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Zones Redefines Multi-cloud Managed Services to Eliminate Pain Points

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Abstract: When hybrid and multi-cloud complexity begins to hamper digital initiatives, organizations should look for a new approach to achieve their operational efficiency goals. Specifically, they should investigate leveraging the expertise of a provider such as Zones that can deliver vitally needed skills to alleviate internal multi-cloud IT expertise shortages. With Zones fully managing the environment, the business is freed to refocus on its core competencies and will experience many other benefits as well.

Introduction

Today's organizations need to keep pace with business demands, even as they face challenges related to hybrid and multi-cloud complexity. In addition to managing on-premises data centers and edge application environments, nearly every organization is also now leveraging multiple public cloud services and is increasing adoption of infrastructure-as-a-service (IaaS) and software-as-a-service (SaaS) solutions.

At scale, however, the complexities of modern IT can build up enough to threaten to delay digital initiatives. Complexity can also reduce any operational efficiency gains that otherwise would result from leveraging cloud services. IT complexity is the last thing that organizations need—they are already struggling with staff and expertise limitations, a lack of visibility, a lack of control, limited budgets, and cybersecurity concerns.

This is why businesses need to harness the best of the cloud options to improve efficiency and the overall employee experience. Organizations need a way to increase their SaaS and IaaS usage, while simultaneously minimizing the costs, risks, and complexity burdens that come with a distributed cloud environment.

Global IT solutions provider [Zones](#) realizes the urgency and widespread nature of this problem and has taken action to solve it by creating an offering called [Zones Multi-cloud Managed Services](#) that:

- Offers end-to-end managed services for customers' cloud infrastructures, built on years of expertise and tailored to their specific needs.
- Enables organizations to lean on Zones' own expertise to augment their internal skills. Zones has cultivated partner-ecosystem relationships with all the leading hyperscalers, established global delivery centers for right-shoring, and created IP and tools to increase automation and improve end-to-end management.
- Accelerates, or at least maintains, the pace of operations, even as an organization's environment scales to leverage an increasing number of cloud services.

