



Migrating to the Hybrid Cloud.

Keys to success through leveraging managed services.



Custom Media



In IT today, all signs are pointing in one direction: to the cloud.

By the end of the decade, nearly 70% of all enterprise IT spending across the globe will be for cloud-based offerings.¹ In Australia, a hybrid IT strategy—incorporating a mix of on-premise and colocated data centres with private and public cloud services is emerging as the dominant model for IT transformation and modernisation.

Nearly 50% of IT decision-makers at midsize and large companies in Australia are prioritising hybrid cloud over public or private cloud, according to a survey conducted by Microsoft.² These IT leaders are not planning to increase investments in private- or public-only solutions, thereby reinforcing the demand for a more integrated hybrid approach.

"Adopting a hybrid cloud strategy is the next step in the journey for organisations looking to take advantage of modern cloud computing capabilities while continuing to manage their traditional assets," the research concludes.

As many business and IT leaders have already discovered, migrating to the cloud can be a blessing. With a successful hybrid cloud migration, organisations can reduce costs, improve productivity, accelerate time to market and enable a tighter alignment of IT with business goals. In addition, contrary to prevailing wisdom, migrating to a hybrid cloud model can strengthen security and regulatory compliance capabilities.

But migrating to the cloud can also be a curse. Many companies have tried a go-it-alone strategy and learned the hard way that moving to the cloud can be a complicated, bet-your-business-type proposition. While some public cloud providers would have you believe it's as easy as purchasing storage or services on a credit card, the reality is far more complex, and the risks of making mistakes are far more real, insidious and potentially damaging than IT or







business leaders may realise—potentially resulting in skyrocketing costs, poor application performance, increased downtime, product delays and undetected security gaps, among others.

Today's reality is that most organisations don't have the personnel, expertise or experience to navigate the cloud journey on their own. They need help. Help in deciding which workloads and applications to put in the cloud—and when. Help in figuring out if a private, public or hybrid cloud model makes sense and for which workloads. Help in planning, costing, architecting, scaling and securing the cloud environment. Help in choosing from among a plethora of cloud service options: platform as a service (PaaS), infrastructure as a service (IaaS), software as a service (SaaS), disaster recovery as a service (DRaaS), backup as a service, managed hosting, data centre extension, dedicated servers, virtual data centres, and more.

What to do? Fortunately, there is a way to sort through the confusion and maximise cloud benefits while minimising risk. For organisations of all sizes in Australia, the answer is to work with a knowledgeable and experienced managed cloud services provider. The right services provider can guide your organisation each step of the way and tell you the plain truth about what the cloud can—and can't—do for you. You can collaborate with the provider to build a plan that will inform which workloads and applications to put into the cloud; how to manage costs; how and when to roll out new services; how to manage security and compliance; how to make the most of your existing resources (both personnel and infrastructure); and how to address all of the other issues involved in ensuring a successful migration to the cloud.

This e-book is designed to help IT and business leaders understand the exciting opportunities enabled by a successful migration to the cloud, particularly the hybrid cloud. We discuss the value hybrid cloud can bring to your business, and the potential pitfalls involved in making the migration. We also answer questions you may have about cloud deployment models, costs, personnel, manageability, security and reliability. Finally, we examine the benefits of working with a managed cloud services provider and explore the key characteristics and capabilities to look for in a partner.

This e-book is designed to help IT and business leaders understand the exciting opportunities enabled by a successful migration to the cloud, particularly the hybrid cloud.



Table of contents.

The Business Case for Hybrid Cloud	5
Lost in the Cloud: Ignorance is Not Bliss	12
Managed Cloud Services: The Key to Reducing Risk and Gaining Competitive Edge	15
A Guide to Choosing the Right Cloud Partner	17
Conclusion	20



The business case for Hybrid Cloud.

Why cloud?

Why cloud, why now, and why is hybrid cloud emerging as the dominant deployment model?

Let us count the ways. Cloud brings a new model to IT, one based on the delivery of services rather than the delivery of technology. With cloud computing as the foundation for IT modernisation, organisations can reduce capital expenditures, lower total cost of ownership, improve productivity, accelerate time to market, mitigate the risk of downtime, reduce IT complexity and use IT personnel far more strategically.

