

A TECHNOLOGY LEADER'S GUIDE

to Building a Business Case for
Hybrid Cloud Optimisation and
Infrastructure Automation.



EXECUTIVE SUMMARY

With a market value set to surpass AU\$16 billion in 2023, Australia is leading the way across APAC with its adoption of 'advanced public cloud markets'. Large and mid-sized enterprises across the country opting for a Hybrid Cloud model to maximise flexibility and agility across their infrastructure.

But adoption is not enough. IT leaders need to take an organised and systematic approach to Hybrid Cloud. Without optimisation, Hybrid Cloud systems become disordered. As your infrastructure and workload evolve together, it risks becoming unmanageable. Despite the challenges, the pandemic has highlighted the value of IT to even the least technologically-minded business leaders. It is, therefore, the ideal time to build a business case for Hybrid Cloud optimisation and infrastructure automation.



WHY AUTOMATE YOUR INFRASTRUCTURE?

Infrastructure automation involves employing technology to conduct repetitive tasks that previously relied on humans within the IT team. Think of standing up operating systems, hypervisors, cloud instances and networks that are driven by automation instead of manually designed and executed processes. Automation is imperative for significant business growth and, if utilised effectively, could inject the Australian economy with \$1.1 – 4 billion by 2030.

According to Flexera's 2022 Report, 59% of global cloud decision-makers cited cost optimisation as their top initiative for 2022. There are a number of industry reports and surveys that have shown that cost optimisation is a key driver for companies moving to the cloud, including Gartner's "2021 CIO Agenda Survey" and IDC's "2021 CloudView Survey" which found that cost optimisation was the most common reason given by organisations for leveraging the cloud. For many businesses, automation is the most effective way to reduce costs while continuing to scale.



EXAMPLES OF IT AUTOMATION THAT OPTIMISES HYBRID CLOUD:

- **User verification:** As increased cyber attacks lead more businesses towards a Zero-Trust security approach, the constant need for verification risks causing cybersecurity alert fatigue. Automating user verification enables IT teams to maintain a constant verification strategy without compromising the security posture.
- **Firewalls:** As your IT infrastructure expands, so do your firewall requirements. Automating firewall deployment and configuration enhances security and saves time by reducing bottlenecks and removing the potential for configuration error.
- **Onboarding new resources and applications:** IT onboarding for new users or applications is a manual, tedious and repetitive task that slows down IT teams in large enterprises. Onboarding can be automated, leaving teams free to work on mission-critical tasks.
- **App version rollout:** For Developers, manual app deployment exhausts time, our most valuable resource. Removing the need for human interaction speeds up rollout and gives Engineers more time to build, grow and innovate.
- **System updates:** Automating software updates speeds up operations company-wide. As with apps, removing human interaction in repetitive tasks makes teams more productive and processes less susceptible to error.

WHY DO INFRASTRUCTURE AUTOMATION AND A HYBRID CLOUD STRATEGY WORK SO WELL TOGETHER?

There are numerous advantages to automating infrastructure in order to optimise Hybrid Cloud outcomes, and often it comes down to lowering the cost of operations and delivery. Cloud-based infrastructures without automation are not making full use of the following benefits:

1. Unparalleled access to all the benefits of private cloud, public cloud and on-premises infrastructure

A key drawcard of Hybrid Cloud is the ability to tap into the resources available on the public cloud as and when they are needed, whilst also benefiting from the added security of access to on-premise infrastructure. Automation enables teams to take control of their own destiny across private, public and on-premise workloads, by connecting them through infrastructure automation and reducing repetitive manual tasks, so they can focus on areas of improvement across the business.

One of the key benefits of Hybrid cloud is the ability to use a single set of tools and standards to consistently manage both on-premises and public cloud resources. This is achieved through the use of an abstraction layer, which acts as a common interface for different cloud environments. This abstraction layer allows teams to manage multiple public cloud providers, as well as on-premises infrastructure, using a consistent set of tooling and standards, making it easier to automate and manage resources across different environments.

2. Enable 'pay as you go' options instead of major capex spend

Using Hybrid Cloud to automate IT processes lets businesses 'pay as you go' while harnessing the infinite capabilities of the public cloud and the superior performance of the private cloud, simultaneously.

