



E-book

Beyond Clouds

Four Recommendations for
a Best-in-Class Cloud Strategy

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Moving beyond migration

Overview

The debate about whether enterprises should move to the cloud is over. But the discussion about how best to make the move in ways that ensure security, support business objectives and future-proof the organisation rages on.

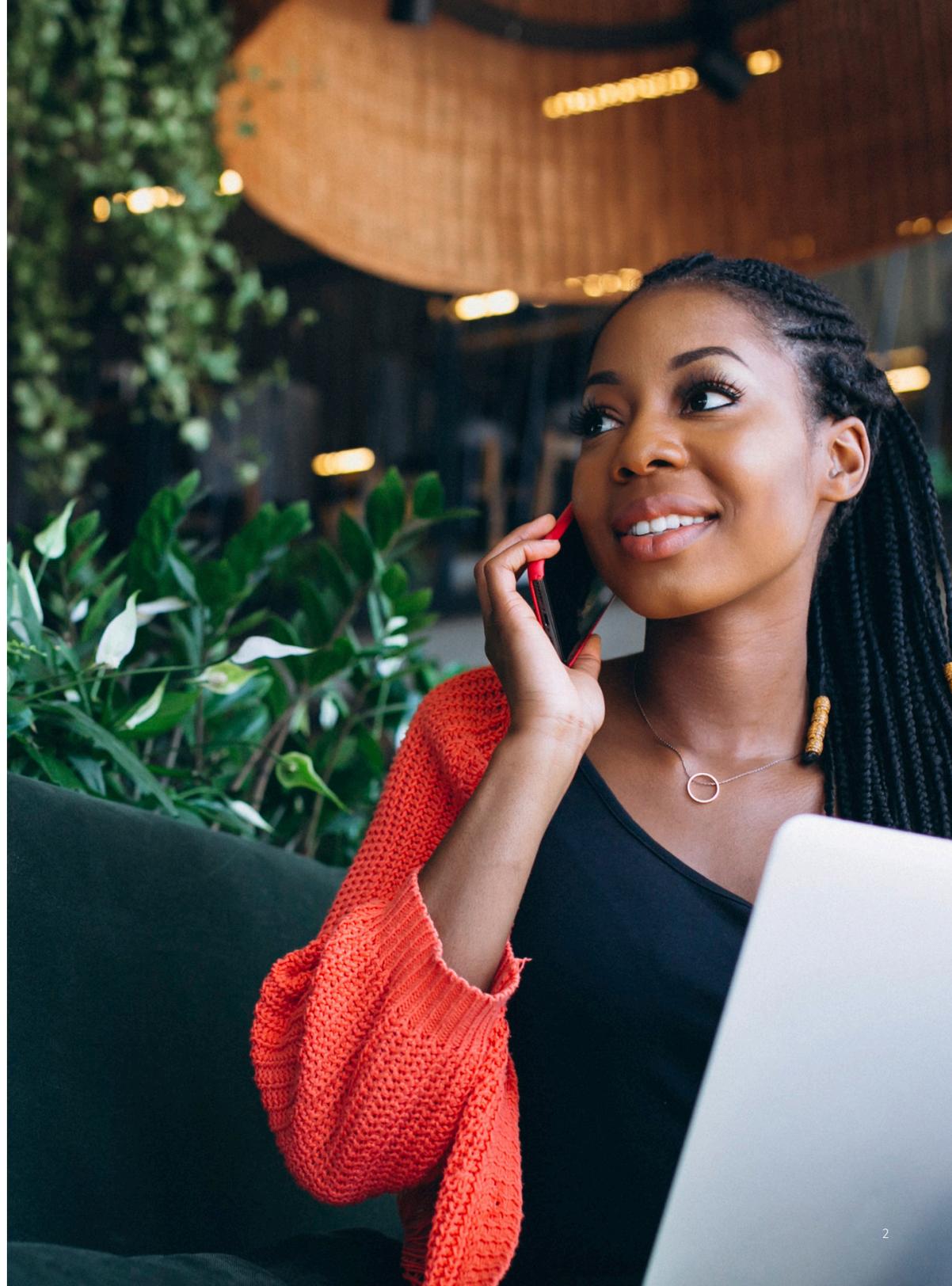
Most enterprise organisations have already:

- Migrated some applications to cloud, even using some cloud native capabilities
- Established a dedicated centralised cloud management team and a center of excellence
- Put processes in place for conducting a continuous review and refinement of their cloud services' cost and performance

To build on this and create a best-in-class cloud strategy for the future, enterprises should:

1. Make customer experience a leading objective
2. Adopt cloud native principles
3. Prioritise security and compliance risk mitigation
4. Control distributed architectures

This document provides more detail about these four key recommendations and how to ensure a successful delivery, so that you can achieve your business goals.



Recommendations for creating a best-in-class cloud strategy

There are four key tactics we believe enterprises should consider when developing or revising your enterprise cloud strategy — enhance your customer experience, adopt cloud native principles, prioritise security and compliance risk mitigation, and control distributed architectures.

1. Enhance the customer experience with greater insight and specialisation

The business benefits of cloud are well known. This means that a growing number of organisations are already optimising cloud. This is contributing to greater competition in the marketplace. One example is an increasingly shorter time-to-market, which is eroding product lifecycles.