Cloud enables organisations to leverage benefits such as resource pooling, elastic scalability and self-service provisioning to increase agility and improve responsiveness to customer needs. Cloud provides a much more efficient technology platform for the critical IT initiatives of the modern era, such as big data analytics, social networking, mobile applications and the Internet of Things. Cloud lowers risk and increases agility by introducing a highly automated approach to IT, with a simplified model for integrating a wide range of applications through application programming interfaces (APIs).

In addition, cloud enables organisations to improve the performance and availability of business-critical workloads, including databases, online transaction processing systems, customer relationship management, human resources, finance and others. By migrating these applications to the cloud, IT can modernise their underlying infrastructure, making it much faster and easier to add new features and services to support important trends such as mobility.





Why now?

Aging legacy infrastructures with siloed data and applications are an impediment to progress, competitiveness and innovation. At the same time, companies must respond to the realities of a rapidly changing work environment driven by digital transformation. By the end of the decade, digital transformation will "reshape the global economy," according to IDC, with nearly 75% of overall IT spending going toward technologies, including cloud, that support these initiatives.³

Organisations can't afford to be left behind. Digital transformation has disrupted entire industries: Uber in transportation and Airbnb in travel are two widely cited examples. But organisations in government, healthcare, financial services, education, retail, manufacturing and other industries are just as susceptible to shifting business models and therefore must have an agile IT infrastructure that can react quickly to changing market conditions.



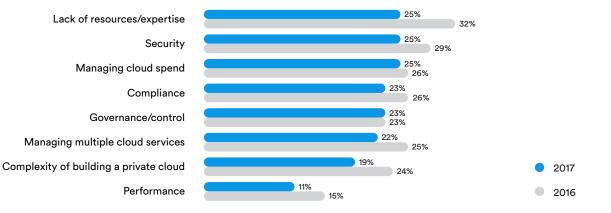


Another important aspect of digital transformation is the changing nature of workforces and customers. We are living in a world where mobility is increasingly important and a new generation of workers and customers has a new set of expectations. This change is often expressed as "IT consumerisation," whereby users take their experiences and expectations from the consumer world and apply them to the business world. It means IT teams must deliver accelerated application development cycles, mobile-native applications, and new user and customer experiences through distributed services and multiplatform content generation.

Why hybrid cloud?

Challenge 1 - Managing the Public Cloud

For many companies, initial experience with the cloud is through the use of public cloud services. Australia has one of the highest adoption rates of cloud computing in the Asia-Pacific region, with more than 80% of local organisations using cloud services.⁴ The public cloud services market in Australia is projected to reach \$4.25 billion USD in 2017.⁵ On average, midsize and large organisations in Australia are using 370 cloud applications each, based on Microsoft's research of companies that have at least 250 PCs.⁶



Cloud Challenges 2017 vs 2016

Source: RightScale 2017 State of the Cloud Report



However, companies in Australia are also discovering that they are experiencing many of the same challenges as other companies across the globe in relying strictly on public cloud services. These challenges include:

- Cost overruns. Most companies don't have the inhouse expertise or resources to understand and control the costs of public cloud services. According to RightScale's "2017 State of the Cloud Report," IT professionals estimate that 30% of their cloud expenditures are wasted. As if that figure weren't high enough, the research concludes that the actual waste number is somewhere between 30% and 45%.⁷
- Security protections. Although concerns about security are declining as companies become more comfortable with cloud services, the reality is that security remains one of the top issues for organisations in using public cloud. According to the "2017 State of the Cloud Report," security was cited by 25% of IT professionals as one of their top concerns.⁸
- Lack of resources and expertise. IT leaders also continue to be troubled by their inability to find and retain in-house professionals with the experience and skills to manage complex cloud environments. RightScale's research found lack of resources and expertise and managing cloud were top concerns for 25% of IT professionals.⁹ In Australia, the skills gap is particularly pronounced: Nearly 65% of respondents to the Microsoft survey said they lack skills in security and 50% cited a skills gap in cloud app management.¹⁰

Challenge 2 - Dealing with Aging, Expensive IT Legacy

So, on the one hand, organisations have these very critical challenges—costs, security, and lack of resources and expertise—in utilising public cloud services on their own. On the other hand, they also face enormous challenges in keeping the status quo with their on-premise data centres.

