year on year, and it doesn't take long to see why. Companies recognise the benefits that the cloud offers and how it can impact their productivity, collaboration, security and revenue. By using cloud solutions, a business can prevent problems that on-premises companies have to handle, such as not having real-time information available or losing data in case of a natural disaster or simple power failure.

## MAIN BENEFITS



### Flexibility and Scalability

All teams will benefit from the flexibility and scalability introduced by cloud-based systems. For example, technical teams can easily manage software and capacity according to the needs of the business, quickly up- and down-scaling based on demand. Likewise, cloud-based computational tools allow remote engineers to conduct detailed analysis from their phones or tablets rather than having to carry heavy duty laptops.<sup>9</sup>



### Collaboration

Cloud computing makes it easier for businesses to share information in real-time. This means employees can easily work and collaborate on their documents, projects and data from anywhere. From CRM systems to project management tools, the cloud offers everything an employee needs to work efficiently with colleagues and customers, regardless of location.<sup>10</sup>



### Security

Any company considering migrating to the cloud or adopting a hybrid environment will have been bombarded with statistics on how much more secure cloud computing is. We delve into more detail in the Security and the Cloud chapter, but the main security benefits of moving to the cloud include the higher standards of security enablement such as multifactor authentication, reduced risk of human error on the developer and user perspectives, and automated software updates.<sup>11</sup>

<sup>9</sup> [8 Ways Cloud Computing Can Increase Productivity and Profits - Business.com](#)

<sup>10</sup> [How small businesses use Cloud Computing for efficiency and profit - New Gen Apps](#)

<sup>11</sup> [Three unbeatable security advantages of cloud-based solutions for your business - CloudTech](#)



### Productivity

The cloud boosts company productivity in several ways. For example, development teams that require increased or alternative types of compute service (API, batch, VM etc.) for short periods can buy what they need when they need it, rather than commit to long-term contracts or defining their development process by their in-house technology.

Likewise, office workers don't have to worry about taking files with them or storing them on the right drive and having the relevant security protocols in place. When everything is stored in the cloud, they can access what they need, when they need it.<sup>12</sup>

In addition, with cloud solutions, any problems (caused by human error or software fault) can be accessed and fixed remotely, decreasing downtime significantly as there is no need to wait for a technician to come on site.



### Cost Effectiveness

One of the biggest benefits of the cloud is cost effectiveness. For example, companies no longer need to build and manage in-house data centres with the associated staff, energy and licensing costs. The cloud is the perfect place for data. In addition, pricing is often consumption based, meaning companies only pay for what they're actually using, and can add or remove capacity as and when needed.<sup>13</sup>

Companies also do not require as many internal resources and experts as SaaS allows companies to buy solutions off the shelf. This reduces recruitment, training and management costs and allows smaller companies to compete with established players. There is still a need for people to understand the systems and optimise them, but fewer overall.<sup>14</sup>



### Reduced environmental impact

In 2018, Microsoft and professional services firm WSP USA studied the environmental impact of cloud computing. The study revealed that Microsoft cloud computing is 93% energy efficient and has 98% lower carbon emissions than on-premises alternatives. This is similar for all cloud-based solutions. Why? Every on-premises server requires a constant power supply and cooling system which can be hugely wasteful.

In addition, the sourcing of core materials to build on-premises hardware is considerable, as is the later disposal of such materials. As a secondary impact, the by-products of on-premises solutions such as printing, scanning and storing of physical data files further adds to the waste and emissions for the business. Overall, on-premises solutions are costly in both monetary terms and environmental impacts. Many cloud solution companies build further on their energy efficiency by investing in and sourcing renewable alternatives; Microsoft is targeting 70% renewable energy for its data centres by 2023.<sup>15</sup>

<sup>12,13</sup> [Cloud Computing Benefits: 7 Key Advantages for Your Business – GlobalDot](#)

<sup>14</sup> [How small businesses use Cloud Computing for efficiency and profit – New Gen Apps](#)

<sup>15</sup> [Environmental Benefits of Cloud Computing – Agile IT](#)

