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THREE KEY INGREDIENTS EVERY MODERN ENTERPRISE NEEDS IN THEIR OUTSOURCED IT SERVICE PROVIDER

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Forward/eBook Summary

This eBook by Zadara focuses on strategic considerations for enterprise IT professionals and service providers when choosing and managing cloud services, particularly emphasizing the benefits of distributed cloud infrastructure. It highlights the challenges of centralized cloud models and introduces Zadara Edge Cloud as a solution for scalable distributed compute and data services, providing real-world case studies and examples.

The eBook emphasizes **Collaboration**, **Competitiveness**, and **Compatibility** as crucial factors in successful IT service provider selection, showcasing Zadara's partnerships and success stories with various providers.

INTRODUCTION

We continue to live through incredibly uncertain times. Perhaps nowhere is this uncertainty more amplified than in the IT landscape, given the vital role IT organizations play in today's business environment.

IT teams face constant and rapid rates of change from all sides, whether keeping up with strategic business initiatives internally or the hyper-evolution of technology externally. Business cycles are now under a monthly microscope, no longer annual. Throw in a global pandemic, geopolitical strife, macroeconomic trends, and mergers and acquisitions, and it becomes next to impossible to be proactive and innovative.

It's during these times that IT service providers (SP) play an invaluable role. They help enterprises operate more strategically and from a position of strength, not just survival.

Why IT Is Outsourcing

For SPs, a world of uncertainty makes it a great time to be alive. They help enterprises better observe the market and stay ahead of the curve through the latest IT trends, services, security requirements, compliance regulations, and more. Ultimately, enterprises gain the flexibility and agility to face things they cannot foresee while remaining innovative and proactive.

The model is working – and it's been working for a while now.

The Total Addressable Market (TAM) for Managed Service Providers is expected to reach $411B in 2027 (up from $174B in 2019; 10.2% CAGR)[1]

This outlook translates into 95% of service providers remaining upbeat about their industry and saying that it's an excellent time to be an SP. On another positive note, 82% expect revenue to increase over the next three years.[2]

WHO'S THIS EBOOK FOR?

This eBook guides IT teams at modern enterprises, including CIOs, CTOs, data administrators, and systems architects, as well as managed service providers. Through detailed partner case studies from Zadara, the eBook's author, there is a focus on three critical strategic ingredients – **Collaboration, Competitiveness,** and **Compatibility** – that IT members should look for when partnering with a third-party SP.

COLLABORATION

SPs can serve as strategic, trusted advisors with tools and processes to help your enterprise achieve its goals.

COMPETITIVENESS

SPs can drive greater business value and provide a cost-effective alternative to hyperscalers.

COMPATIBILITY

SPs can offer an OpEx consumption model and application delivery that is compatible with AWS and other cloud providers.

[1] Jumpfactor.net, The MSP Managed Services Market Size Is Growing with Businesses' Needs

[2] Datto, Global State of MSP Report, 2022

Between 2020 and 2021, the number of IT organizations using third parties to manage more than half of their IT needs increased by 50%, growing from 25 to 38%, respectively.[3]

Making It Real

The seven case studies featured in this eBook demonstrate various ways SPs are working with Zadara to help modern enterprises address some of their biggest challenges, including:

- **Unpredictable and rising cloud costs**
- **Data protection and sovereignty**
- **Performance and scaling services for growth**

Along with these significant challenges, enterprises face equally large decisions that should not be taken lightly. Zadara hopes readers of this eBook find the following pages and case studies invaluable.

WORLDWIDE SPENDING ON IT is expected to grow **6.8% in 2024** (IDC), up from the **5% expected for 2023** but down from post-pandemic peaks of **11.4% in 2021** and **8.1% in 2022**.[4]

DEFINITIONS: THE EDGE AND ZADARA EDGE CLOUD

Virtually every enterprise has adopted cloud computing today, with 98% of SP clients using the cloud in some capacity.[5]

It's a dominant trend that's growing exponentially. However, the current cloud model is overcentralized. A relatively small number of mega clouds serve a majority of workloads worldwide. While this works well for many use cases and enables the major cloud providers to leverage economies of scale, the centralized cloud model introduces challenges such as unpredictable costs, lack of data sovereignty, and latency.

This trend has necessarily brought us to **edge computing**, which has helped many organizations around the globe address these challenges by moving device-specific processing to edge devices.

