silk

How to Reduce the Cost of Managing Business-Critical Applications in the Public Cloud

Chapter 1:

How Your Infrastructure May Be Holding You Back

To be competitive, it's important that your business look for ways to decrease costs and increase profits at every turn. One area of the business you can do that is in the management of your business-critical applications. The goal is to squeeze every ounce of value out of your technology: whether that involves fully utilizing your infrastructure capacity or migrating data to an infrastructure that gives you the best bang for your buck. But depending on your current setup, you may be facing challenges.

In this ebook, we'll explore how your current technology infrastructure might be preventing you from achieving better cost savings; we'll introduce a new way to manage applications; and we'll look at how Silk's Cloud Data Virtualization Platform can cut your costs of managing data in the public cloud by up to 30%.

Let's take a look at some of the most common business scenarios and explore how each situation may be preventing you from getting the cost savings you need.

Scenario #1:

Your Apps are On-Prem/Legacy

If all of your business-critical apps are running on infrastructure you buy, provision, and maintain on-premises, your business faces a number of cost-cutting challenges. Let's take a look at some headaches a healthcare organization experienced by running its applications on a legacy system:

The expense of maintaining legacy infrastructure and applications:

The company had maintained its business-critical applications in a legacy system for years. As time went on, it became more difficult to maintain this system, resulting in a patchwork of connectivity that oftentimes was tenuous at best. Low utilization and siloed environments severely impacted the company's ability to be competitive since opportunities could easily be missed.

Slowed development and the potential to overinvest:

Over time, as the legacy system began to slow further, the company realized that development of new products could very easily grind to a halt. To keep this from happening, the company knew it had to invest more money into the system. Yet further investment did not seem like the best choice – especially since there were better options on the market.

Costly and time-consuming refactoring of applications:

The company decided to move its applications to the public cloud. Yet moving to the cloud from the legacy system was an additional headache since it required significant refactoring of the apps. This process entailed a major effort from engineering to ensure they continue to meet the expected SLAs. If the team tried to cut corners, the "new" applications would be less-than-efficient when running on the cloud -- unnecessarily (and unexpectedly) boosting cloud costs. Additionally, the time needed to refactor applications and data varied wildly, making it difficult to meet timelines and plan a roadmap—and therefore a budget.

Difficulty in balancing overprovisioning and being ready:

Finally resigned to sticking with its legacy system, the company wanted to determine a more cost-efficient way to get the capacity and performance it needed – plus additional resources for peak workloads and heavy use – without paying for resources that weren't being utilized.

Scenario #2:

Your Apps are in the Public Cloud

Moving business-critical apps to the public cloud gives more flexibility than an on-prem setup, but the capabilities of the public cloud today means that users are still missing out on performance-enhancing and cost-cutting opportunities. Let's look at the issues an ecommerce company experienced with its apps in the public cloud:

Missing out on rich data services:

By relying solely on the public cloud, the company was missing out on rich data services such as deduplication, snapshots, and compression. If it needed to access a particular data set on more than one application, it had to create a duplicate data set – expanding its data footprint and taking on an additional and unnecessary cost.

Rising costs to maintain cloud performance:

With a "set it and forget it" model, it was easy for the company to do just that – forget it. Months after purchasing cloud products and services, the team was shocked to find that their costs had rapidly increased in the form of a hockey stick graph.

2.5:1

The average data reduction rate companies can see by leveraging Silk.

Another Concern: The Agility Factor

Regardless of whether your business is still functioning in an on-prem environment or you've moved to the public cloud, there's a final element that can have a direct impact on your ability to reduce costs: agility.

