



Which
**CLOUD
SERVICE**
Suits You Best ?

What you need to know about the cloud and understanding your options. Find out which type of cloud may suit you best, and how the cloud can help free your IT team to focus on core business task.

Choosing a cloud deployment model for your organization is no doodle. In order to unlock the real business value of cloud, you need to select a deployment model that matches your organization's business needs. Here are some of the factors you should consider before taking the plunge.

PUBLIC CLOUD



Public cloud is a multi-tenant environment with a shared pool of computing resources. The services and infrastructure are made accessible over the Internet, by third party cloud service providers.

This cloud deployment model allows you to divest what doesn't differentiate you. It helps organizations offload their operational "system upkeep" responsibilities to their cloud vendor, frees up IT troops to focus on core activities that add business value.

Besides ensuring efficient resource utilization, public cloud reins in cost. Capital expense is well-nigh eliminated as the financial burden is shifted to a pay-as-you-go pricing model. The responsibility of sustaining and securing public cloud

infrastructure lies with the vendor. Efficiency, scalability, elasticity, and agility are the hallmarks of the public cloud.

It is best-suited for organizations which want to infuse agility into their business. It comes to the rescue of enterprises that need on-demand capacity, scale-up-and-down-as-needed kind of elasticity, quick response to market dynamics and have a seasonal surge in business volumes. This cloud model can cater to online ticketing agencies, development and testing environments that need to scale resources up and down in a cyclical pattern and one-off large scale projects. It can cater to both start-ups and large enterprises.

PRIVATE CLOUD



This is a single tenant environment, also called the corporate cloud or internal cloud. The private cloud is hosted on-site within your organization or can be co-located within the data center of a third-party cloud service provider.

It has all the advantages of a public cloud but none of its disadvantages- security and lack of control. This makes it a preferred platform for enterprises that deal with issues around data confidentiality, strict security, data privacy,

regulatory compliance, governance obligations, interoperability of standards, and quality of services.

It is best for organizations that need to meet specific security and compliance standards or want to safeguard their intellectual property. Organizations that deal with sensitive customer data such as those in the healthcare, finance, legal, public services and e-commerce can place their bets on a private cloud.

VIRTUAL PRIVATE CLOUD



Interestingly, a lot of organizations weren't able to enjoy the true benefits of cloud computing because their private clouds didn't match up and they weren't too confident to run their entire workload on multi-tenant environments.

Virtual Private Cloud addresses such concerns and is fast

gaining a strong foothold. The Virtual Private Cloud architecture allows you to go beyond the simple colocation and use the service providers' scale and resources to operate in single-tenant, containerized compute environment, with the flexibility to connect to hybrid cloud ecosystems to run seasonal workloads seamlessly.

HYBRID CLOUD



The hybrid cloud promises the best of both worlds. It can mean a fusion of public and private cloud, colocation or on-site computing resources.

It enables enterprises to place the applications in their right computing environment. They can use the public cloud for non-mission critical operations, the private or virtual private cloud for business-critical operations and incorporate any existing dedicated resources to achieve a highly flexible, agile and highly cost effective solution.

The hybrid environment is suitable for organizations that have varied market segments and deal with different

verticals, and have uncertain workload peaks or business demands. You can use a public cloud to interact with the clients but keep their data secured within a private cloud. Since it is more complex than a straightforward single platform model it may become cost prohibitive if the usage isn't optimized or remains unchecked.

Naturally, depending on the business demands and the workload requirements, IT needs of an organization will dictate which cloud computing model makes more sense than the other. Choose wisely.

The Cloud Selection Matrix – A Ready Reckoner

SELECTION CRITERIA	PUBLIC CLOUD	PRIVATE CLOUD	VPC	HYBRID CLOUD
Business & IT growth/ demands	Dynamic	Predictable	Dynamic	Dynamic
Tenancy	Multi-tenant	Single-tenant	Single-tenant	Federated
Data residency	Shared	Private	Private/Federated	Federated
Investment	No Capex; Only Opex	Very High Capex	No Capex; Only Opex	Medium Capex (for private); Opex (for public)
Federated access to user/market/vertical	Not Available	Not Available	Available	Available
Stringent Security & Compliance	Available; Non-configurable	Available; Fully Configurable	Available; Fully Configurable	Available; Mixed Configurability
DR/BCP	Suitable	Not Suitable	Suitable	Suitable
Federated Data	Not Available	Available	Available	Available
Customization	Limited	Unlimited	High Degree	Moderate
Maintenance / Management	Not Applicable	High	Not Applicable	Moderate

About Netmagic (An NTT Communications Company)

Netmagic, an NTT Communications company, is India's leading Managed Hosting and Cloud Service Provider, with 9 carrier-neutral, state-of-the-art data centers and serving more than 1500 enterprises globally. A pioneer in the Indian IT Infrastructure services space - it was the first to launch services such as Cloud Computing, Managed Security, Disaster Recovery-as-a-Service and Software-Defined Storage. Netmagic also delivers Remote Infrastructure Management services to NTT Communications' customers across Americas, Europe and Asia-Pacific region.

Netmagic is India's only IT Infrastructure services provider to be PCI DSS certified for its entire suite of services. It is also the first cloud service provider in India and in the world, to receive the CSA STAR certification for Cloud Capability Maturity Model (CCM) version 3.0.1, an industry benchmark for the specific security requirements of multi-tenant service providers. Besides this, Netmagic is also empanelled as an IT Security Auditing Organization with CERT-In (Indian Computer Emergency Response Team).

Netmagic was chosen by India's CIO community for 6 awards at the recent CIO Choice Awards 2016, across categories for Data Center and Cloud services. Prior to that, it was awarded the 'Data Center Service Provider of the Year' and 'Infrastructure as a Service Provider of the Year' by Frost & Sullivan at India ICT Awards 2015. Netmagic was also mentioned in Gartner's 2015 Magic Quadrant Report for Cloud-Enabled Managed Hosting, Asia/Pacific, where NTT Communications was named in the Leader quadrant. The mention was a result of the analyst firm's assessment of NTT Communications' Cloud services portfolio, which included Netmagic's Cloud services.

To learn more, visit us at: www.netmagicsolutions.com

Netmagic is committed to providing world-class and customized IT Infrastructure solutions that enable our customers to 'Rethink' the way they configure IT.



DATA CENTER SERVICES

- Colocation • Bandwidth
- Remote Hand Support



CLOUD SERVICES

- IaaS-based Public / Private / Hybrid Cloud
- DR On Cloud • Object / Performance
- Tiered Storage (NTSS) • DBaaS



INFRASTRUCTURE APPLICATION

- Exchange • Linux Email
- SAP Basis • Middleware



HOSTED IT INFRASTRUCTURE

- Dedicated Hosting • Pre-provisioned Servers
- Managed Firewall • Load Balancing
- Backup And Storage • Disaster Recovery
- DRaaS • Data Center Consolidation
- Data Center Migration



MANAGED SERVICES

- 24x7 Infrastructure Monitoring and Management of OS, DB, Network and App
- WebControl • CNAM and VAPT
- Remote DC Management • SecureAT
- MDDoS • SOC • SSL Certification
- Managed IPS/UTM



NETWORK SERVICES

- Domestic MPLS/IP VPN
- Domestic NFV based services
- ILD - VPN, Internet

The 2016 Frost & Sullivan India ICT Awards



'Infrastructure as a Service Provider of the Year'

CIO Choice Awards 2016



Data Center Managed Services | Public Cloud | Hybrid Cloud
Private Cloud | DRaaS | Cloud Storage

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