Many organisations are dealing with aging IT legacy infrastructures that must be upgraded to meet the changing demands of today's business environment. Siloed approaches, with isolated data and applications and separate teams for compute, storage and networking, are unwieldly in the cloud era—where speed, agility and mobility are necessary to remain competitive. Among the challenges with aging IT infrastructure:

• **Performance.** To meet today's performance requirements with on-premises data centres, most organisations need to modernise their infrastructure, which means investing in more powerful servers, flash storage, software-defined architectures, network fabrics, hyper-converged infrastructures—the list goes on. And, of course, as new technology becomes available, the upgrade cycle begins all over again.



- **Costs.** The Capex investment required to make these upgrades can be enormous at a time when IT budgets are not necessarily growing. Beyond the upfront costs, the operational expenses in maintaining, managing, upgrading, powering, cooling and housing on-premises infrastructure continue to rise, as do the costs of hiring and retaining trained personnel for these functions if, indeed, you can even find people with the skills needed.
- **Complexity.** As you try to leverage the value of data across the organisation, information and application silos become a significant impediment. So do separate silos for compute, storage and networking. Factor in the additional layer of managing cloud services—remember, the average midsize or large organisation is using 370 cloud apps—and complexity becomes a huge issue, particularly in ensuring availability, security, compliance and uptime over an increasingly dispersed and diffused environment.

The Hybrid Cloud. Simplified.





The Solution: Hybrid Cloud and Hybrid IT

Hybrid cloud provides an elegant solution to the challenges associated with managing public cloud services and upgrading/migrating legacy IT investments. IT can exert greater control over which applications and workloads are deployed in the cloud and which are hosted on premise, at a colocation facility or in a managed private cloud. This is also often described as a hybrid IT model, whereby cloud and physical hardware environments are mixed to address different business needs.

The hybrid IT model offers a flexible approach to leveraging existing infrastructure investment and modernising where needed. Certain workloads can remain with on-premise infrastructure, while others can migrate to the public cloud or a private cloud service. You can move workloads on an asneeded basis, extending the lifecycle of existing equipment. When equipment needs to be upgraded or modernised, you have the flexibility to move additional applications and workloads to the cloud rather than make another capital investment.

In addition to flexibility, hybrid cloud and hybrid IT models offer a wide range of advantages, including:

- **Control.** Many business and IT leaders are still wary about using public cloud because of concerns about security, data sovereignty, regulatory compliance and availability. In some industries, data protection and compliance requirements limit the ability to use cloud services at all. Hybrid cloud gives IT greater control over these critical areas to minimise risk. With hybrid cloud, IT can also exert more control of shadow IT by offering line-of-business managers company-approved services to address their needs.
- Affordability. With hybrid cloud, IT can leverage the same economies of scale as with a public cloud, paying for resources when they are needed. In addition, IT can continue to optimise existing infrastructure investments or take advantage of cost-effective alternatives such as colocated data centres, virtual data centres, managed hosting, PaaS, IaaS or private cloud as a service.

The hybrid IT model offers a flexible approach to leveraging existing infrastructure investment and modernising where needed.



- **Reliability.** If existing infrastructure is delivering the reliability, performance and uptime you require for business-critical applications, you can continue to leverage it for those applications. The new reality, however, is that cloud services are often more reliable than on-premises solutions, so you can feel safe when moving key apps into the cloud. With a cloud service provider, you can get uptime guarantees of as much as 99.99% or more.
- Scalability. Hybrid cloud models offer simple and almost limitless scalability. This will make your business more agile, enabling you to deliver the right resources to the right applications at the right time. For example, if there are certain times of the year when there are spikes in the business, you can use public cloud to supplement existing resources. Likewise, you can empower DevOps teams to succeed by removing the complexity of managing infrastructure, particularly if you can also leverage the strengths of a managed services provider to eliminate or minimise the complexity of managing the hybrid cloud.
- Security. One of the myths about the cloud is that it is less secure than onpremise solutions. There are additional security considerations when using the cloud—for example, your data can be instantly exposed to the Internet if access control lists are not properly imposed. But there are ways to mitigate those risks, particularly if you rely on a single provider to manage your hybrid cloud deployment. In addition, cloud providers tend to be more proactive in managing security risks than most businesses. They are typically more knowledgeable about today's security challenges and more current in deploying the latest security technologies.
- Business continuity. Availability is more important than ever in today's highly digitised environment. One study estimates that the average cost of downtime for organisations of 1,000 or more employees is \$16 million a year.¹¹ Hybrid cloud can enable a low-cost disaster recovery function, while also leveraging cloud services to support faster and more efficient backups. With hybrid cloud, IT can maintain production systems on premise or in a private cloud with real-time replication and failover capabilities into the public cloud.