Agility in your business is two-fold: First, your business needs to be agile enough to meet—and respond to—ever-changing requirements, trends, and needs. If your business isn't agile enough to meet these changes, there's a good chance you could find yourself paying for technology capacity or performance that you really don't need.
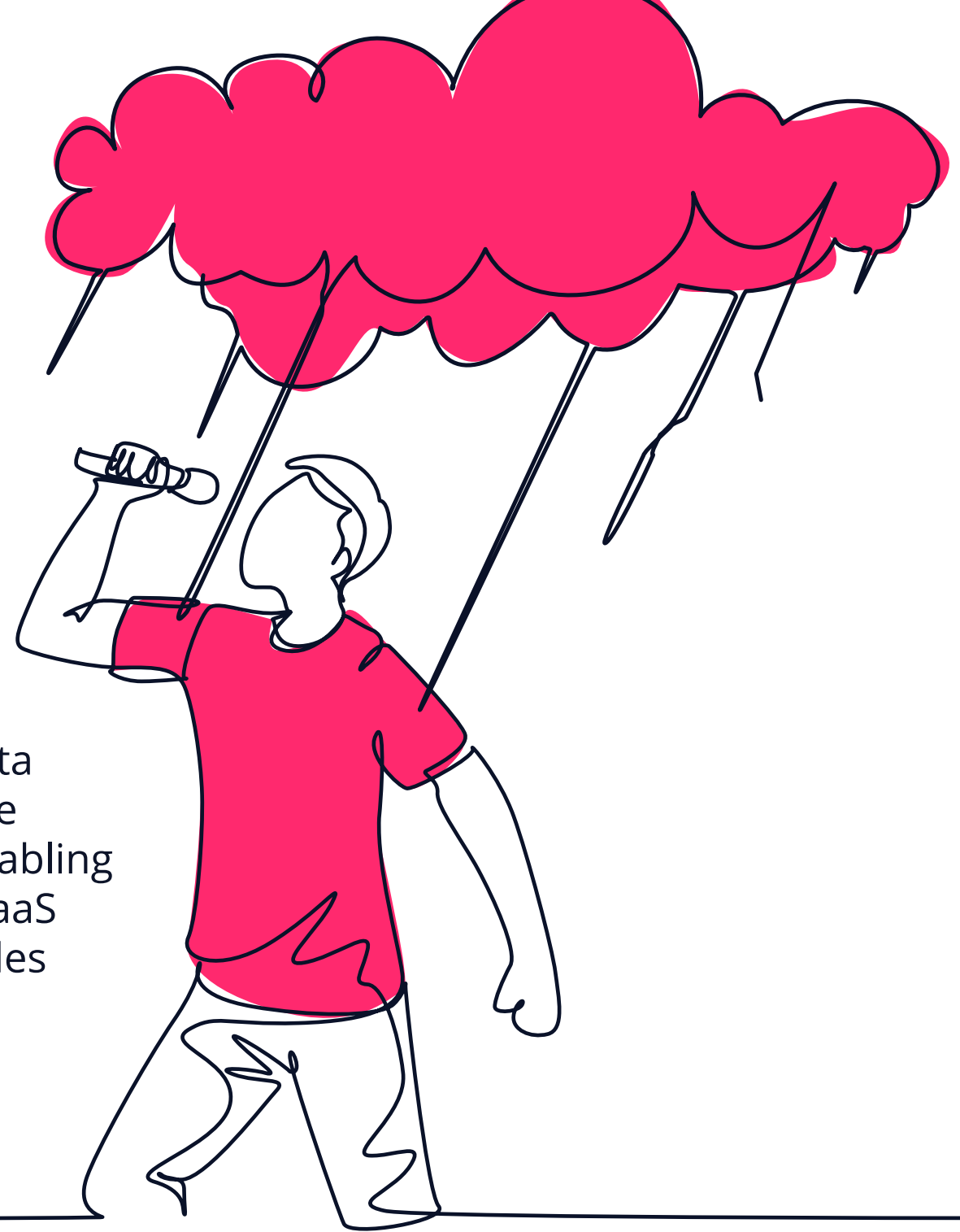
And if you're relying on on-prem infrastructure, you're completely lacking the flexibility and scale that agile businesses require. Think about it: if you need to scale up, you're forced to buy more hardware and software to meet your needs. And what about if you need to scale down? Good question. You could always try to sell your unnecessary assets for a fraction of what you paid for them, but few companies want the time or trouble associated with that.

Chapter 2:

An Innovative Solution for Managing and Reducing Costs

There is an easy and cost-efficient way to move business-critical data between public and private clouds. Data can be abstracted from the hardware and effectively sit atop your preferred cloud provider, enabling your data and data services to be completely decoupled from the IaaS underneath. This virtualization of the data onto a data plane provides built-in mobility between private and public clouds.

