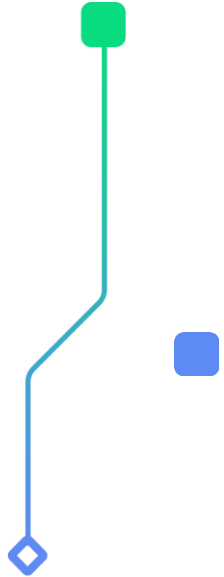


WHY THE EFFICIENCY OF YOUR  
CLOUD PROVIDER MATTERS TO  
YOU



# What's in it for you?

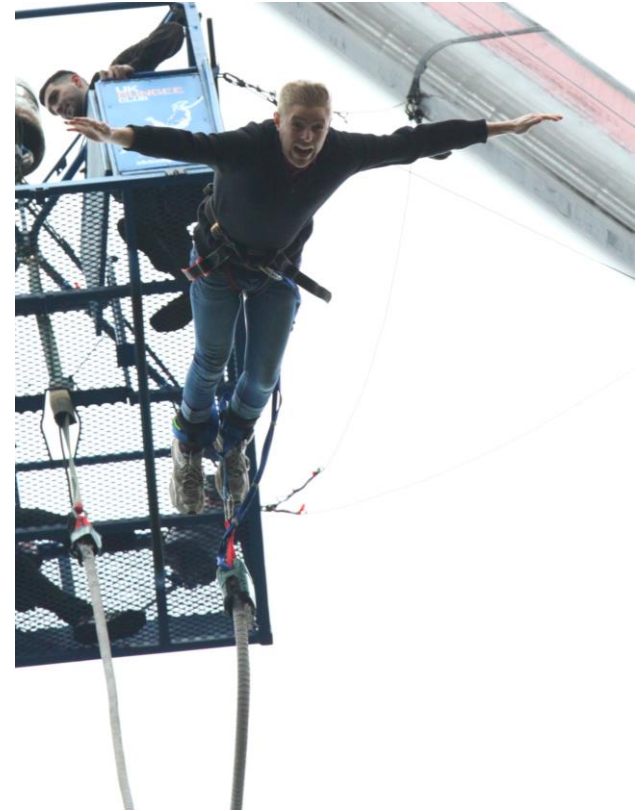
How efficiency is driven by cloud and data centre operators

Why it really matters to your business

What questions to ask to ensure you don't get it wrong

# A bit about me

- Paul Tacey-Green
- Co-founder and Director of Cloud, Amito
- Based in Reading, Berkshire
- 17 years in and around data centres
- Father of two
- Love football, great wine, gin



# Efficiency in cloud and data centres



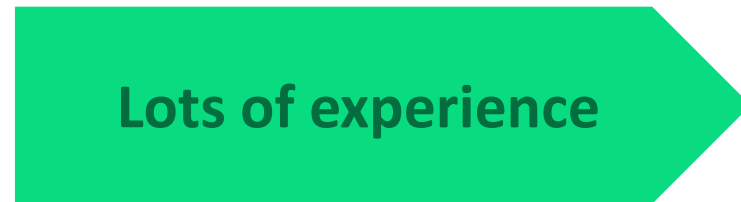
2 Data Centres



4 Continents



Use 20 DCs



Lots of experience



Unique, honest viewpoint

How often do organisations migrate to a new IT service provider?

