



## TECHNOLOGY

# Getting Started With the Cloud



# Start With The Cloud

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By 2018, spending on cloud computing is predicted to reach \$282 billion. As the cloud becomes a mainstay of global business, it's natural to wonder how cloud computing can support your company's IT strategy. To help you get started with the cloud, here are a series of questions exploring how cloud computing can advance your business.

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**FORBES, JANUARY 2015**



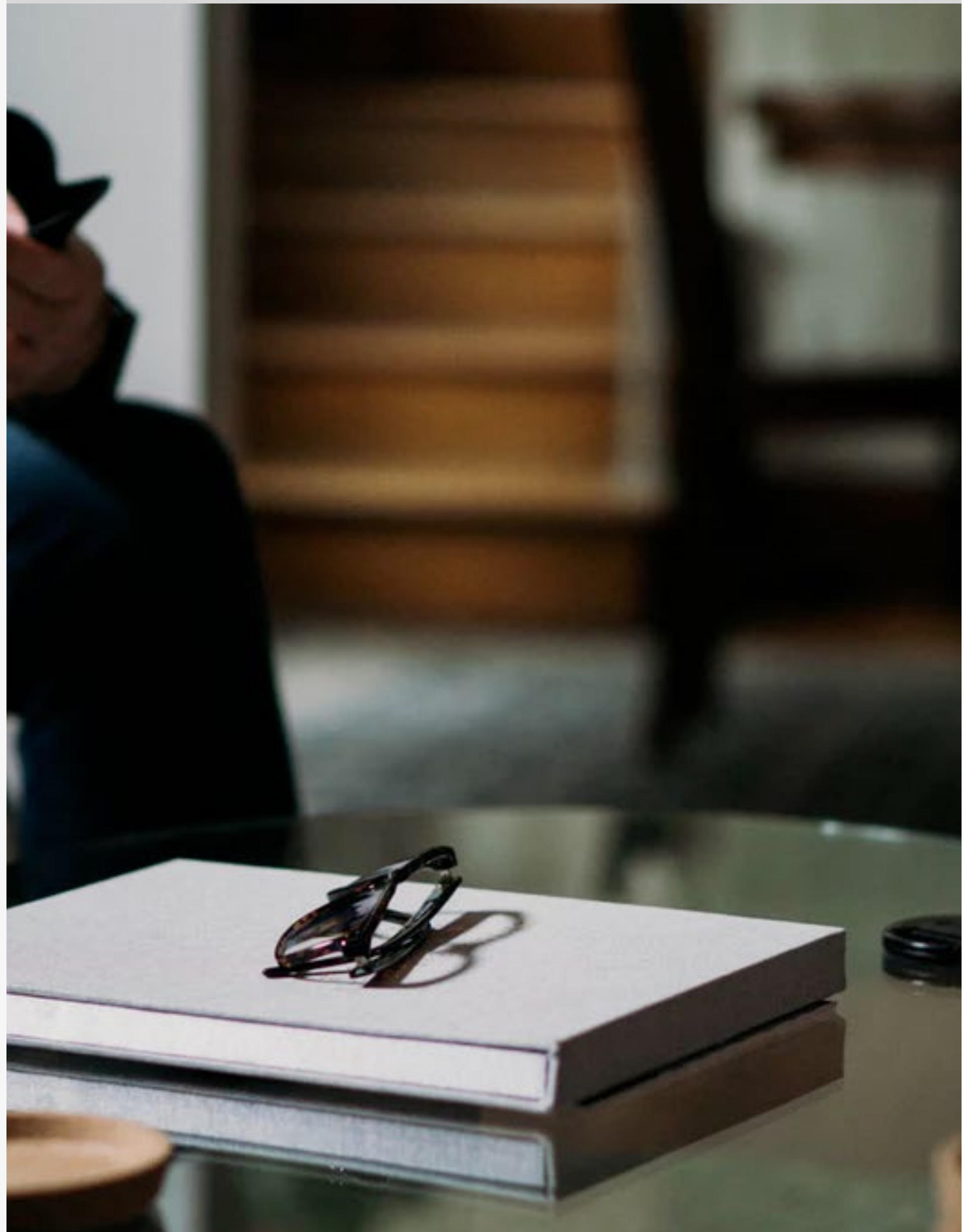
# 01

## What exactly is the Cloud

Imagine all your data at your fingertips,  
whenever and wherever you need it.