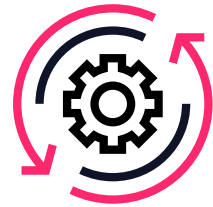# Five Benefits of Decoupling Data from Infrastructure

Businesses that opt to decouple their data from the underlying infrastructure can reap numerous benefits.

These include:

Meeting cost reduction targets and improving profitability

By discontinuing your use of legacy systems and virtualizing data, you'll be able to enjoy significant cost savings. Only paying for the cloud capacity and/ or performance you need will have an overall positive impact on your bottom line and your profitability. Predictable, easy-to-scale and simple-to-understand pricing gives you full cost control over your application data.

Increasing productivity and innovation

Another benefit of this approach is that your business is freed up to focus on initiatives and strategies that really matter. Because you don't have to allocate time, money, and resources to keeping your legacy system running, you're instead able to focus efforts on innovation and the roadmap for future improvements. In essence, you're able to get back to the business of your business.

Enjoying faster time to market

Speaking of innovation, the move away from legacy systems will have a significant (and positive) impact on how quickly your products and services are able to be brought to market. Your company will be more agile and be able to more quickly build and deliver new lines-of-business to take advantage of market trends in a way that is extremely cost-effective.
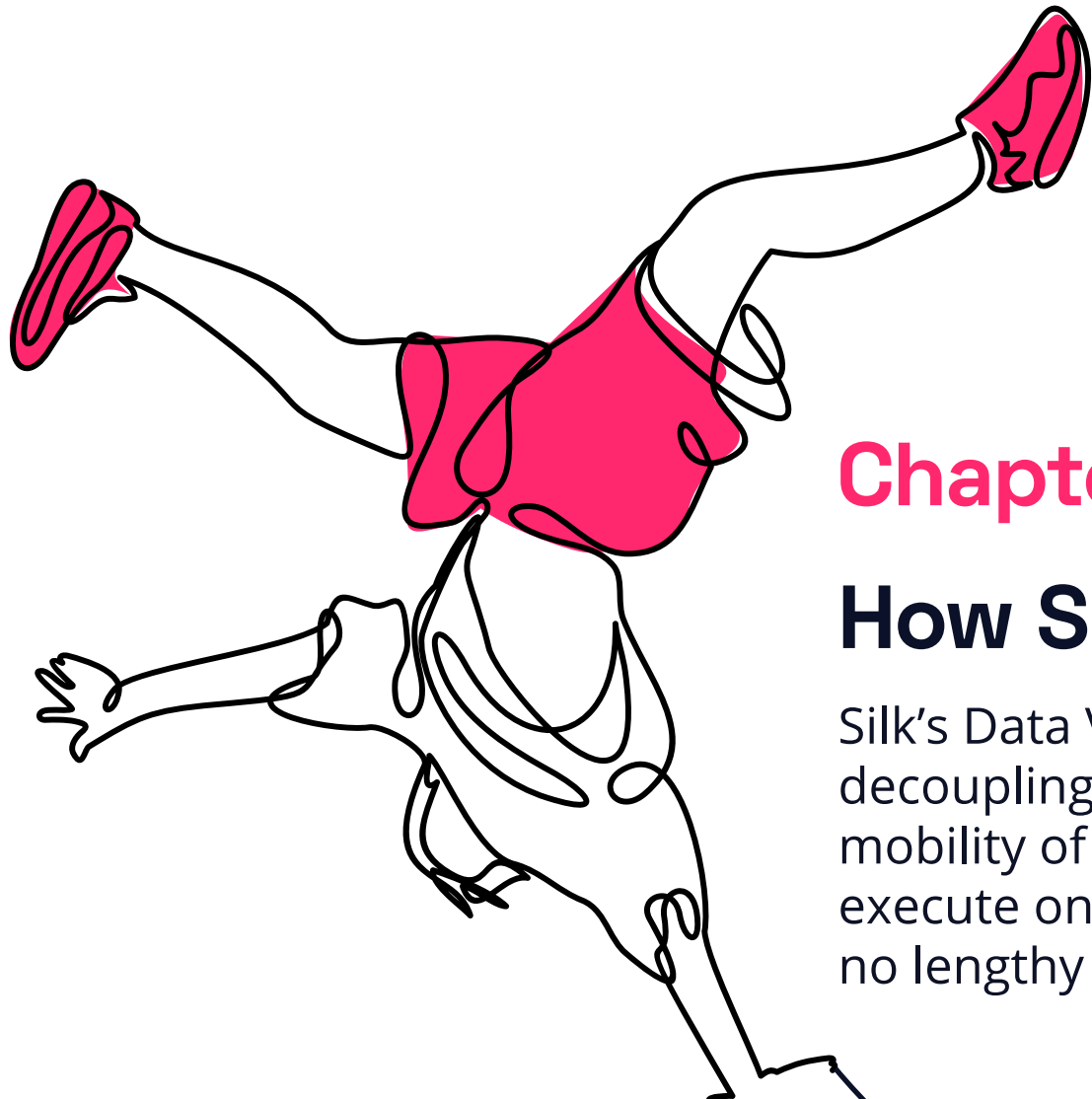
Experiencing unparalleled flexibility to switch vendors