Lost in the cloud. Ignorance is not bliss.

Another long-standing myth is that the cloud is simple. It simply is not. The reality is that when it comes to the cloud, what you don't know can hurt you.

Companies attempting a go-it-alone cloud migration can hit major barriers along the way, resulting in cost overruns, product delays, security gaps, inability to meet service-level agreement (SLA) requirements and lack of regulatory compliance. Crashing against those barriers leads to lost revenue, missed opportunities, dissatisfied customers, lower company morale and damage to brand reputation.

Before thinking about going it alone, you should answer these critical questions:

What business are you in?

No doubt IT is strategic to your business, but are you in the business of managing IT? If not, you have to ask yourself if it is really worth it to have your IT teams managing your cloud deployments, whether public, private or hybrid. This is an area that is just getting more complex and risky. Remember, 65% of companies in Australia have a skills gap in security and 50% in cloud application management. Do you think that's going to get better? The reality is that managing your own cloud initiatives without expert help will likely result in cost overruns, delays and resets. The strong likelihood is that you will gain zero competitive advantage in your real business from managing the cloud migration. It is far more likely that you will fall behind competitors that are more agile and cost-efficient because they are relying on the experience and capabilities of a leading managed cloud services provider.





What do you know—and what don't you know?

Contrary to what you may have heard, this is not easy stuff. Can you do an accurate cost analysis of cloud usage in a hybrid cloud environment? Most companies don't have the experience to do that—and it's why waste is estimated at 30% to 45% of total cloud spend. Can you analyse which applications and workloads will benefit most from a cloud migration, and if so, which of those should move to a public cloud, private cloud or hybrid cloud? Do you understand the security challenges in hybrid cloud? Do you have technology that gives you visibility into applications and data when they move from on-premises data centres to public clouds? How about when data moves from one cloud to another? Do you know what it takes to harden an application against potential threats in the cloud? These are a lot of questions, and the reality is, any IT organisation will have to make a lot of decisions and address all of these questions—and more—without room for error. The point is this: If you are not prepared to answer all of these questions, you are going to have to rely on expert guidance to ensure a successful cloud migration.

Do you have the in-house personnel to fix what goes wrong?

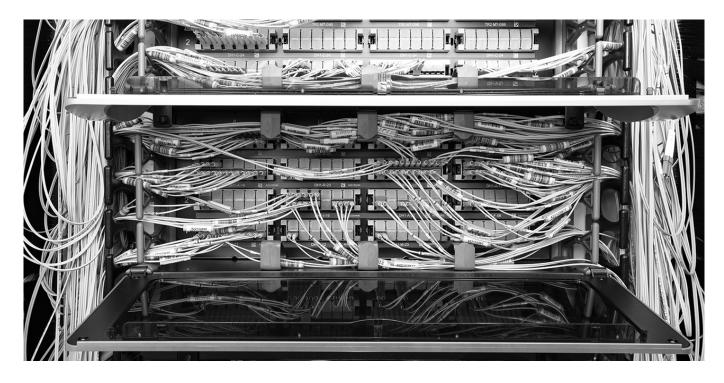
Say you are fortunate enough to have the in-house expertise to craft a cohesive and comprehensive cloud strategy that includes architecting operations; a thorough and accurate cost analysis; a step-by-step, bulletproof plan to move applications and workloads one at a time; guaranteed SLAs, security protections and regulatory compliance; and guaranteed uptime and availability of applications. You get the idea. But, inevitably, something will go wrong along the way. It's just the way IT works. Can your team make adjustments on the fly? Can it quickly identify problems and fix them? Most IT teams don't have the deep knowledge of cloud deployments and therefore go through lengthy trial-and-error processes to identify and fix problems. Can you afford delays and downtime? What would happen if some of your in-house experts were to leave the organisation?