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Cloud computing is an elastic approach to acquiring and using IT resources for your company. Instead of anticipating all your infrastructure needs by buying physical servers, storage, and other IT equipment, a cloud approach uses web-based technology to provision exactly the resources you need right when you need them. Because you access all this infrastructure via the Internet, you use a web application to scale your resources up or down as your business situation changes.



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“BUILDING A SOLID FOUNDATION FOR CHOOSING  
AND MANAGING CLOUD SERVICE PROVIDERS”

Total annual spending on public cloud  
services will nearly double within four  
years to over \$282 billion in 2018.

GARTNER, JUNE 2015

# Why should I use a cloud infrastructure?

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Because cloud computing is inherently elastic, it offers advantages to businesses of all sizes. The main advantages of adopting a cloud-based approach to infrastructure are:

## A flexible approach to capacity and spending:

You no longer have to guess at your infrastructure needs and then spend time and money setting up a data center to fit that projection. The cloud allows you to pay when you consume IT resources, not before; you can access all the capacity you need with only a few minutes' notice.

## Increased speed and business agility:

Because new IT resources are ready in the cloud whenever you need them, you can rapidly scale infrastructure up or down based on your current needs. This allows your developers to experiment with and create new applications without waiting for your environment to be ready

## Reduced management oversight:

Cloud services manage the day-to-day maintenance and setup of IT resources for you. So instead of dedicating staff members to manage your data center, you can put your IT experts on more strategic, big-picture tasks.

## How do I decide what size cloud infrastructure to use?

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If you're considering a cloud infrastructure solution, it's probably to support a business expansion like adding an ecommerce page, a customer portal, or other public-facing service. That in mind, the primary factors driving cloud adoption are twofold: What do you need your cloud to accomplish, and what kind of budget do you have to tackle these goals?

Cloud solutions support all kinds of business initiatives, but the most important consideration is how many concurrent users you need to host. There's a big difference between adding a webpage that expects to see 1000 users a month, and one that expects 1,000 users in an hour. To gain insight into your traffic patterns, run analytics to discover what your cloud needs will be on a normal day, as well as during seasonal peaks and major events. With this understanding of your hosting needs, you can customize the ideal cloud solution for your goals.

Once you've determined your ideal cloud, make sure it fits your budget. While a cloud approach gives you access to a huge amount of computing power, provisioning more resources is going to increase your monthly hosting costs. Thankfully, the cloud's elasticity gives you options to control your expense, such as adjusting your resource provisioning based on high and low-traffic periods.



# 04

## How should I choose a cloud provider?



Clouds can take many shapes, but not all cloud providers are equal. The most important quality of a cloud provider is flexibility—that the provider makes it easy for you to customize your cloud solution according to your requirements. This usually means the provider’s cloud API is rigorous, well-designed, and intuitive enough that you can rapidly adjust the resources you’re provisioning when you need them.

Cloud providers can also have built-in compliance or transparency features that help you run your business. For example, it’s possible to customize a cloud solution that automatically complies with HIPAA privacy standards. On the transparency side, having an auditable cloud means that every interaction leaves a trail that you can follow.