# Why are organisations fearful of migration?

**Costly**

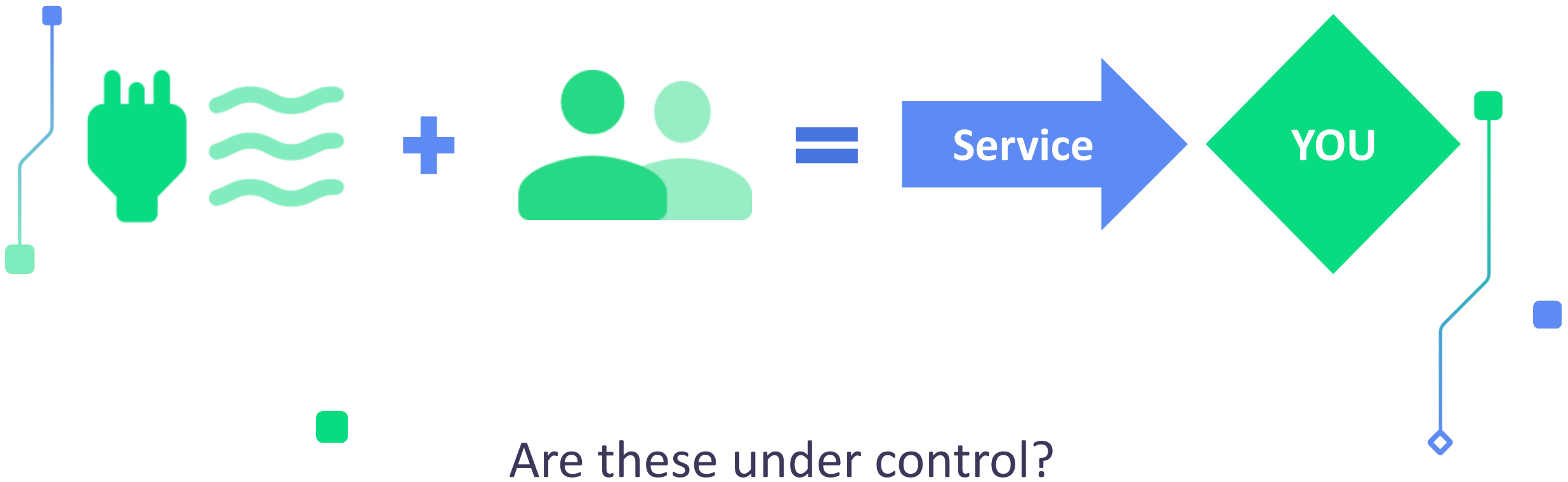
**Risky**

**Distracting**

...best not to have any nasty surprises?



# Two main cost factors

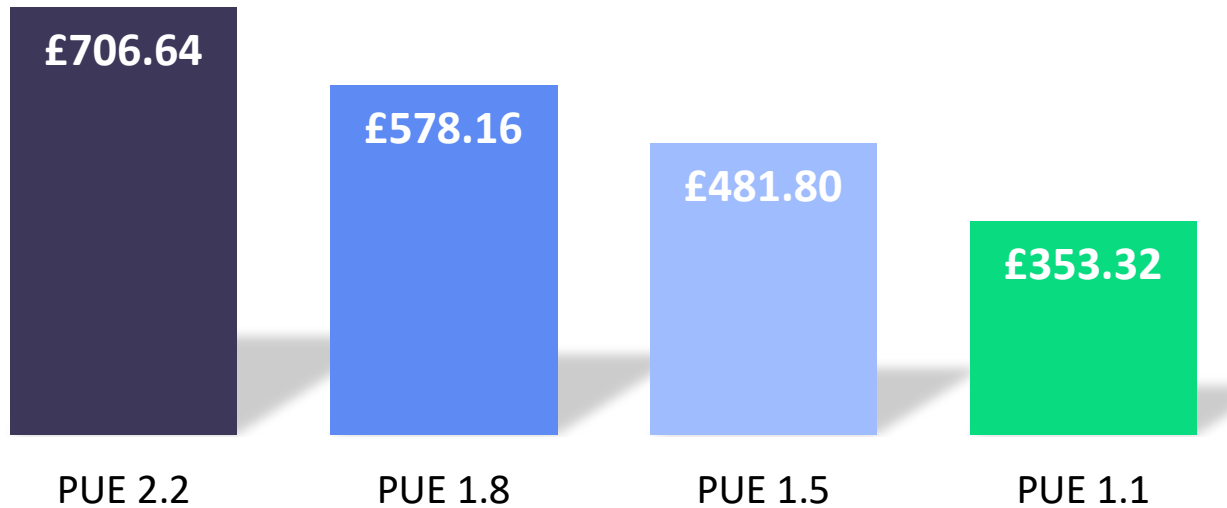


Are these under control?



# Efficiency – power

ILLUSTRATION:  
MONTHLY POWER COST OF 4kW RACK



DATA CENTRE EFFICIENCY RATING

- ✓ Affects the cost of your IaaS, SaaS or PaaS
- ✓ Think about the business model of your cloud provider
- ✓ Power prices fluctuate

# Efficiency: people



## We believe...

- People should do what people do best.
- If it can be automated or is repetitive, use a computer.

Cooling

Plant control

Power usage

Data centre monitoring

VM Monitoring

Billing

# Part of efficiency is the client experience

Centralised

Collaborative

Tailored

Simple

 VISION



Any time, any place, any device

# The results...

Lower TCO to you

Experts available  
for advice

Release your team  
from infrastructure

Retain control  
and flexibility

“The service is extremely thorough  
and trustworthy...”

**Furlong**  
The school data experts

“The support we’ve had at Amito is the  
best we’ve ever had. No other providers  
come close.”

**Soutron**

“I would highly recommend Amito to anyone  
searching for a secure, resilient and flexible hosting  
provider”

**HYPE**

# Why does the efficiency of your provider matter to you?

If they're inefficient then...

 Cost of your service is less stable

 Longer support response times

 Less oversight over your service

 Harder for you to get things done






## What can **you** ask your cloud provider?



“What’s your **operating** PUE?”

“What automation do you use in your business?”

“Do you have one portal for me to use, or many?”



# Recap

## How efficiency is driven by cloud and data centre operators

- Two main costs: power and people
- What PUE is and the impact on your TCO
- How automation improves service and the availability of expert advice

## Why it really matters to your business

- The poor efficiency of your provider puts your business at risk
- Your performance and ease of growth is linked to the efficiency of your provider
- The long-term costs in your business are in the hands of your provider

## What questions to ask to ensure you don't get it wrong

- Ask about **operational** PUE
- Ask about automation
- Ask about ease of use, number of portals and functionality on offer



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