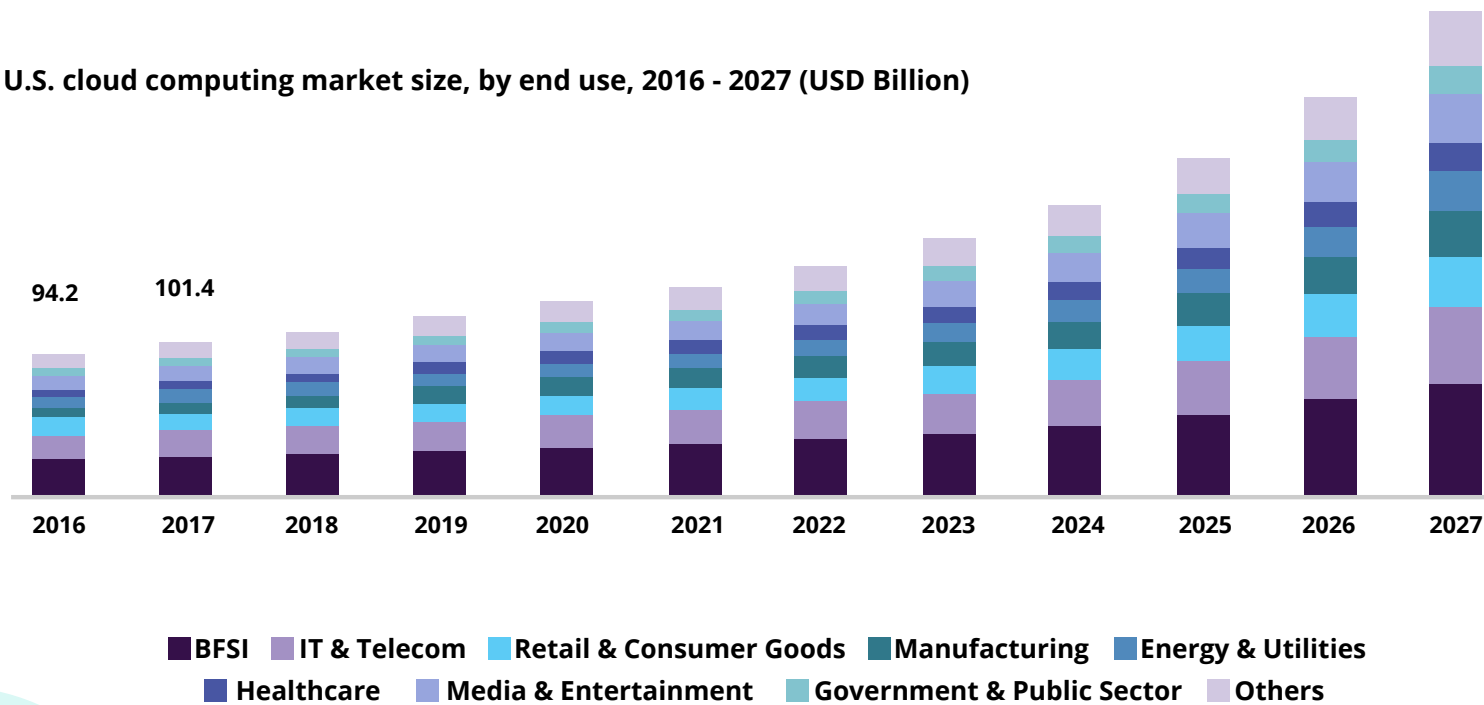


PREDICTED GROWTH

With all these benefits of the cloud, it is no surprise that it is predicted that 80% of enterprises will move their workload to the cloud by 2025.<sup>16</sup> Cloud computing has achieved year-on-year growth and experts expect further growth in the coming years.

Gartner predicts that the shift in cloud IT spend will accelerate in the aftermath of the Covid-19 crisis, with cloud spend projected to make up 14.2% of the total global enterprise IT spending by 2024, up from 9.1% in 2020.<sup>17</sup>

U.S. cloud computing market size, by end use, 2016 - 2027 (USD Billion)



Source: U.S. cloud computing market size, by end use, 2016 – 2017 (USD Billion) – Grand View Research

By 2025, **80 percent** of sales will be automated enabling sales reps to focus on relationship building and customer engagement.<sup>18</sup>

By 2025, **90 percent** of all manual IT operations and data management tasks will be completely automated.<sup>19</sup>

<sup>16</sup> Prediction: 80% of Enterprise IT Will Move To The Cloud By 2025 – W2S Solutions  
<sup>17</sup> Gartner Forecasts Worldwide Public Cloud End-User Spending to Grow 18% in 2021 – Gartner  
<sup>18,19</sup> 2020: Oracle’s Top 10 Cloud Predictions - Oracle

# TYPES OF CLOUD DEPLOYMENT

Cloud deployment describes the way a cloud platform is implemented, how it's hosted and who has access to it. All cloud computing deployments operate on the same principle; by virtualising the computing power of servers into segmented, software-driven applications that provide processing and storage capabilities.