Can you do an accurate cost analysis of cloud usage in a hybrid cloud environment? Most companies don't have the experience to do that—and it's why waste is estimated at 30% to 45% of total cloud spend.



How much risk are you comfortable with?

Clearly, these questions illustrate that there are significant risks involved in adopting a go-it-alone cloud migration strategy. But there are also major risks involved in keeping the status quo. If you don't address the challenges of aging IT infrastructure, you risk out-of-control costs, poor performance, lack of agility, increased possibility of downtime and potential maintenance problems. Any gap in capabilities between your organisation and its competitors will become magnified and make it harder to succeed. Similarly, if you don't have a strategic approach to your cloud deployment and it's kind of scattershot—with some applications under IT control and others the result of shadow IT—you can be facing similar challenges: cost overruns, security gaps, compliance problems and so on.





Managing cloud services: the key to reducing risk and gaining competitive edge.

The reality is that you don't have to take on the risks inherent to a go-it-alone cloud migration. Not only that, you don't have to deal with all of the complexities involved with building, creating and executing a successful cloud strategy. There are expert partners that can manage those tasks for you in a way that will save you money, accelerate time to value, ease the pressure on your IT staff and future-proof your organisation so you are well prepared for digital transformation, big data analytics or any other exciting opportunities that might appear on the horizon.

The path to achieving such benefits is to work with a full-service provider of managed cloud services for your hybrid cloud deployment. By leveraging the expertise and experience of a leading managed cloud services provider, your organisation can ensure that its hybrid cloud migration is cost-efficient, secure, reliable and manageable. The benefits of this model can be applied at any stage of the cloud journey: if you are using public cloud services, if you've already tried a do-it-yourself hybrid cloud and need help in getting to the next level, or if you understand the benefits of a hybrid cloud or hybrid IT strategy but are intimidated by the myriad challenges involved in the migration.

A full-service provider of managed cloud services will work closely with your IT team to understand your goals and challenges and create a migration plan that suits the specific needs of your business. With hybrid cloud, there will be many choices for different workloads and applications: Some may remain on premises or in colocated or managed data centres, some may be in the public cloud, and some may be suited for IaaS, PaaS or SaaS deployments. In addition, depending upon the models you deploy, the managed cloud services provider can put together a comprehensive and customised strategy that addresses all of your other concerns, including security protections, cost predictions, regulatory compliance, backup and disaster recovery, IT governance and uptime guarantees.





From a business standpoint, this managed cloud services approach offers myriad benefits, including the ability to:

- **Control costs.** Move to an Opex model that is much more predictable while continuing to get value from existing infrastructure investments.
- Enhance agility. Deploy services-oriented IT that allows users to leverage shared resources, elastic scalability and self-service capabilities.
- Increase reliability and uptime. Take advantage of uptime guarantees as well as business continuity functionality such as disaster recovery as a service and backup as a service.
- **Be prepared.** Access qualified staff at all times to get you up and running quickly if there is an issue that could potentially impact availability.
- **Reduce complexity.** Utilise the skills and staff of a managed services provider to simplify deployments and accelerate time to value for new products and services.
- Strengthen security and compliance. Gain specific assurances from your provider about data protection and support for critical security standards and compliance, such as ISO 270001, PCI-DSS, Tier III, and ASIO T4, among others.
- Ensure data sovereignty and integrity. Know where your data is located at all times, as well as who can access it and how it is impacted by local and industry-specific laws and regulations. Data residency/sovereignty and data protection are among the critical areas that will be managed by your provider.

Know where your data is located at all times, as well as who can access it and how it is impacted by local and industry-specific laws and regulations.



A guide to choosing the right cloud partner.

Working with a full-service managed cloud services provider will allow you to focus on your core business with the assurance that your underlying IT platform is service-oriented, modern, cost-efficient, secure and compliant. You will be able to maintain competitive advantage without putting unreasonable pressure on your IT team to deploy and manage complex cloud environments. In fact, you can redeploy IT personnel to address more strategic endeavors that support business growth and innovation.

