



Supporting Cloud Computing with Professional Services

In today's market, professional services can aid solution providers in all facets of their day-to-day job. Not only can such services perform various functions with high speed and razor-sharp accuracy, but they also allow providers to dedicate their time to other important business needs. In this eGuide, you will learn some of the applications that currently exist in the cloud and how managed services work hand-in-hand with such applications as a value-added resource for your channel business.

Sponsored By:





Supporting Cloud Computing with Professional Services

Table of Contents

[Supporting Cloud Computing with Professional Services](#)

[Resources from CA](#)

Supporting Cloud Computing with Professional Services

Some vendors treat the cloud as if it were some mystical place where all things IT are possible. You hear vendors, solution providers and IT professionals talk all the time about resources being “put in the cloud.” But putting resources “in the cloud” isn’t trivial or magical, and achieving a return on cloud investment isn’t guaranteed.

The magic of cloud computing isn’t so much in the technology, but in the delivery, management and support of cloud services providers. True return on investment comes from the assignment of management resources and responsibilities to specialized third-parties capable of providing ongoing support for businesses that subscribe to cloud resources.

As more companies – from large multinational enterprises to small Main Street businesses – turn to cloud computing to control costs, gain access to technology resources and enable greater productivity, they need the support of trained, competent professionals to make their transition to the cloud seamless and worthwhile. And that comes with professional services.

Through professional services, solution providers can accrete more revenue, sustain profitability and make themselves indispensable to customers in the selection, adoption and migration of cloud services. In this guide, we will outline the need for professional services in cloud computing engagements and explain how solution providers can build thriving professional services practices that complement their cloud offerings.

Defining Clouds and Professional Services

The industry often talks about “the cloud,” but there’s more than just one type. Today, at least 22 definitions for different types of clouds and cloud services exist, though the IT industry mostly agrees on three core types:

Software-as-a-Service (SaaS): As applications running on a cloud infrastructure via a thin client or browser, SaaS includes such services as managed email (Microsoft Exchange), CRM (Salesforce.com) and office productivity applications (Google Apps). Vendors providing such services resell their offerings through solution providers who can add deployment, migration, training and support on top of the core offering.

Platform-as-a-Service (PaaS): This is platform or environment on which users can develop and deploy services for consumption. PaaS providers include Microsoft Azure, Salesforce.com's Force.com, and Google's App Engine. The channel can either use PaaS to develop its own unique offerings, or resell capacity and support to organizations that require PaaS services. For the channel, PaaS is about exercising expertise to both leverage and support cloud-based platforms.

Infrastructure-as-a-Service (IaaS): Different from conventional hosting services, IaaS comprises the sharing of infrastructure resources for running software in the cloud that would ordinarily be deployed and operated on-premise. IaaS provides consumers with the processing, storage, networks and other fundamental computing resources required for running applications. The channel acts as both a provider and broker of IaaS by building and delivering cloud-based infrastructures, reselling infrastructure services, and supporting organizations in their use and operation of the services.

These clouds are typically implemented in one of three ways:

Private: Some organizations may choose to build and operate a private cloud opportunity to build, manage, resell and support community clouds.

Public: Owned by private entities for use among general industry groups, a public cloud is a shared infrastructure (network, computer, storage) accessible over the public Internet for cloud-based and remotely delivered services. The public cloud is a critical element in the cloud computing chain that the channel leverages to support its customers.

Hybrid: Known by many different names, hybrid clouds are the combination of two or more of the other deployment models. Hybrid clouds are the most common form of

cloud computing implementation since they may leverage public resources, private services, and in many cases, legacy on-premise infrastructure. Integrating and enabling hybrid clouds provides a wealth of opportunity for the channel in consultation, integration and support services.

It's important to understand how clouds are classified and delivered to conceive of professional services that support these clouds. Each type and delivery model requires development, integration, implementation and management, which is a function of professional services provided directly by the cloud service provider or the solution provider.

Professional Service in the Cloud

The worst mistake a solution provider can make is believing that cloud computing is all self-service – that customers can support themselves through automated portals and self-directed control systems. Even organizations that develop private clouds require outside help to build their resources and manage ongoing operations.