With the ability to move your applications between clouds, regardless of their underlying operating system, you are able to completely avoid the need to refactor your data. Plus, since data can be moved to all of the major public and private clouds, you won't get locked in with a specific vendor and subjected to their product roadmap and pricing increases.

Optimizing your spending and cost structure

In legacy buying models, your business needs to plan what hardware and software it might need over the next 3-5 years. This often results in overprovisioning of resources that go unused for years. With a flexible licensing model, companies can purchase technology as needed and virtually allocate resources wherever and whenever they want. This pay-as-you-go model helps improve data utilization while keeping costs more predictable.
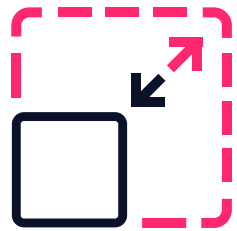
Chapter 3:

How Silk Can Reduce Your Cloud Costs By 30%

Silk's Data Virtualization Platform can cut your public cloud costs dramatically by decoupling the data from the underlying infrastructure. This provides greater mobility of data between different infrastructures, helping customers easily execute on their multi-cloud strategy in half the time: no lengthy and risky rearchitecting or refactoring required.

How does this help you save money?

Reduce Data

Silk offers real-time global data reduction data services, including advanced compression and deduplication. With these capabilities to reduce your data footprint, companies can see up to a major cost reduction in both their private and public cloud.

Eliminate Low Utilization

Silk's symmetrical, active-active architecture provides companies with the flexibility to scale infrastructure to meet rapidly changing performance needs. This eliminates the risk of low utilization, helping customers get a better bang for their buck.
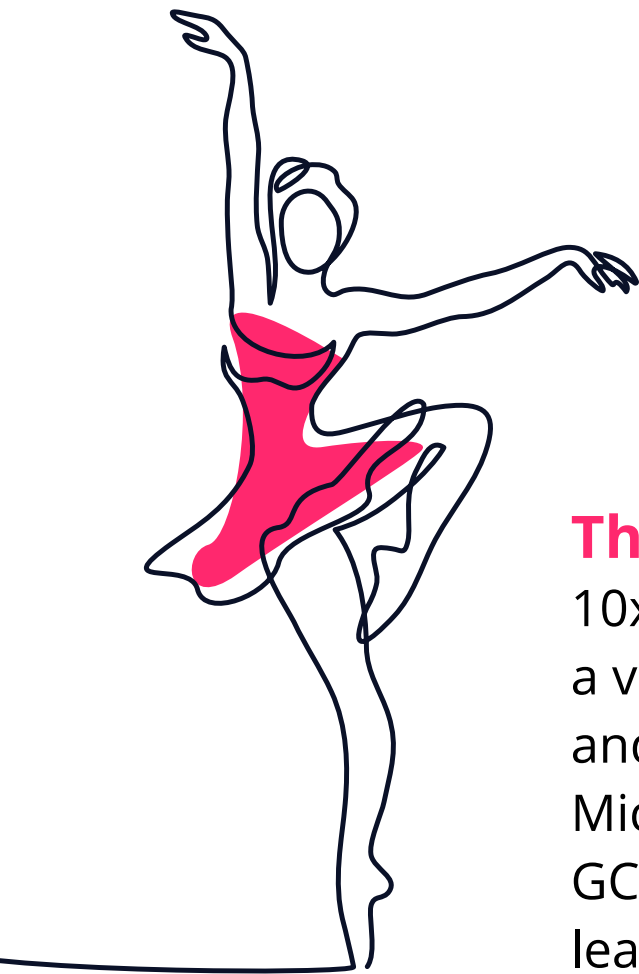
Eliminate Data Silos

