How Cloud Enables
DIGITAL
TRANSFORMATION?

Cloud computing fuels digital disruption, and enables the business to pursue digital transformation. Obviously, there are significant benefits to be had by businesses that pursue both the Digital Transformation and Cloud strategies in tandem.

Nitin Mishra
Senior Vice President
Product Manager

Digital disruption is descending upon the enterprises like a rolling storm. In their tireless and unremitting quest to stay relevant in this dynamic environment, organizations are striving hard to become digitally empowered. And rightly so, as going digital is the way forward to seamlessly bring in collaboration, convergence, and disruption for increasing competitive intensity within an organization.

But it's worth noting here that cloud is a vital cog in the wheel of digital transformation. In fact, it lays the foundation of the digital evolution of an enterprise. The adoption of cloud model helps an organization advance into the digital realm.

DIGITAL WITHOUT CLOUD IS LIKE A HALF-BUILT BRIDGE

If there is something that defines the digital enterprise it is the need to seek out new business models. Digital technology paradigms are constantly evolving like the shifting sand under our feet. Innovation is the only survival mantra.

Cloud model acts as a catalyst for innovation. While adapting their business models to the digital arena or building new business models, organizations need agility, ability to scale up and down, efficiency, elasticity and cost optimization. Cloud provides all this and more.

Cloud offers a platform for tech experimentation, rapid development, deployment, and distribution. With the cloud, testing new projects is more cost-effective and low-risk, deployment times are faster and its pay-as-you-go model is easy on the pocket. It supports the agile development methodology. Cloud helps you innovate like a start-up and deliver like an enterprise.

The cloud model provides immediate, on-demand access to the latest solutions and approaches and ready-to-deploy environ-

ments for creating and delivering the innovative business strategies and products. It makes innovation affordable and attainable.

In fact, the cloud model and digital innovation have become closely intertwined. Early adopters of the hybrid cloud are outpacing the organizations that are yet to embrace the technology. A recent survey by EMC (now acquired by Dell) reveals that companies that aggressively adopt hybrid cloud are 3 times more likely than non-adopters to be approaching their digital business and infrastructure readiness goals. Clearly, hybrid cloud capabilities are important to enabling digital business transformation.

Conversely, organizations that have shied away from the cloud model have struggled to achieve the same levels digital maturity. Saddled with unstable infrastructures, legacy systems anchored in the past and systems management methods of yore, their IT departments are caught in a reactive mode of trying to support current outdated systems while trying to keep up with the changing times. Time is sneaking up on them like a windshield on a bug.

ADVANCING IN THE DIGITAL JOURNEY WITH CLOUD

McKinsey believes the value of becoming a digital enterprise should be in pruning costs by replacing labour-intensive tasks with software-supported activity, either through full automation or through improving the productivity of individual workers in their jobs. This is where cloud plays a critical role. It brings in automation and increases efficiency

Cloud facilitates interoperability. When systems are transitioned to the cloud platform, their ability to combine with other systems goes up considerably. This paves way for various kinds of innovations involving better communication, data analytics, mobility, and customer interaction.

Dematerializing is the fundamental principle that we will take along in the digital arena. Cloud helps you dematerialize. Today, Uber has become the biggest taxi company without owning any taxis. Facebook has become the world's largest online content company but doesn't own any content. Airbnb is the largest holder of room inventory but does not own a single room. These enterprises have been a roaring success because their business

model is all about technology differentiation. Today, technology has moved away from the fringes to the center of business. So businesses are now reimagining their business models around technology. Cloud frees up your IT resources to act as digital champions.

Cloud helps CIOs focus on what is important by divesting non-differentiating assets. It helps CIOs to divest themselves of legacy systems and ownership bias. By embracing the safety and economics of the cloud, CIOs can lose the dead weight of undifferentiating software and infrastructure.

In the digital era, customers experience is the barometer of the success. A Cloud-enabled and cloud-delivered business model helps organization discover newer channels of increasing customer outreach. It helps not only the IT staff but also the LoBs to respond to the real business opportunities by forging closer ties with customers and creating never-before-imagined customer touch points.

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

marketing@netmagicsolutions.com | www.netmagicsolutions.com
Twitter: @netmagic | LinkedIn: @Netmagic Solutions | YouTube: Netmagic Solutions
Facebook: Netmagic Solutions

FOR FURTHER DETAILS PLEASE CONTACT
1800 103 3130