The Operational Burdens of Using Multi-cloud IT

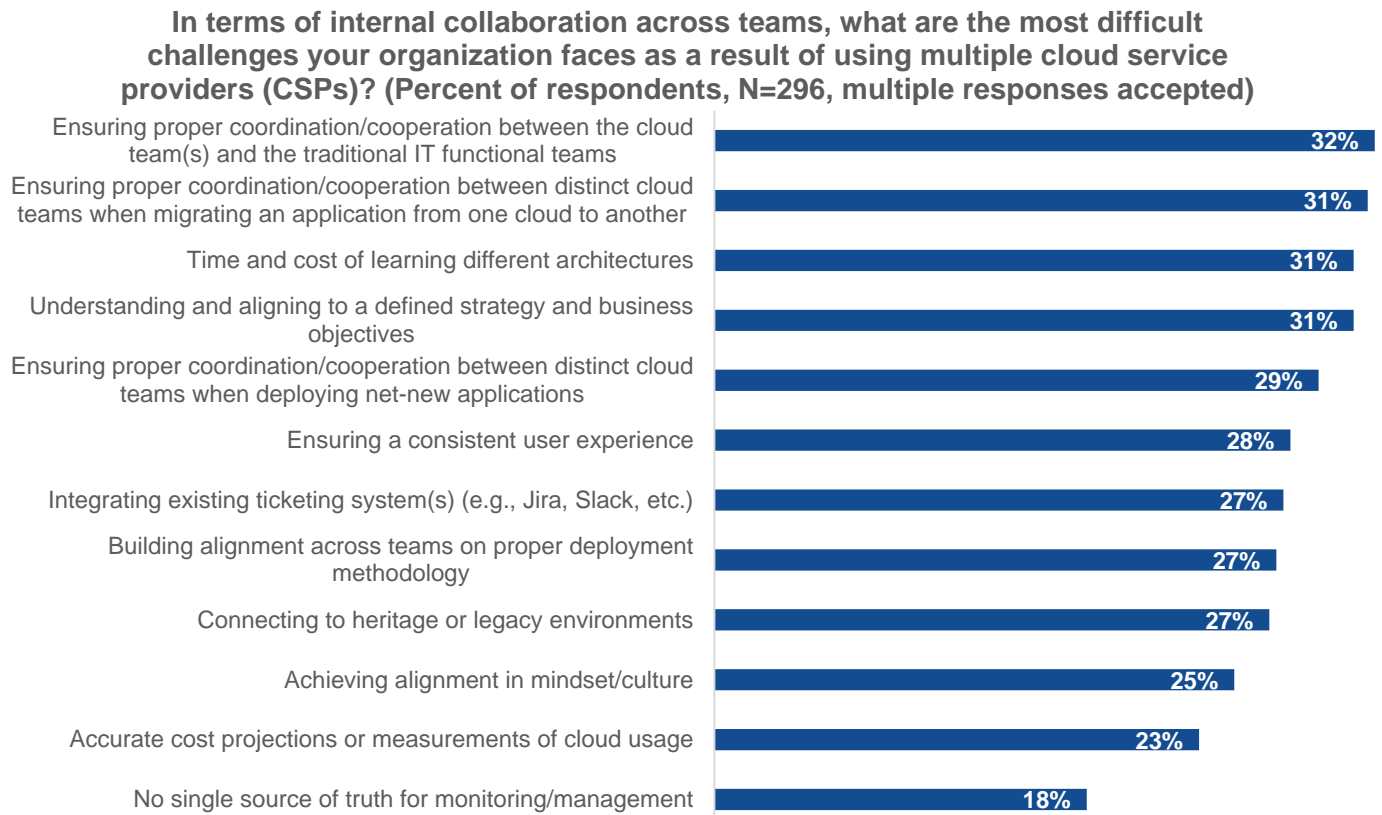
Operating at a fast pace has become essential to success. According to survey research by TechTarget’s Enterprise Strategy Group, a combined 91% of organizations have had to accelerate operations in the last three years.¹ In terms of how these IT organizations are responding to operational-acceleration requirements, 45% reported that they are hiring more personnel, but simply continuing to hire more people is not a sustainable solution.

Additionally, 42% identified that they are increasing their investments in public cloud services. As those cloud adoption levels grow, the number of independent cloud providers increases as well. A large majority (88%) of the respondents are leveraging multiple public cloud infrastructure providers at this point. Unfortunately, multi-cloud IT at scale can translate into less-than-ideal visibility, poor control, and inadequate security. Expertise and training often don’t translate from one cloud to another, either. Enterprise Strategy Group has found that top challenges when managing multiple cloud providers include:

- Meeting security expectations (cited by 25%).
- Meeting cost expectations (25%).
- The time and cost of learning different architectures (25%).

To address the intricacies of dealing with differences among cloud providers, organizations often deploy separate teams to manage each one. The decision to take that step creates new issues, as teams may struggle to collaborate effectively (see Figure 1).

Figure 1. Top Collaboration Challenges of Cloud Environments



Source: Enterprise Strategy Group, a division of TechTarget, Inc.

¹ Source: Enterprise Strategy Group Complete Survey Results, *Distributed Cloud Series: The State of Infrastructure Modernization Across the Distributed Cloud*, August 2023. All Enterprise Strategy Group research references and charts in this showcase have been taken from this survey results set.

In addition to using more widespread public cloud infrastructure services, organizations are increasingly adopting SaaS solutions to improve user experience and IaaS solutions to reduce operational burdens: 33% of organizations include replacing existing applications with SaaS equivalents as a key part of their strategy for existing applications.

Similarly, in regard to IaaS trends, the percentage of production applications/workloads (encompassing compute, storage/databases, and backup/disaster recovery) that are running on public cloud services is expected to grow from 49% today to 53% 24 months from now.