By decoupling data from the infrastructure it lives on, Silk makes it possible to autonomously and dynamically allocate CPU and storage resources wherever it most makes sense. This flexibility breaks down costly and inefficient data siloes that occur when data is locked-in to a specific cloud vendor, making your data cloud-agnostic.
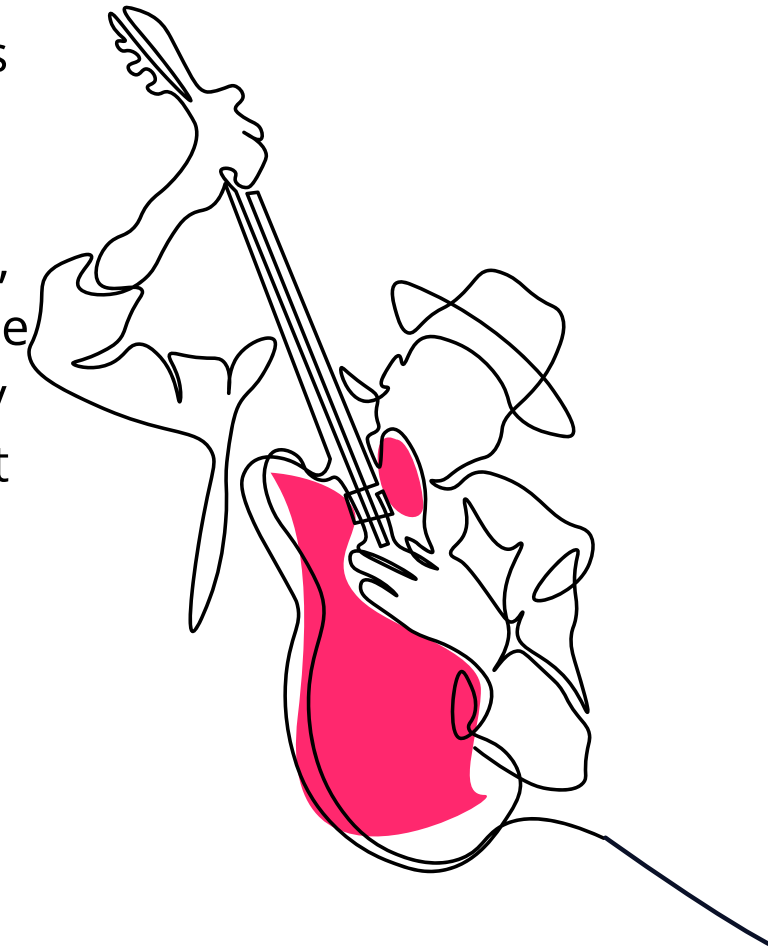
Silk in Action: Priceline's Story

Priceline.com was looking to migrate its mission-critical applications to Google Cloud in order to get the agility to quickly meet customer needs and provide a great user experience. Yet they were projected to blow through their cloud budget very quickly. With Silk, Priceline was able to easily adopt the cloud while reducing their cloud spend by 45%. On top of that, Silk increased their performance and manageability allowing the Priceline team the flexibility to meet customer needs.

The Silk Data Virtualization Platform gives demanding workloads 10x faster performance on the cloud compared to native cloud alone. It is a virtualization layer that sits between the underlying cloud infrastructure and customers' workloads. Without refactoring, workloads such as Oracle, Microsoft SQL Server, and industry-specific applications can move onto the GCP and Azure cloud while massively improving user experience. Industry leaders in e-commerce, software publishing, FinTech, and healthcare trust Silk with their mission-critical workloads to get the ultra-fast speeds their customers demand. Silk is headquartered outside of Boston, MA.

To learn more, visit silk.us.