The reality, however, is that not all managed cloud services providers approach their customers in the same way. Some providers take a cookie-cutter type of approach, giving you a menu of services from which to choose, but not providing customised guidance and direction as to what you should do and how you should do it. When embarking on a bet-your-business initiative like hybrid cloud, this kind of standardised, one-size-fits-all approach is inappropriate and, in fact, may be counterproductive.

Customisation

The first and most important consideration is a managed cloud services provider that takes a highly customised, tailored approach to hybrid cloud. You want a provider with a proven methodology that is collaborative and personal. You want to be able to sit down with a team of experts and discuss your business challenges, budgets and existing IT infrastructure. You want to be able to access a regular, dedicated, local team of experts that can provide direction, guidance and action every step of the way—from initial planning and architecting, to deployment, to ongoing management, expansion and upgrades.

A Broad Portfolio

In addition to customisation, it is absolutely vital that your managed cloud services provider offers a complete portfolio of services that can address all of your needs, whether on premise, in a colocation facility, in a hosted private The first and most important consideration is a managed cloud services provider that takes a highly customised, tailored approach to hybrid cloud. You want a provider with a proven methodology that is collaborative and personal.



cloud or in the public cloud. Hybrid cloud is designed to bring all of your resources together and enable you to utilise them to best address the specific challenges and opportunities of your organisation. If your provider offers only public cloud or does not have expertise in on-premises infrastructure, your options may be limited. Also, you want to use the right services for each application and workload, so you need the flexibility to choose from among IaaS, PaaS, SaaS, DRaaS, colocation, hosting and any other applicable services.

Expertise and Experience

As discussed earlier, there is a shortage of personnel who are experienced and qualified to architect and manage complex hybrid cloud deployments. While this is a problem for companies that are not in the business of building





cloud environments, this is not a problem for a leading provider of managed cloud services. Cloud is the provider's area of expertise, its raison d'être, so it has to have the right people and practices in place. Beyond having the right people, a managed cloud services provider should have vast experience across all industries, serving companies of all sizes. None of the problems you present should be a surprise, and the provider should be able to leverage its experience and knowledge to develop a customised approach that fits your specific needs.

Safe, Secure, Reliable and Sound

Trust is perhaps the most critical word in choosing a partner. Your partner should be able to offer guarantees in uptime and availability. It should have extensive security measures in place and a regimented update schedule to ensure that defences are current. It should utilise the latest security technologies, including next-generation firewalls, strong data encryption and an encrypted channel through which your company can access its applications. It should guarantee compliance with data protection standards, with all necessary security and vendor certifications. In addition, your partner should have a long history of reliability, with an uptime guarantee of 99.99% or higher.

Why Macquarie Cloud Services?

In the Australian market, Macquarie Cloud Services is the only managed cloud services provider that meets and exceeds all of these critical qualifications. Macquarie Cloud Services has developed a unique customer service model based on personal, accountable service. Each project is customised and tailored to the customer's challenges, and each customer has access to a dedicated pool of resources and personnel who are knowledgeable and expert in each specialised industry.

Macquarie has deep roots and experience as a service provider, serving the telecom market for more than 25 years. It has been an acknowledged leader in building some of the world's most secure and cost-efficient data centres and is the largest provider of managed services on the continent. In addition, Macquarie Cloud Services offers Australia customers the broadest portfolio of services and solutions for hybrid cloud environments, including VMware cloud, private cloud, virtual data centres, dedicated servers, laaS, disaster recovery, colocation and backup as a service.

Macquarie's services model and the company's ability to execute on that model have led to industry leadership in customer satisfaction and trust. The company is wholly committed to customer service and has widely embraced the Net Promoter Score (NPS) as a measure of customer satisfaction. Because of that commitment, Macquarie's NPS rating is the highest of any publicly traded company in the country.



Conclusion.

There's been so much talk about the cloud over the past few years that it would be simple to ascribe it all to hype. But it would also be simplistic. The reality is that cloud is one of those paradigm-shifting technologies that reshapes how businesses deploy and leverage technology, along the lines of the PC or the Internet. Cloud changes everything. It moves IT to the heart of the business and creates a new model based on the delivery of services as opposed to technology.