[3] NTT Data, 2021 Global Managed Services Report

[4] Wall Street Journal, Dec. 27, 2023, Facing Tight Budgets in 2024, CIOs Seek Wiggle Room for Tech Investments

[5] Datto, Global State of MSP Report, 2022

Over time, the meaning of "edge" has evolved. If you ask ten IT professionals to define "edge," you'll likely come away with ten distinct answers simply because there are many different types, depending on location.

End devices like security cameras, smartphones, and autonomous vehicles are on one end of the spectrum. On the other end are local clouds, CDNs (content delivery networks), and Internet exchanges.

Breaking the edge down further, four different types exist – **Device edge, On-Premises edge, Network edge,** and **Regional edge** – according to UK-based STL Partners. Each edge has its own set of characteristics, including available racks, power consumption, latency, tenancy, distance from end users, and more.

The different types of edge have different characteristics

	Device edge	On premise edge	Network edge	Regional edge
Location	Smart devices (e.g. in vehicle, street lamp, IoT)	Enterprise site (e.g. retail, factory floor, IT closet)	Site owned by telecoms operator e.g. central office	Tier 2/3 city
No. racks available	0	0-4 racks	5-20 racks	20+ racks
Power	Up to 1kW	Up to 20kW	Up to 200kW	Up to 400kW
Estimated roundtrip latency	Up to 5ms	10-20ms	10-40ms	20-100ms
Estimated distance from end user	0km	Less than 1km	5-30km	5-100km
Tenancy	Single tenant	Single tenant	Single tenant /Multi-tenant	Multi-tenant
External environment	Controlled (within device), harsh and rugged	IT closet, commercial and office, harsh and rugged	Harsh and rugged, conditioned and controlled	Conditioned and controlled
Passive infrastructure	May or may not have power and filtration, no cooling etc.	Has power with limited cooling and filtration, etc.	Tier 3+	Tier 3+
# of expected deployments globally by 2030	Millions	Hundreds of thousands	Thousands	Tens of thousands

Source: STL Partners

Zadara Edge Cloud Defined

While edge computing addresses challenges by moving device-specific processes to edge devices, it is not a solution for scenarios that require running business applications at the edge.

Enter Edge Cloud. It's a solution providing a full-fledged cloud at on-premise edge, regional edge and network edge, which enables service providers to shift from infrastructure management to strategic growth.

For this eBook, edge is defined as scalable distributed compute and data services that provide the building blocks for modern applications. By defining it this way, it defines Zadara Edge Cloud, which supports SPs and modern enterprises with scalable managed cloud services at more than 500 edge clouds worldwide.

DEFINITION:

ZADARA EDGE CLOUD

Scalable distributed compute and data services that provide the building blocks for modern applications

CLOUD OPERATING CHALLENGES

With definitions established, we will further dive into three cloud operating model challenges, each of which can influence service provider selection decisions. This section also includes related SP market data that supports these particular challenges.

CHALLENGE:
Unpredictable cloud costs

For the modern enterprise, cloud investment has become a vicious cycle to maintain.

Spending on compute and storage infrastructure products for cloud deployments, including dedicated and shared IT environments, increased 14.9% year over year in the first quarter of 2023 (1Q23) to $21.5 billion.[6]

One of the biggest culprits? Egress fees.

[6] IDC, Worldwide Quarterly Enterprise Infrastructure Tracker: Buyer and Cloud Deployment

Hyperscale cloud providers such as AWS, Microsoft Azure, and Google Cloud are happy to receive your data into their cloud for a small fee. Things get complicated – and expensive – when you want to access your data and transit data between storage and compute. The egress fees can become exorbitant. Switching to another provider also becomes cost-prohibitive. Bottom line, you're locked in.

Zadara Edge Cloud takes a different approach. We don't charge ingress and egress fees. We offer simple and transparent pricing through a 100% OpEx, consumption-based model with no hidden costs, so you pay only for what you use as you scale up or down.