However, SaaS and IaaS solutions aren't always "set it and forget it." Businesses still need to ensure that they deliver the expected experience and that the data is protected and secured. That is why organizations need to leverage the expertise of a global solutions provider such as Zones that can help deliver vitally needed expertise to alleviate internal skills shortages.

The Benefits of Leveraging the Expertise of Zones for Multi-cloud Environments

Knowing that every environment is different and that each organization has its own specific set of goals, Zones offers a consultative, tailored approach to working with clients on multi-cloud solutions. Zones has a well-established and highly effective Assess-Design-Implement-Manage (ADIM) framework that is used for streamlining project implementation and management, ensuring optimal resource allocation and strategic alignment. As part of the Assessment phase of the ADIM framework, Zones starts these engagements with a free consultative workshop that involves a comprehensive evaluation of an organization's existing cloud infrastructure (IaaS and SaaS), identifying optimization opportunities, compliance requirements, and potential cost-saving measures to establish a tailored multi-cloud strategy that aligns with their business objectives. This crucial step lays the foundation for a successful and efficient multi-cloud management approach.

Zones' value proposition is rooted in its holistic approach, leveraging skilled professionals, well-defined processes, and state-of-the-art tools to deliver comprehensive technology solutions. This ensures that Zones customers receive seamless cloud services and support, from strategy and implementation to end-to-end management support, enabling them to enhance efficiency, scalability, and innovation within their organizations while simplifying technology management.

The portfolio of services Zones provides is particularly broad and includes cloud licensing, cloud assessments, cloud implementations, cloud migration services, cloud backup and disaster recovery, and multi-cloud managed services. Additionally, Zones provides advanced cloud-related support encompassing AI/ML services, IoT services, and data lake and analytics services.

Such broad-based help is a boon for an overstretched IT organization. With Zones fully managing the environment, the business is freed to focus on its core competencies, rather than trying to build up its own cloud operational expertise through trial and error.

Organizations working with Zones gain advantages that include:

- **Improved ability to control and reduce costs.** Zones' expertise in cloud optimization and right-shoring (on-site/onshore plus offshore support) as well as its automation-led delivery capabilities help ensure that cloud adoption efforts deliver the expected operational cost savings and TCO reductions, while optimizing cloud-related expenditures to reduce the organization's infrastructure costs, too.
- **Improved transparency and collaboration.** Zones provides an automated, unified platform for multi-cloud management of IaaS and SaaS workloads to foster collaboration and increase skill-related flexibility. It also offers multi-cloud governance to improve visibility and transparency of operations, which helps improve overall cloud governance and strengthen an organization's security posture.

- **Better data protection and data security.** Given Zones' established expertise, it can help ensure that an organization adheres to best practices when it comes to cybersecurity and data protection. This reduces risk and accelerates operations.

Additional benefits that Zones offers to organizations include scalability expertise (certified, experienced resources along with tested processes and next-generation platforms), proactive 24/7 technical support (to improve uptime), automation of routine tasks, and value reports.

Conclusion

A few years ago, a big concern among organizations was the issue of VM sprawl. Today, the problem is “multi-cloud sprawl.” And as was the case with VMs sprawling uncontrollably, one of the biggest pain points resulting from ad hoc acquisitions of cloud services is a lack of visibility and control.

Zones designed its Multi-cloud Managed Services offering to align with the needs of any organization that desires to move toward a cloud-first environment. This offering gives those organizations all kinds of support, which is especially helpful to organizations that do not have in-house teams to provide it.

Cloud or IT decision-makers dealing with multi-cloud complexity issues, constrained resources, and tight budgets need a better way to reduce risk, improve visibility and control, shore up security, ensure compliance, and maintain business continuity—while still reaping the benefits of flexibility, scalability, and easy collaboration. The answer for them may well be Zones, an experienced multi-cloud managed services provider that will not only devise a tailored, customized multi-cloud roadmap for the organization, but also will, if desired, execute on that roadmap properly.

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