Solution providers can build robust and profitable revenue streams by offering services that provide management of enterprise clouds and support for cloud operations, or act as the integration and maintenance point for private, public and hybrid cloud services. The following are potential professional services solution providers can offer in support of their customers' cloud use:

Implementation and Migration: Adoption of cloud computing resources – private, public or hybrid – requires tremendous planning and forethought to ensure computational resources and data are not lost, corrupted or less useful. Additionally, legacy data and applications don't always port easily to the cloud. Solution providers are building profitable practices in selling enterprises design, implementation and migration to cloud environments. Those that develop proprietary methodologies for cloud migrations will find their practices are more profitable because they can be replicated with different customers.

Infrastructure Management: Just because an enterprise wants to own its private cloud doesn't mean it wants to manage it. And even businesses that don't building private clouds contract solution providers to monitor and manage their IT networks and resources.

Solution providers can capitalize on their skill sets to monitor, manage and maintain private clouds and discrete cloud application offerings – akin to managed services in that it's more about the remote administration than hosting applications or resources, or reselling someone else's resources.

Application Customization: To listen to cloud providers, cloud applications and resources are a one-size-fits-all proposition – but nothing could be further from the truth. Solution providers are already showing a valued service in tailoring and customizing cloud applications to customers' specific needs. Many are performing customization through add-on applications, API integration and custom application development. Solution providers who provide customization services often find recurring business through ongoing support.

Off-Site Cloud Management: Business may sign a cloud contract with a service provider, hosting company or application provider, but that doesn't mean they want to manage the relationship – particularly in IaaS and PaaS instances. Solution providers can offer a professional service in managing the resources supplied by a third-party hosting and cloud provider, which relieves the customer from staffing human resources to support the cloud implementation.

Cloud Aggregation: Similar to integration services, solution providers can cobble together the various cloud services desired by their customers to create seamless application, infrastructure and data resources. This type of service is particularly important for customers adopting cloud applications that need shared data. Solution providers that deliver cloud aggregation services also provide customers with consistency and reliability in integrated cloud resources.

Monitoring and Reporting Services: Cloud computing's value is based on elasticity, scalability, reliability and availability. Solution providers that can provide professional guidance on cloud utilization, need and performance will find a receptive market. Businesses have few means to determine how much cloud they're consuming or will require. They need help understanding when to increase or throttle cloud use, and perhaps most importantly, they could benefit from having a professional service mediate utilization, performance and billing disputes.

Conclusion

The hallmark of any professional service is satisfying at least one of two requirements: to perform a function that a customer cannot perform on their own and/or does not want to do. The cloud is making the adoption of IT faster and more cost effective, but IT still retains much complexity in cloud environments, and the cloud still has all the management and oversight requirements of conventional IT infrastructures. In short, management remains the enterprise headache of any IT adoption.

Solution providers need to think beyond the obvious service opportunities in the cloud computing era to build value and maintain relevancy. The cloud is more than just the application or infrastructure delivering the technology. The cloud, in its various forms, requires professional management – and it doesn't matter who provides it. Solution providers who can develop professional services that relieve customers of the burdens associated with maintaining and administering cloud resources will find customers willing to defer ownership in favor of professional skill and valued resources.

can I leverage the cloud to leapfrog the competition?

you can

Business success in today's hyper-complex, constantly changing global marketplace requires agility, responsiveness and the ability to innovate on the fly. All of which requires more agile IT. And the kind of reliable, scalable and easy-to-use services that help you leverage the cloud.

CA Technologies cloud management and security solutions can help you use the cloud for practical innovation or to radically re-invent new business models to leapfrog the competition. With our experience working in complex and diverse environments, we can also offer the control and insight companies need to take advantage of fast-moving opportunity... long before the market is even aware of it.

CA Technologies. The services, experience and solutions you need to build a more agile business.

To see how we can help make your business more agile, visit ca.com/cloud



agility
made possible™



Resources from CA



[Who can achieve high-performance cloud computing?](#)

[Who can help me manage growth without shrinking my bottom line?](#)

[Can I focus on my business instead of on my servers?](#)

About CA

CA is one of the world's largest IT management software providers. Our software and expertise unify and simplify complex IT environments-in a secure way-across the enterprise for greater business results. We call this Enterprise IT Management (EITM)-our clear vision for the future of IT. It's how you can manage systems, networks, security, storage, applications and databases securely and dynamically. You can build on your IT investments, rather than replacing them, and do it at your own pace. Our more than 5,300 developers worldwide create and deliver IT management software that keeps our vision real. And we've taken our decades of experience solving complicated IT problems and developed practical paths for you to get from where you are today to where you want to be.