The decision on which type of cloud deployment is right for an organisation depends on their specific objectives. For example, data governance regulations, uptime for mission-critical applications, or cost management.<sup>20</sup>

## Private Cloud

Private Cloud deployment offers the most control over resources and data. It is either hosted in data centres owned by a company or can be hosted by a third-party service provider. The services and infrastructure are maintained on a private network and the hardware and software are dedicated solely to one organisation.

Ideal for use cases in which an organisation must:

- Protect sensitive information, including intellectual property
- Meet data sovereignty or compliance requirements
- Ensure high availability

## Public Cloud

Public Cloud deployment is ideal for business that need quick access to computing resources without large upfront cost. To use the Public Cloud, businesses purchase virtualised compute, storage and network services via the internet from a cloud service provider.

Ideal for use cases in which an organisation must:

- Scale up quickly and accelerate time to market
- Run workloads over the short term
- Manage upfront costs
- Relieve demand on IT resources

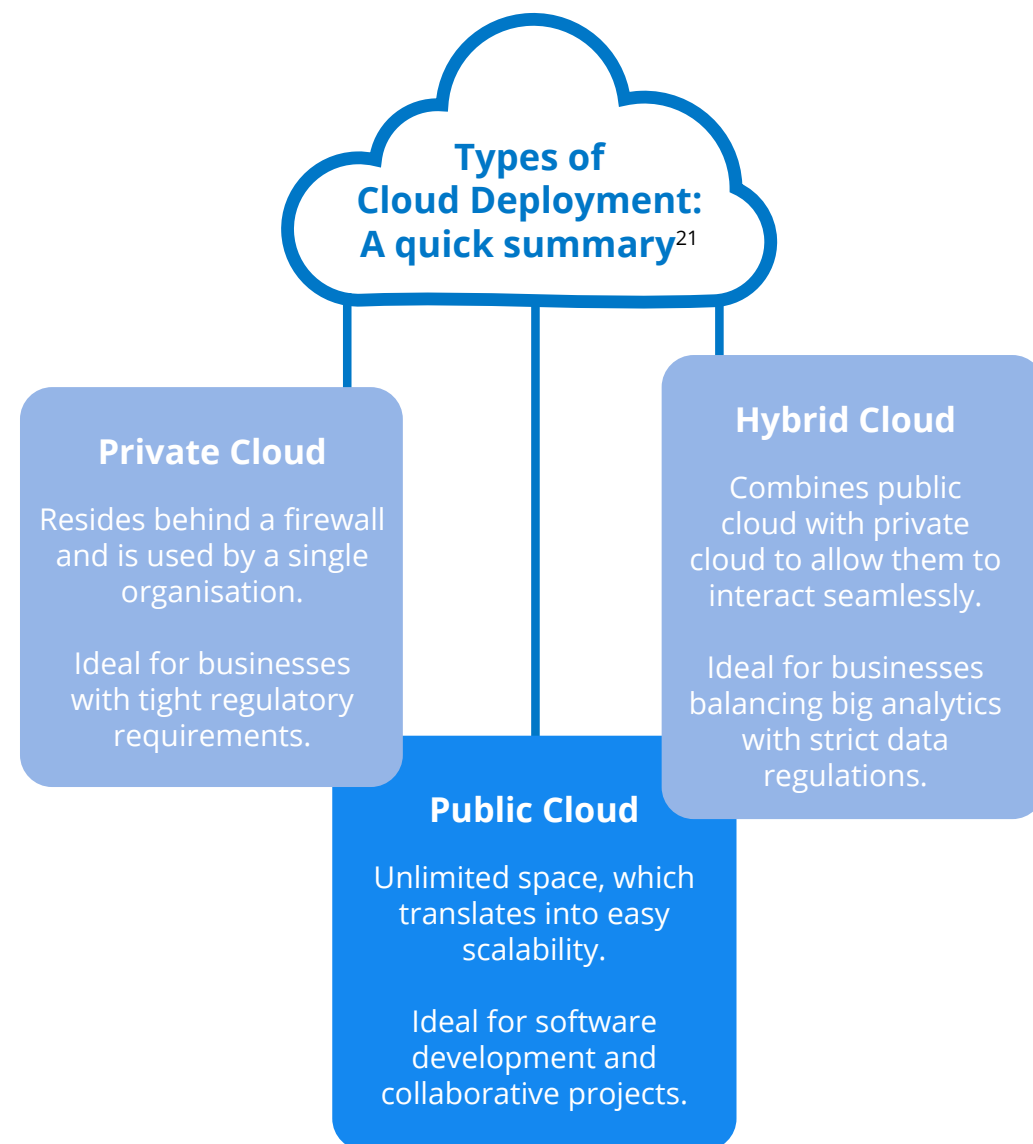
## Hybrid Cloud

A Hybrid Cloud combines public cloud and private cloud environments by allowing data and applications to be shared between them. This allows businesses to scale services back and forth between their own infrastructure and the public cloud.

Ideal for use cases in which an organisation must:

- Maintain a private infrastructure for sensitive data or assets
- Scale up quickly to be flexible
- Migrate to the cloud gradually

Rather than a one-size-fits-all approach, businesses need to evaluate which cloud deployment works best for which workload. This can be done by assessing a company's application needs and dependencies as well as the business goals and drivers.<sup>22</sup>



<sup>20,22</sup> [An Overview of Cloud Deployment Models – Intel](#)

<sup>21</sup> [The Different Types of Cloud Computing and How They Differ – vXchnge](#)

<sup>22</sup> [What are public, private, and hybrid clouds? – Microsoft Azure](#)

# HOW DOES A BUSINESS ENSURE CLOUD SUCCESS?

From the digital workplace and distributed workforces, to the building and testing of applications, organisations can improve performance and speed, often whilst reducing costs, with a cloud-first approach.

That said, launching a cloud program is a significant technology shift for a company so, businesses need to ensure they have the right foundations in place before diving too deeply into the move.

## TOP CONSIDERATIONS

What does an organisation need to consider when starting a cloud program? How can a company ensure success with it and make the most from the move to the cloud? Here are the top points organisations need to address:

### 1. Define strategic goals and the business case

While the cloud offers many business benefits, it is important that an organisation understands their objectives and builds a business case to clearly define the value and impact the cloud will bring. A top-level strategy needs to be developed to ensure those objectives can be met.<sup>23</sup>

