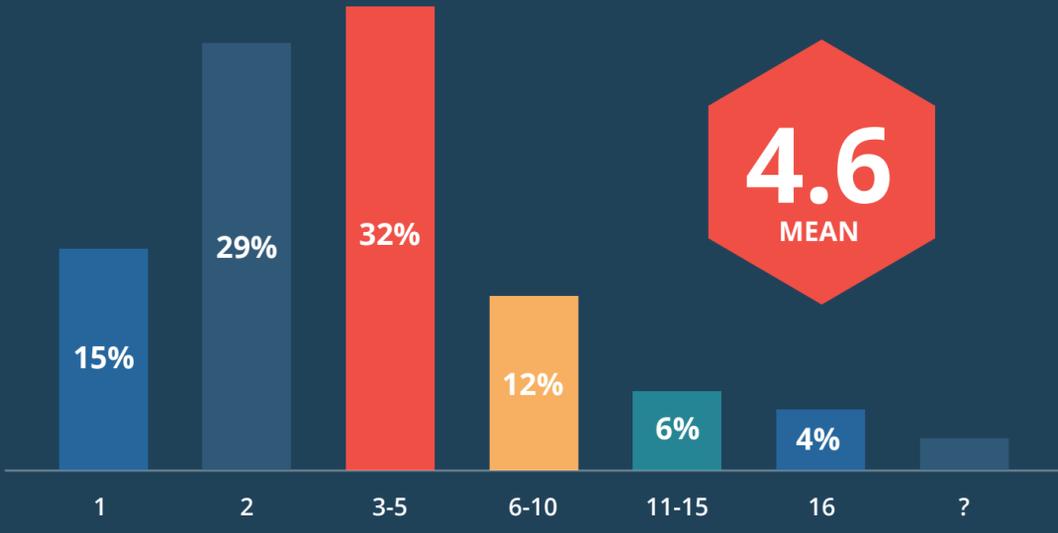# HOW TO BE A CLOUD BROKER

What IT Needs to Learn to Succeed in the Modern World

Why IT Has to Adapt

Cloud is complicated and growing

Cloud is here to stay. Organizations today are working with a mean of 4.6 public cloud providers.

1	2	3-5	6-10	11-15	16	?
15%	29%	32%	12%	6%	4%	

4.6 MEAN

Source: Gartner

Execs are losing faith in IT

But IT can step it up. IT leaders should act as in-house cloud brokers. Become invaluable by l earning the skills to provide services to the business and prove their value.

88% of business leaders think that IT should be part of cloud purchases

78% think that IT lacks the skills to help with those purchases

Source: Accenture

What IT Has to Learn

1. How to choose your cloud provider

Do your research here. Look at how close the cloud data center is to users for performance reasons, and get a handle on flexible cloud pricing models and deployment, which should be easy initially and over time. Plan for a long-term business relationship.

- Availability Zones
- Proximity to Users
- Service Cost
- Ease of Deployment

2. How to crunch the numbers

IT has to brush up on financial skills. You have to justify spending and manage modern pricing cycles.

Pricing Model
Most models are based on some unit of usage over some period of time. Consider current and future needs.

Forecasting
Discuss flexibility and negotiate pricing tiers upfront with providers. Look at historical data and leave room to grow.

SLA
Note the variables and violation penalties of an SLA. Make sure it's not too easy for providers not to fix recurring problems.

3. How to be business-savvy

It's clear that IT can't just learn about new technology to stay ahead. Instead, it's time to learn some essential details of the rest of the business.

Relationships
Remember that IT is still the expert. Educate others on the value of SaaS and cloud.

Processes
Get to know your how your finance and purchasing teams operate to speed up the cycle and not be a roadblock.

Business Value
Make the case for the tech you need by knowing its value. Will it save costs or resources, or eliminate manual tasks? Prove it.

Why AppNeta?

AppNeta

AppNeta helps you prove the value of each and every cloud app and service you're using. AppNeta is a SaaS-based application and network performance platform that allows IT and Network Ops teams to continuously monitor end-user experience across any application, location, network or cloud. For more information, visit www.appneta.com.