

Which Cloud?

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Agenda



1. About Nordcloud
2. Goals of cloud adoption
3. Why do our customers choose AWS, Azure, and GCP?
4. Partnering
5. TCO
6. Multi-Cloud
7. Q&A

Helping customers succeed in digital with the public cloud

Full Stack Cloud Journey

- Strategy
- Migration
- DevOps
- Data
- App Modernisation
- Upskilling
- Managed Services

European Focused

10
European
Countries



Highest level of partnerships



Internationally Recognized



Ranked **globally #2** by capability assessment in supporting agile workloads



Trusted by leading Enterprises

50% of **NASDAQ OMX NORDIC 40**

SIEMENS



What is the goal of public cloud transition?

Nordcloud customers are moving because one or **more** reasons:

- **Reducing cost**, simplifying operations and moving to OPEX model
- Improve ability to meet customer needs with **software**
- Move beyond data warehousing with modern cloud **data platform**

Cloud goals have a major impact on which cloud to choose

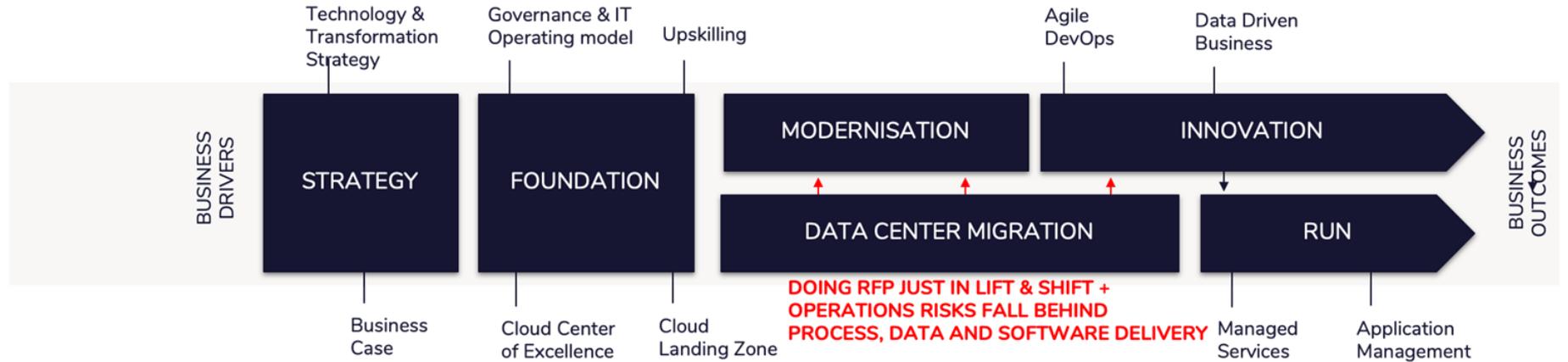


Why have our customers chosen public cloud?

GOAL	AWS	Azure	GCP
Simplify with Lift and Shift	Breadth and depth of services	Strong relationship with MSFT Infra team trained up	Perceived cost leadership
Build Value with Software	Strong developer ecosystem DevOps tools and ecosystem	Azure DevOps .Net in on-prem	Kubernetes as a service System performance
Extend the use of Data in Business	Head start with modern storage and data services	PowerBI Large SQL server investment	BigQuery ML and data management toolset

How should you think about cloud partners?

End Game: significant portion of applications have been rewritten, modernised and bought as SaaS. IT Operations are faster, cheaper, better



**STRONGLY RECOMMEND PICK PARTNER WITH MODERN
METHODOLOGIES AND CAPABILITY TO DELIVER MODERN SOFTWARE**

Cloud “Income Statement”

SAVINGS	COSTS
Managed Services Savings	
Migration Incentives	
Other Incentives	
Cost Optimisation	
	Migration Costs
	Cloud Costs
	License Costs
Improved Software Delivery	
	Upskilling Costs
BUSINESS CASE	

Our customer base

46% on VMs (from 70%)

13% on managed databases (from 10%)

17 % storage (from <5%)

There are significant differences in actual post optimisation cloud cost 30% VM cost removed with buying commits (out maximum 50+%)“Savings Plans” - commits that impact larger part of capacity spend than VMs

Cost comparison are hard especially with large VMs where performance comes into play and in PaaS. We recommend to identify and *test* the big ticket items.