### 2. Handle nay-sayers head on

Not all stakeholders in a business will support cloud adoption. It is important to address concerns early by understanding their concerns and directly addressing how they will be handled.<sup>24</sup>

### 3. Create a central point for decision making

Creating a central point (this could be a person or a team) for decision making will provide ongoing clarity and accountability. It will direct and guide all aspects of the cloud program, from the first implementations to the ongoing operation and management. Remember: whilst collaboration is a good thing, decision by committee can lead to the status quo remaining unchallenged.<sup>25</sup>

### 4. Make a cloud-first commitment

A cloud-first commitment means that all applications and data will be moved into the cloud by default, unless there are critical reasons to keep them on-premises. This ensures that there is no confusion for employees and reduced workload for the team managing the internal infrastructure.<sup>26</sup>

### 5. Double check what applications will run in the cloud

Not all applications can be moved to the cloud and this needs to be confirmed early on. If important applications can't be moved into the cloud, businesses can adopt a hybrid cloud infrastructure, which leaves some of the application on-premises and would mean more management for the internal IT team.<sup>27</sup>

### 6. Make sure compliance procedures, security and backups are in place

As the cloud model is software- and consumption-based, it will need a new level of governance that organisations may not be used to.

Often, the compliance aspect can be achieved with software that monitors the cloud environment and controls the consumption and usage of the cloud. For security, it is important that in addition to technical solutions, policies and procedures that employees need to follow are in place and enforced.

There also needs to be a strategy for data backup and recovery. This may be handled as part of the offering from the chosen CSP partner, but also needs to be part of the overall plan before moving forward.<sup>28</sup>

Migrating to the cloud can be a challenging and complicated project. It will require more than just an understanding of the technology; it also needs careful planning and a strategy behind it to ensure its success.

Find out how our Services team can support your customers with their move to the cloud in the last chapter.

## QUESTIONS BUSINESSES SHOULD ASK:

- How will cloud adoption help us reach our corporate objectives?
- What issues are we facing with our current approach?
- How will cloud computing differentiate from the current approach?
- How will cloud adoption help with current issues?
- Are our employees ready to take on the change when moving to the cloud and how do we drive adoption?
- Do we have the right people in place to lead this project?
- What resources (time, people, money) are required for successful delivery?

