



# Trends & Insights on **Moving to the Cloud**

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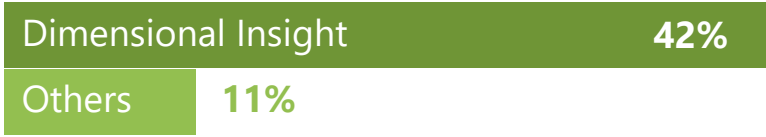


**Dimensional**  
INSIGHT

We know **beverage alcohol**



Customers using product 10+ yrs.

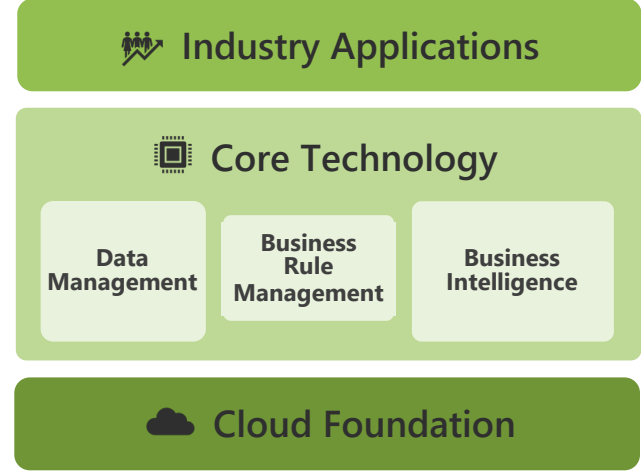


**Leader in**  
CUSTOMER  
RETENTION



Vision-  
focused

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**4.5 stars**  
average score



The only **8x Best in KLAS** winner  
for BI & Analytics



Industry  
Excellence  
Award

**8 consecutive years**

# Hosting Options

## On Premise

- Office server room
- Your own data center
- Third-party co-location facility

## cloud

- Generic IaaS cloud providers
  - App-specific PaaS/SaaS providers
- Hybrid approaches



# Hosting Considerations

No single right answer

Effectiveness  
&  
Efficiency

- Reliability & risk-tolerance
- Performance & Scalability
- Security
- Interoperability
- Division of labor

COST

# Division of Labor

On-Premise      Infrastructure as a Service      Platform as a Service      Software as a Service

Your Responsibilities

Provider's Responsibilities

Application	Application	Application	Application
Data	Data	Data	Data
Runtime	Runtime	Runtime	Runtime
Middleware	Middleware	Middleware	Middleware
OS	OS	OS	OS
Virtualization	Virtualization	Virtualization	Virtualization
Servers	Servers	Servers	Servers
Storage	Storage	Storage	Storage
Networking	Networking	Networking	Networking

# Our Observations

## On-Premise

- For **sophisticated IT** teams
- **Control** over hardware specs, architecture
- Hardware is a capital expense
- 3rd party **co-location** generally best

## IaaS

- For **sophisticated IT** teams
- Higher-performing hardware costs a **premium**
- Hardware is an operational expense
- **Complex pricing**, may win or lose
- Highly **scalable**
- Reliability issues unless **multiple zones** (\$\$\$)

## PaaS

- IT expertise **not required**
- Runs a particular system, not generic
- **Expertise in that system** required
- Service is an operational expense
- Reliability, performance, scalability, pricing **provider-specific**

## SaaS

- IT expertise **not required**
- Runs a particular system, not generic
- **Aimed at end-users**, all-in-one package
- Service is an operational expense
- Reliability, performance, scalability, pricing **provider-specific**

# An Approach to Moving to the Cloud

- **Categorize** systems, set **goals**
- **Weigh** all the considerations
- Prepare to make **trade-offs**
- Leverage **strengths**
- Be **flexible** - mix and match, work in phases