For large users of Oracle and Microsoft software check the licensing mobility options outside their clouds to avoid surprises. Check incentives from AWS and GCP.

Multi-cloud?

Why multi-cloud?

1. Sourcing strategy
2. Geo reach (regulation)
3. Best-in-class PaaS
4. Regulation
5. Political risk (e.g. China)

Selecting Clouds

GCP is easy to pick up if you know AWS

Common pattern among customers is Azure for lift & shift and AWS/GCP for application development

Splitting clouds may reduce direct discounts from cloud vendors

Recommendation:

- Run same operating model landing zone concept in all clouds
- Select at least one to win where you compete
- Kubernetes and Terraform help but still need to invest in the skills (PaaS) is growing fast
- If you are not in cloud start with 1 cloud

Summary: Which cloud(s)

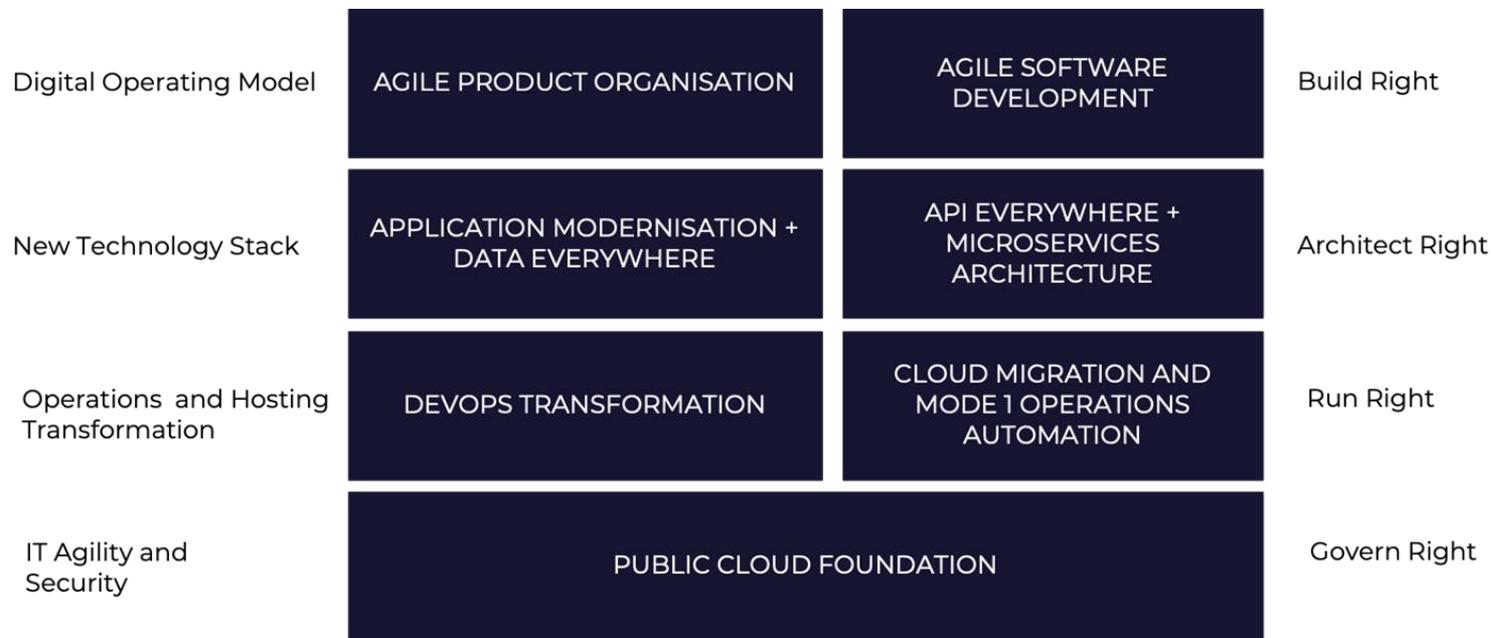
1. Know your goals - what are drivers for the whole organisation not just IT
2. Pick the cloud(s) that map to your own skills, use cases and key partners
3. Use cloud native partner to learn faster and drive full benefits of the cloud(s)
4. Understand the elements of business case beyond TCO
5. Ensure you have best cloud for areas where technology is used to compete
6. Develop a roadmap (instead of drifting into) of multi-cloud



Q&A

Thank you

Most of our customers are after this...



Faster, better, stronger!

Choose us.