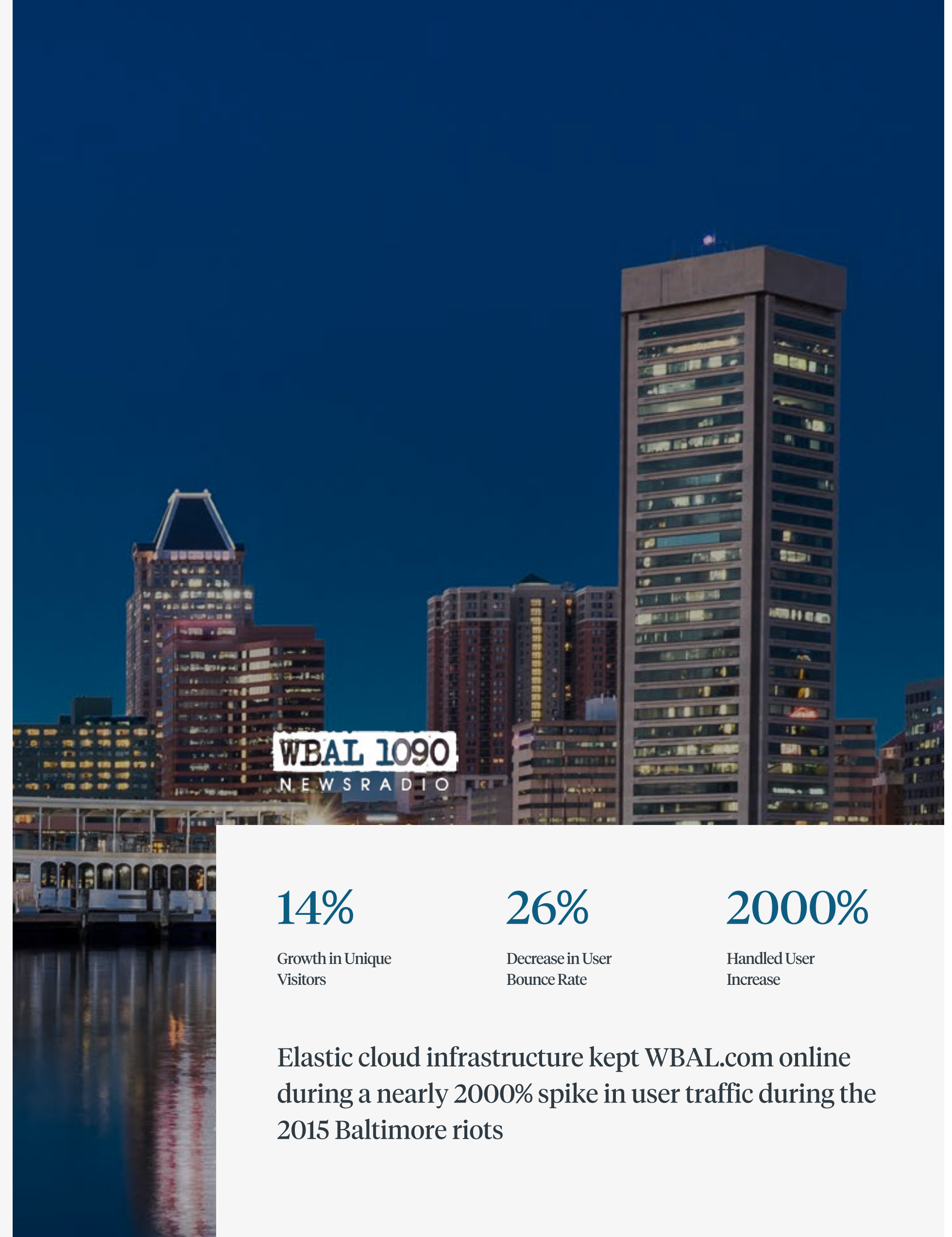
This gives you peace of mind and helps you verify compliance to whatever mandates matter for your business. As the most mature cloud offering on the market, Amazon Web Services provides all of these features and more. Amazon Web Services also offers an autoscaling feature that will automatically scale services up or down based on your chosen performance metrics. Atlantic BT adds to this speed by automating much of your cloud’s infrastructure and code deployment, making it easy for you to change the size or resource allocation of your cloud on the fly. And because Atlantic BT is an AWS standard tier partner, you can count on us to help you get the most value from any AWS cloud solution.

# 04

## What's a good example of a successful cloud adoption strategy?

WBAL.com, one of the most popular news sites in Maryland, needed a more flexible online infrastructure to accommodate spikes in web traffic during major news events. Because news cycles are inherently unpredictable, it was important that their web hosting solution could scale its capacity up or down rapidly based on user demand.

Atlantic BT helped WBAL find its ideal cloud solution. By analyzing their traffic patterns and past spikes during major news cycles, we saw that peak traffic could be offloaded to an elastic cloud infrastructure. We then architected their cloud with key features that would meet their specific computing and content sharing needs. This cloud solution drove exceptional results: more than 14% growth in unique visitors and a bounce rate decrease of 26%.