Companies are already embracing cloud in huge ways. As noted earlier, 80% of organisations in Australia are already using cloud services, and midsize and large companies in the region are using an average of 370 cloud applications. This is just the tip of the iceberg. Cloud usage will continue to grow and expand because of the significant benefits it brings to organisations of all sizes, including cost savings, agility, mobility, simplicity and accelerated time to value.

The key is to embrace and adopt a comprehensive strategy that uses the cloud as the technology foundation for competitive advantage and innovation. That's where hybrid cloud comes in. Hybrid cloud enables organisations to take a measured and strategic approach to cloud deployment, mixing public cloud services with on-premise or hosted infrastructure to utilise the best deployment model for each application and workload.

But, as many companies have already learned, the path to hybrid cloud can be complex and risky, particularly if you try to go it alone. Most companies don't have the requisite experience or expertise to understand and address the myriad challenges that can arise on the journey to the hybrid cloud. Nor do they have access to the right talent and personnel to guide that journey.



Instead, the fastest, safest, most cost-effective and least risky path to the hybrid cloud is by partnering with a full-service provider of managed cloud services. This will give you the best chance of success, while minimising the risks of cost overruns, delays or other setbacks that could put your entire organisation at risk.

Choosing the right managed cloud services provider is one of the most important decisions facing IT and business teams today. The right choice can go a long way in determining your future and the future of your company. Because the cloud is so vital to your company's success, it is critical to choose a supplier that has a wholehearted commitment to the qualities discussed in this e-book, namely:

- Highly customised solutions
- A broad and deep portfolio
- Expertise and experience
- The highest levels of trust and customer satisfaction

When it comes to migrating to hybrid cloud, Macquarie Cloud Services is the only managed cloud services provider that provides leadership in each of these critical areas. Macquarie has helped hundreds of customers across all industries embrace the hybrid cloud to modernise their businesses and drive new levels of efficiency, agility, customer satisfaction and innovation.

It is through dedication, hard work and a unique personal business model that Macquarie has achieved the highest levels of customer satisfaction and trust in Australia. If you are ready to learn how to make the hybrid cloud work for your company, visit Macquarie Cloud Services at <u>macquariecloudservices.com</u> to chat with one of our Cloud Specialists and learn more about our unique customised approach to hybrid cloud migration. Choosing the right managed cloud services provider is one of the most important decisions facing IT and business teams today. The right choice can go a long way in determining your future and the future of your company.



About Macquarie Cloud Services.

Managed servers, Private clouds, Hybrid clouds, and Virtual Data Centres. Our team know them all back to front and inside out. And make sense of them for you. Cloud can seem complex. But not when you've got us behind you. Everyone talks about the cloud. But we make it a reality.

We are Australia's specialists in cloud services for business and government. We create flexible, fullycertified hybrid IT solutions, built on industry-standard platforms and backed by government-approved accreditation. We're proudly Australian, with powerful data centres based in Sydney and Canberra. All supported by a team of passionate and experienced cloud specialists.

We'll listen, think, throw ideas around and then attack the whiteboard until we've nailed the best answer for you. We've built our business on bringing smart minds together with a can-do attitude. It's a good feeling when our customers call us 'part of our team'. That's why we exist.

References:

- "IDC Sees the Dawn of the DX Economy and the Rise of the Digital-Native Enterprise," IDC, Nov. 1, 2016
- [2] "Microsoft Survey: IT Leaders in Australia are Prioritising Hybrid Cloud to Transform IT," Microsoft, Nov. 10, 2016
- [3] Ibid. footnote 1
- [4] "Australia Country Commercial Guide, Australia – Cloud Computing," Export. gov, Sept. 23, 2016
- [5] Ibid. footnote 4
- [6] Ibid. footnote 2
- [7] "2017 State of the Cloud Report," RightScale, Feb. 15, 2017
- [8] Ibid. footnote 7
- [9] Ibid. footnote 7
- [10] Ibid. footnote 2
- [11] "2016 Veeam Availability Report: How to close a widening Availability Gap," Veeam, Feb. 2016

Want to learn more? Macquarie Cloud Services provides comprehensive cloud computing solutions for businesses.

0

Macquarie Cloud Services 1800 004 943 macquariecloudservices.com