



ORBIT as a partner for Public
Cloud journey

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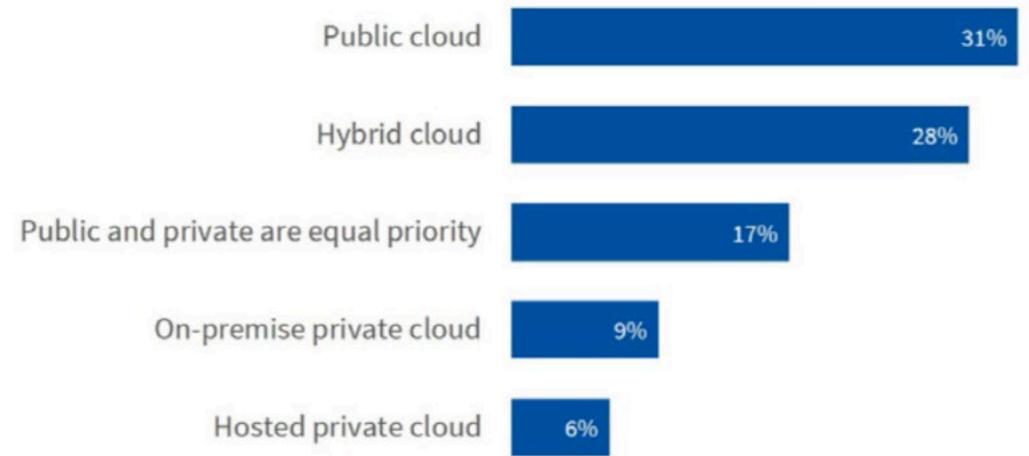
Why Public Cloud

- When designed correctly, Public Cloud is typically cheaper than On-Premise
- Transparent IT with clear application costs
- Increased flexibility allows for more flexible response to internal and external changes and offers easy implementation of new services and applications
- No costs for the operation of internal infrastructure
- Simple increase or decrease of performance based on current needs
- Increased service availability and comprehensive application security

Why Public Cloud

- Public cloud is the top priority of **31 percent** of enterprises.
- Companies plan to spend **24 percent more** on public cloud in 2019 vs. 2018.
- **Public cloud spend is growing 3 times faster** than private cloud usage (24 percent vs. 8 percent).

Top Cloud Priority for Enterprises



What worries customers and their priorities

- Cloud **cost management** and **cloud governance** are **top challenges** regardless of cloud maturity.
- Other top initiatives include **moving more workloads to cloud**, expanding the **use of containers** and adopting a **cloud-first strategy**, and **implementing automated policies** for **governance**.
- Despite an increased focus on **cloud cost management**, only a **minority** of companies have implemented automated policies to address this issue
- Cloud users **underestimate** the amount of **wasted cloud spend**. Respondents estimate 27 percent waste in 2019, while actual measured waste was 35 percent.

Orbit Role and Competence

- Orbit is a Trusted Advisor (we want to help the customer, not push him into something)
- Public Cloud adoption as a conscious, rational and informed decision
- Orbit is not a Public Cloud seller (but we can offer better prices than PAYG)
- Orbit and competencies
- Compliance, Regulatory and Governance (reference)
- Comprehensive knowledge of Azure
- Identification and Evaluation of applications (reference)
- Application Migrations (Reference)
- Application optimization (reference)

Why Orbit

- Comprehensive coverage of all aspects of successful adoption of the Orbit Public Cloud Adoption Framework
- Knowledge of regulatory regulations (Compliance)
- Methodology for Application Identification and Assessment (Cloud Readiness Assessment)
- Optimize the cost of your Public Cloud environment before moving (Densify)
- Successful migrations of complex application units and data centers
- Detailed project management (Methodology 160+, TaskControl)

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