<sup>23,25,28</sup> 5 ways to ensure cloud computing success – Allerin

<sup>24,26,27</sup> Cloud Adoption: 10 Best Practices for Success – CIO

# SECURITY IN THE CLOUD

Many aspects of cloud security are similar to on-premises IT Infrastructure. And while many businesses are still worried when it comes to public cloud security, it is a secure environment, providing appropriate security measures are put in place.<sup>29</sup>

However, as with on-premises, cloud solutions can be vulnerable. If the appropriate security solutions, processes, training and management are not in place, cloud solutions can fall victim to the likes of cyber-attacks, malicious and non-malicious data leaks and security breaches, which can lead to fines under relevant data protection laws.<sup>30</sup>

## THE SECURITY BENEFITS

### Faster recovery and reduced downtime

A benefit of using the cloud, is that downtime is significantly reduced. When the appropriate backup and recovery solutions are put in place, businesses can easily recover their data from the cloud in case of a natural disaster or malicious attack.

### Automated Software Updates

One of the most common causes of security breaches is out-of-date software or versions that have gone end of life and are no longer supported. Cloud solutions are regularly updated by the provider and updates don't need to be installed on individual endpoints. This means

94% of cybersecurity professionals said that they're at least moderately concerned about public cloud security

security risks are fixed as soon as the provider is aware of them.

### No Hardware Management

Updating hardware is often costly and time consuming and involves significant downtime for users. When using cloud computing, the cloud provider is responsible for updating the hardware and provides routes to avoid downtime when updating their infrastructure.

Nothing is ever 100% secure or reliable, but with effective training, the management and maintenance of cloud solutions can be less complicated and time consuming than managing and maintaining on-premises servers. This acknowledgement has shifted perspective amongst UK and US C-Level security professionals. A 2019 Cyber Security and the Cloud study revealed that 61% of 300 C-Level Security Professionals believe the risk of a security breach is the same or lower than on-premise solutions.<sup>31</sup>

While perspective is shifting, there is no room for complacency. Security needs to be taken seriously for cloud, hybrid and on-premises environments, especially as the capabilities of cyber criminals increases. However, with the right internal processes, management and security software in place, cloud computing can certainly make maintaining a secure environment easier.

<sup>29,30</sup> [What is different about cloud security – Red Hat](#)

<sup>31</sup> [Nominet research reveals CISOs views on cloud vs on-prem security – Intelligent CISO](#)

<sup>32</sup> [2020 Cloud Security Report – ISC](#)

# MANAGEENGINE CLOUD SOLUTIONS

Implementing a cloud program and moving partly or fully to the cloud is only the beginning of the cloud journey. Once an organisation is using the cloud, it needs to be monitored and managed.

ManageEngine offers a variety of solutions that support multi-cloud and hybrid infrastructures, boost productivity and collaboration of remote workforces and enable seamless business continuity.

## WHY MANAGEENGINE?

ManageEngine's IT management solutions are tightly coupled and can seamlessly communicate with each other to streamline and synchronise IT workflows. Whether your customers are a start-up or an enterprise, ManageEngine can facilitate their cloud journey with comprehensive, hybrid IT management solutions.

They offer:

- Effortless business continuity, even if an organisation has to go remote overnight
- Granular control over data security
- Contextual integrations to enhance

collaboration and productivity

- Greater scalability in the face of evolving business needs and market conditions
- Strict adherence to compliance standard

Their solutions can be divided into:

- Cloud-native solutions: Solutions hosted on the Zoho cloud that support your customers in their IT management.
- Cloud-ready solutions, on-premises applications that can also be hosted on public clouds to monitor, manage, audit and secure a hybrid infrastructure.

On the next page is a selection of products that offer support for your customers migration, management and maintenance of the cloud.

CLOUD-NATIVE SOLUTIONS

SERVICEDesk PLUS

A help desk solution to manage service delivery and provide an optimal end user experience across various business functions, such as IT or HR.

DESKTOP CENTRAL

A comprehensive UEM solution to control, access, secure and patch all enterprise endpoints and assets efficiently from one central console.

PATCH MANAGER PLUS

On-demand automated patch management solution to scan and deploy patches for a variety of endpoints spanning across multiple locations and roaming users; provides patching support for over 350 third-party applications.