By automating the deployment and management of on-premises resources, it is possible to achieve a similar level of scalability and flexibility as with public cloud services. Additionally, organisations may be able to save money on data transfer and egress costs by keeping data within their own data centres. However, it's important to note that the cost-effectiveness of on-premises compute will depend on a number of factors, such as the specific workloads being run, the size and scale of the organisation, and the cost of the necessary hardware and infrastructure.

3. Optimal visibility for increased security

To optimise your Hybrid Cloud infrastructure, partner with a provider that knows how to unify your technology into one single entity in order to achieve optimal visibility. From one single view, IT leaders can have much more access over their infrastructure whether located in private or public cloud environments. This gives teams back the visibility they need to feel in control of their Hybrid Cloud infrastructure in a safe and secure manner.

4. Achieve compliance automatically

Automating compliance requirements allows IT teams to adhere to Australian regulations more precisely and efficiently. Once IT teams define types of data that must stay on private cloud or on-premises, automation can ensure this is adhered to in a more systemised fashion. Containerisation also makes data and applications portable across your entire infrastructure.

5. Time savings

The biggest draw for businesses looking into infrastructure automation is time saved. With automation looking after the many mundane tasks that bog IT teams down, teams are stronger, more motivated and more productive.

STEPS TO WRITING A COMPELLING BUSINESS CASE FOR HYBRID CLOUD OPTIMISATION & INFRASTRUCTURE AUTOMATION.

Even as IT leaders are aware of the benefits of Hybrid Cloud automation, it's difficult to convince executives with less knowledge. To build your business case and let the technology prove its own value, follow the framework below:

1. Identify the business problem

When presenting your business case, it is vital that you focus on the problems, solutions and benefits most relevant to your audience. Take the time to talk to your stakeholders and adapt your pitch to address their concerns.

Example: Your business does not have enough resources to scale, and Hybrid Cloud automation across your Hybrid Cloud architecture will facilitate that, but your CEO is focused on cost-cutting. So, focus on the money saved by automating processes and reallocating resources.

2. Identify alternative options

To present a clear and fair business case, you need to identify and evaluate alternatives. Make this list detailed and extensive. You can approach this twice, the second time with a smaller, refined list of finalists.

Example: Your CEO asks what's wrong with your current system. You explain that to scale operations in line with business objectives, automation is necessary. But the cost of automation on a fully private hosted cloud would be extreme. You explain the resource pooling available on a Hybrid Cloud model and the fact that it doesn't mean abandoning legacy systems.

3. Recommend the preferred solution

When pitching Hybrid Cloud optimisation and infrastructure automation to stakeholders, highlight the benefits for them. While freed time would benefit your team, focus on the impact your additional operations will have on the wider business.

Example: A fully optimised Hybrid Cloud infrastructure is preferred because it harnesses the benefits of both public and private cloud, all while integrating with on-premise legacy systems. Hybrid Cloud offers the flexibility that your business needs to scale, but businesses must be able to adapt alongside it, which is why automation is imperative.

4. Outline the implementation process

As the person in charge of implementing this change (if approved), you must have a clear outline of how it will be deployed. If you are working with a partner, speak to them about their implementation strategy. At this stage, you should continue to address stakeholder concerns from their own perspective.

It can be advantageous to start small in order to generate some 'quick wins', then expand the usage over time. Generally, it's not an all or nothing type project, it takes time to implement an effective, and well optimised, Hybrid Cloud strategy.

Example: Managing employee morale is a concern for your HR Director. Work alongside them to emphasise the benefit of automation for everyone. Transparency is key for avoiding tension, so encourage Management to be open and listen to concerns.

ADVENT ONE: HYBRID CLOUD OPTIMISATION IS HERE, AND IT'S AUTOMATION-FIRST

Advent One partners with Australian businesses to drive maximum value from Hybrid Cloud by turning complex IT infrastructure, both on-premises and in the cloud, into an orchestrated and automated single entity that gives IT teams the control and visibility they need to succeed.

Advent One promotes an automation-first mindset, which lends our customers speed, consistency and scale. Our clients frequently report more motivated employees, smoother operations and happier end-customers.

With industry-leading experience spanning over 20 years in infrastructure, security and cloud technology; it's our people that make Advent One what it is. Our solutions are based on demonstrated success, not theoretical success, and are supported by unparalleled Hybrid Cloud expertise.

For a more personalised insight into building a business case for Hybrid Cloud optimisation, book a meeting with our industry experts. Here, we will highlight exactly how Advent One can optimise your hybrid cloud infrastructure and get your team their time back.





THANK YOU

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