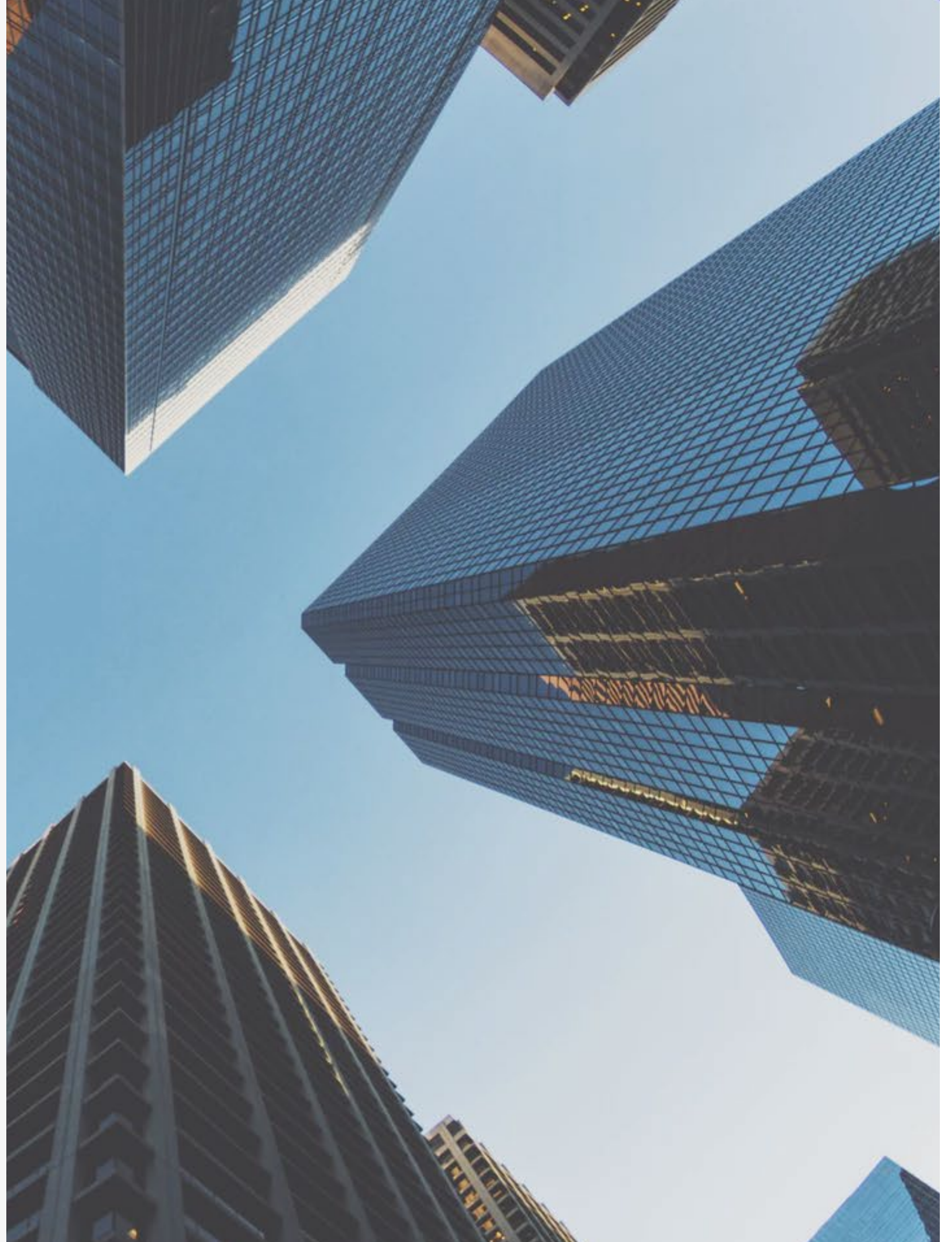


# How can I develop a cloud strategy that fits my business?

Work with an experienced cloud partner to make the cloud work for you.

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For example, you want a collaborator who knows how to get the best out of a leading cloud provider like AWS, and who can help you modernize your web applications to take advantage of the cloud's elastic resources. Atlantic BT has diverse expertise and experience in cloud adoption and strategy for all kinds of businesses. Contact us to get started with your cloud strategy today.





From cloud architecture to cybersecurity to online strategy, Atlantic BT has solved tough digital problems for enterprises and global businesses for more than 20 years. We partner with forward-thinking companies to make their digital dreams into reality, creating solutions that enable the future of their business.



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