SITE24X7

An all-in-one performance monitoring solution for DevOps and IT operations teams spanning multiple geographies with real-time monitoring. Troubleshoot app performance on cloud and virtualisation platforms like AWS and Azure.

LOG360 CLOUD

A solution for managing and storing log data, auditing security incidents and meeting compliance objectives from the cloud.

REMOTE ACCESS PLUS

Enterprise remote access software to access and troubleshoot remote endpoints from a central location.

MOBILE DEVICE MANAGER PLUS

Enterprise mobile device management solution to manage and secure diversified platforms and devices distributed across the globe.

CLOUD-READY SOLUTIONS

CLOUD SECURITY PLUS

Comprehensive log management, security and monitoring tool for public cloud platforms, including AWS, Azure, Google Cloud and more.

M365 MANAGER PLUS

Extensive Microsoft 365 monitoring solution to audit and receive in-depth reports on Exchange Online, Azure Active Directory, OneDrive for Business, Skype for Business and more.

AD AUDIT PLUS

Web-based, real-time Active Directory change auditing tool to monitor, alert on and report about changes in Active Directory, Azure Active Directory, file servers, NetApp, EMC and Windows servers.

PAM360

Privileged access management solution that offers secure, central storage of IaaS infrastructure access keys along with privileged user credentials, periodic password resets of cloud services and one-click login to SaaS applications.

SHAREPOINT MANAGER

Solution to monitor, analyse and audit multiple SharePoint deployments (both on-premises and cloud) from a central console.

EXCHANGE REPORTER PLUS

Integrated change auditing, monitoring and reporting solution for both Exchange Server and Exchange Online.

For more information about ManageEngine and their product portfolio go to [www.sigmasd.com/partner/vendor/manageengine](http://www.sigmasd.com/partner/vendor/manageengine).

# HOW CAN SIGMA HELP?

Sigma has been working with ManageEngine since 2014 and is the Master Distributor for the UK and Ireland since 2019. We have a ManageEngine specialist with in-depth knowledge of the ManageEngine portfolio that can help by scoping out opportunities, demoing products and answering any licensing questions. We can also support businesses by analysing which problems they're facing and what ManageEngine products offer the best solution.

Our Services Team, Cloud Know How, further hold accreditations for Microsoft solutions, giving you a joined-up solution to offer to your customers. These services also extend into cloud adoption.

## MANAGEENGINE SERVICES

Our Services division, Cloud Know How, are certified to deliver technical advice and implementation across the Manage Engine suite. They typically focus on:

**ServiceDesk Plus:** a game changer in turning IT teams from daily fire-fighting to delivering awesome customer service. It provides great visibility and central control in dealing with IT issues to ensure that businesses suffer no downtime.

**Desktop Central:** Desktop Central is a unified endpoint management solution that helps in managing servers, laptops, desktops, smartphones, and tablets from a central location.

**AD 360:** AD360 is an integrated identity and access management (IAM) solution for managing user identities, governing access to resources, enforcing

security, and ensuring compliance.

In addition to ManageEngine certification, our team are also experts on Microsoft Technologies. This ensures your customers get a more complete service as they can combine Manage Engine products with existing technologies for a more robust implementation.

## CLOUD ADOPTION SERVICES

Cloud Know How further offers cloud adoption and migration services. They can help your customers move to the cloud, whether that's Azure, Microsoft 365, AWS or Alibaba Cloud. They can support all aspects of cloud adoption from migration to training and enablement services.

**Strategy:** They'll design a road map for any cloud adoption project, whether brand new or migrating existing solutions from on-premises or a different cloud provider.

**End-to-end:** They've helped partners and customers transform their businesses by moving to the cloud as well as deploying hybrid services. Certified for multiple vendors, they can also handle data backup and recovery deployed alongside the migration to ensure your business is secure, compliant and completely integrated.

**Long-term support:** They won't vanish when the project is complete. When you or a client are one of our cloud service customers, you'll have scalable support from our engineers and cloud architects for any products that you have purchased with us. 24 x 7 support is available if needed.



# CONTACT

For more information and to set up conversations around cloud migration for you or your customers, get in touch with Sigma today!

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Sigma Software Distribution, a Climb Company, works with an unrivalled portfolio of everyday, business critical and emerging vendors and offers resellers an accurate, efficient and competitive service. With teams dedicated to new business, sales, renewals, services and marketing, Sigma works hard to ensure vendor, reseller and end-user objectives are met.

**Find out more – [www.sigmasd.com](http://www.sigmasd.com)**