To defend their stake in the marketplace, more businesses are intensifying their focus on market niches. They are offering specialised services to drive up customer affinity. To support this expanding trend, cloud providers are developing specialised cloud services built to support specific applications. One example is the electronic medical record system called Epic. Similarly, vertical market ecosystems are developing and giving rise to industry specific certifications, such as TISAX compliance for European auto manufacturers.

To leverage specialised cloud services, enterprises need to be prepared to extract deeper insights from their data. This will require a combination of cloud modernisation and the adoption of new technologies, including AI and machine learning.

2. Adopt cloud native principles for application modernisation, agility and innovation

Cloud's ability to support a 'fail fast forward' approach to product development lends itself to enabling greater levels of business innovation. Underpinning that philosophy is the cloud native approach to application development.

Over the past several years, many applications have been migrated to cloud in a 'lift & shift' approach. However, these applications aren't using cloud to its full business advantage. That's probably why today's enterprises are changing their approach through modern techniques like cloud native. A recent [multicloud research study](#) conducted by Rackspace Technology® found that only 15% of respondents said they are not exploring serverless applications.





3. Prioritise risk mitigation with resiliency, availability, connectivity and portability

In today's online world, downtime is a business killer. Critical applications that deliver the customer experience must be available 24/7. While high levels of redundancy exist within all the major public clouds, additional attention must be given to customer-facing services. To achieve this goal, enterprises need to pay more attention to application portability. And this is easier to do with the adoption of cloud native approaches, including containers.

What's more, security and compliance remain a major point of concern for enterprises as the threat landscape expands and governments around the world introduce stricter regulations around privacy, finance and the environment. Our multicloud study found that the majority (59%) of C-suite executives said that the risk of cybersecurity attacks is the top business concern.

4. Control your distributed architectures

Not that long ago, everyone thought that the concept of hybrid cloud would fade away. Not only has it failed to disappear, but hybrid cloud appears to be well embedded in today's enterprises. Our multicloud study found that 95% of enterprises are using both public and private cloud models. Further, new technologies, including IoT and edge computing, are also distributing the enterprise cloud estate. These trends are forcing enterprises to focus on harmonising the management of all their clouds.

Another trend that is lending weight to the case for improved cloud management is that many boards of directors are making Environment, Sustainability and Governance (ESG) policies a priority. In fact, 16% of respondents in our study listed ESG policies as their most important factor when choosing a cloud environment.

Requirements for an effective cloud strategy

To successfully realise a best-in-class cloud strategy, there are several things that enterprises need to do.

Expand cloud skills and expertise

In our study, 53% of respondents said they believe today's increasingly severe IT talent shortage poses a critical challenge to their organisation. The shortage was deepened during the worldwide 'great resignation' of 2021, and still shows no signs of abating. To successfully deliver an updated cloud strategy, enterprises will need to consider how they can develop the expertise they need to increase their cloud maturity and maintain proficiency in an increasingly broad range of specialised cloud technologies.

Learn how Rackspace Elastic Engineering can [address your skills and expertise shortages](#).

Control cloud costs with FinOps

We've learned that the current state of inflation is not merely a short-term reaction to the pandemic, as previously believed. It's continuing to place a burden on most industries, including IT spending. Also, shadow IT is still an issue as lines of business continue to 'do it themselves' rather than wait for central IT guidance. In our study, 48% of respondents mentioned price inflation as one of their top three business challenges. To control costs as their cloud estate becomes ever more complex, enterprises will need to invest more in FinOps.



Deepen governance, compliance and security

In the face of increasingly complex enterprise cloud estates, intensifying cyberthreats and stricter regulatory compliance requirements, enterprises will need to invest more time and resources in determining how they govern and secure their cloud operations.

See how Rackspace Technology can help with your [security strategy](#).

Focus on application modernisation

To mature towards a cloud native operation and release further value from cloud investments, enterprises will need a post-migration focus on application modernisation. Steps that will need to be added to the cloud strategy include 'build or buy' analyses, refactoring projects and data migrations.

Learn how Rackspace Technology can help with your application [modernisation strategy](#).

Deploy data modernisation

Enterprise executives are demanding greater insights from their company's data. As new cloud analytics and AI tools are released, it will become easier and more cost effective to gain deeper data insights. Similarly, enterprises will need to gain greater accessibility to their data, so they can share it wherever it's needed, whenever it's needed. The way to achieve these goals is through data modernisation.

See how Rackspace Technology can help with creating your data modernisation strategy in a [complimentary data discovery session](#).

The way forward

Whatever unique cloud challenges your organisation is facing, with our significant track record of helping companies around the world migrate to and optimise cloud, we can help you deliver a best-in-class cloud strategy that supports your business objectives. [Contact our team today](#).

About Rackspace Technology

Rackspace Technology is the multicloud solutions expert. We combine our expertise with the world's leading technologies — across applications, data and security — to deliver end-to-end solutions. We have a proven record of advising customers based on their business challenges, designing solutions that scale, building and managing those solutions, and optimising returns into the future.

As a global, multicloud technology services pioneer, we deliver innovative cloud capabilities to help customers build new revenue streams, increase efficiency and create incredible experiences. Recognised as a best place to work, year after year, by Fortune, Forbes, Great Places to Work and Glassdoor, we attract and develop world-class talent to deliver the best expertise to our customers. Everything we do is underpinned by an obsession with our customers' success — our Fanatical Experience® — so they can work faster, smarter and stay ahead of what's next.

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