



GUIDE

WHY IS HAVING THE RIGHT CLOUD AND NETWORKING STRATEGY PIVOTAL TO IT LEADERS



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43% of IT leaders are targeting modernisation of infrastructure and resolution of issues with legacy systems in the upcoming year. (1)

We explore how IT Leaders can exploit cloud-first networking to meet the increasing demands on them and to create a strategic differentiator. We explore how this supports IT Leaders in the quest to not only be agile, but to provide IT athleticism.

Cloud networking will be very familiar to you and I am sure you have migrated parts of your network infrastructure to the cloud. But it's time to realise that your enterprise will need to move to cloud-first network in order to thrive in an increasingly complex world.

Being cloud first for networking is a real differentiator as many organisations have been taking a piecemeal approach to cloud networking, only migrating certain parts of their network infrastructure rather than making cloud networking the backbone of the entire business.



What are the benefits of a cloud-first network?

Your legacy network and on-site datacentres may be giving you warm feelings that come with the perception of control. But the reality is that your dated network is doing less favours for the enterprise than you think. Here are some of the key benefits that you may be missing out on by delaying a cloud-first strategy.

- 1 Efficiency and automation**
- 2 Security and reliability**
- 3 Intelligence**
- 4 Innovate the way customers interact and buy**
- 5 Cloud networking without the hype**
- 6 All of the above, at scale**

By evaluating real-world scenarios and practical strategies, we'll show you how to leverage digital signage to achieve measurable results and drive business growth.

Your IT staff likely manages geographically dispersed network devices, requiring a large distributed team or extensive travel between locations locally, regionally, or even globally. That's costing you a lot in worker hours that could be better utilised.

With a cloud-first network, your team can manage all network devices from a single location via a cloud-based dashboard. Automation can be built to ensure routine updates and maintenance are done without you remembering, prompting, literally these can be done while you sleep. Provisioning and setup of new locations can be done remotely via the same tools. With all that time saved, your IT professionals can focus on innovating toward better experiences for your customers and employees.

As an aside, cloud-first networks can leverage IoT devices and automation to better regulate energy usage in datacentres - directly improving bottom-line costs and helping organisations meet sustainability goals.

Security and Reliability

02

Your on-site network isn't safe just because there's a 24/7 security detail. In fact, networks built on old infrastructure have vulnerabilities that can be exploited by hackers, and keeping all of your data at just one or two sites poses inherent risks from physical threats. An outage or breach is only a severe storm or hacker away.

The bottom line is that keeping your network secure in the cloud doesn't have to be difficult. Similar to financial institutions, cloud vendors are held to higher standards and scrutiny due to service expectations and regulations. You leave your wealth to the experts, so why not your networks?

Intelligence

03

To take the money metaphor further, think about the way that financial institutions are able to leverage your money to grow your wealth. In the same way, cloud vendors provide the tools and resources that enable you to get the most out of your network. Essentially, they make your network intelligent.

There are two main ways that a cloud-first network provides intelligence. First, network administrators are able to use built-in health tools that leverage machine learning (ML) to provide meaningful insights and trusted recommendations. This enables administrators to make informed changes to better optimize a network.

Second, the best cloud-networking vendors include as part of their offering a broad ecosystem of custom applications that provide additional tools, integrations, automation, configuration, monitoring, and reporting capabilities. These applications take the troves of data traversing your network and make them actionable so you can make intelligent decisions that increase revenue, performance, and productivity.

Cloud Networking without the Hype

04

Part of the reason many businesses have stalled in committing to a cloud-first strategy is because they or someone they know were burned by early vendors who over-promised and under-delivered. Packaged, one-size-fits-all solutions were doomed to fail from the get-go because each enterprise has different needs and is at a different point on their cloud journey.

All of the Above at Scale

05

The best cloud networks are easily scalable. The previously mentioned ease of provisioning and automation means adding new locations is a breeze, giving you the flexibility to quickly respond to market demands. That same technology makes it easy to quickly scale globally, add new capabilities, or change directions to meet customer needs. You can even combine IT and IoT to unify experiences across your operations.

Cloud networks provide the agility needed to thrive in any business environment while also automatically responding to occasional traffic spikes, so your customers and employees can always access the online tools they need no matter where they are in the world.

Whether you're in the business of selling shoes, making cars, loaning money, or providing healthcare, a cloud-first network provides benefits that can reduce costs and increase efficiencies across the board—giving you a better chance at achieving success.

We work with our customers to listen, consult, design, build, deploy and manage for the long haul. We work with them to support strategic priorities and guide them towards a successful implementation.

About Trust

We have a rich heritage in supporting extended retail, enterprise and corporate customers with our portfolio of Digital Displays, Network, Infrastructure and Cloud Managed solutions and services.

We pride ourselves on exceptional customer service, with our team handling numerous calls a day. Our team deal with every query in a professional and timely manner to ensure our customers receive the best customer service.



TRUST

Transforming businesses with leading digital displays, next generation networking, cloud, and security services.

DIGITAL

CLOUD

NETWORKS

SECURITY