According to Gartner®, "Most IT clients' mission and business-critical application infrastructure remains on-premises. IT concerns about loss of infrastructure decision control, escalating cloud costs, and increased operational complexity have created demand for on-premises as a service infrastructure consumption model." Two Strategic Planning Assumptions from the Gartner report which support this Key Finding in the report include:

> ***"By 2027**, more than 30% of on-premises servers will be provided through a consumption-based, as-a-service solution, up from less than 5% in mid-2023."*

> ***"By 2028**, STaaS-based consumption services will replace over 50% of traditional on-premises. Most IT clients' mission and business-critical application infrastructure remains on-premises. IT concerns about loss of infrastructure decision control, escalating cloud costs, and increased operational complexity have created demand for on-premises as a service infrastructure consumption model."* [7]

Takeaway: Enterprises embarking on their IT outsourcing selection process should identify those SPs who offer maximum flexibility when accessing data in all directions to avoid lock-in and jaw-dropping egress fees.

[7] Gartner, Market Guide for Infrastructure Consumption Services, Jeff Vogel, Tony Harvey, Tim Zimmerman, 2 October 2023. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.

CHALLENGE: Data Sovereignty

Many public and private organizations operate within multiple countries today. As such, those organizations and data management teams must be aware of data sovereignty considerations, especially as data is transferred and stored across international borders.

Data sovereignty is the concept that data is subject to the laws and jurisdiction of the country in which it is located. Critical aspects of data sovereignty include legal jurisdiction, compliance, data transfers, cloud services, and risk management.

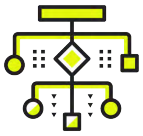
Ultimately, the greater the data sovereignty, the greater your organization has control over its data and customer data.

While data sovereignty can apply to various organizations, it is especially relevant for those that handle sensitive data, such as government agencies, public institutions, financial institutions, defense and military organizations, and even small to medium-sized enterprises.

Zadara's global Edge Cloud service provider network is designed to give you the greatest possible control over your data and customer data, no matter where your business and customers are located.

Zadara's unique approach reduces dependence on overseas cloud service providers operating under nonresident legislation, mitigating potential security risks associated with hosting sensitive data outside the host country.

The benefits of Zadara's data sovereignty approach include:

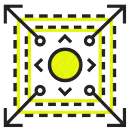


Security and Compliance

Our local partners provide robust security features, such as encryption, multi-factor authentication, and continuous monitoring, and ensure compliance with relevant localized data protection regulations.

Sovereign by Design

Zadara's local Edge Cloud providers provide data sovereignty by hosting data within the jurisdiction or territory of the government or public entity that owns and operates the cloud service.



Customization and Flexibility

Zadara's partners each offer customized solutions to meet your organization's specific needs and offer flexibility in deployment models.

Takeaway: Enterprises embarking on their IT outsourcing selection process should identify SPs that practice data sovereignty, allowing you the maximum control over your and your customer data.

CHALLENGE: Performance

When it comes to storage and compute performance, enterprises often face a difficult choice: Keep things on-premises to maintain performance and data sovereignty OR reach economies of scale with a hyperscaler at the edge but at the cost of latency.

There are times when one works over the other. Perhaps sensitive "hot" data must be maintained on-premises, whereas "cold" data sets are less latency-sensitive and can remain in the cloud.

WHAT IF YOU CAN DO BOTH?
YOU CAN, WITH ZADARA EDGE CLOUD.

Get performance at the edge, or even on-premises if that is your team's preference. Zadara Edge Cloud is designed to handle any workload anywhere – on-premises, hybrid, multi-cloud, and at the edge.

By optimizing performance, enterprises and SPs can also gain cost efficiencies through Zadara Edge Cloud's intelligent hybrid arrays with performance tiers powered by fast solid-state drives (SSDs) and low-cost tiers powered by spinning disks (HDDs). These hybrid arrays place in-demand or "hot" data on the fastest storage tier and "cold" data on the lowest-cost storage. As data cools down or warms up, for example, in a recovery scenario, it is automatically moved to the optimal tier. Cost efficiency is further improved by data de-duplication and compression technologies, which can reduce storage capacity needs by around 50 percent.

Takeaway: Enterprises evaluating IT service providers should identify those SPs with proven data storage and compute performance and resilience both on-premises and in the cloud. Don't compromise because you CAN have it both ways.

STRATEGIC INGREDIENTS

IT service providers face a tricky balancing act. Often, the most effective way to solve customer problems, like disaster recovery and automation, is to leverage recognized, large-scale cloud platforms. At the same time, providers need to differentiate themselves in the market to create a competitive advantage and grow. While public cloud platforms offer financial flexibility, cost efficiencies can shrink as fees increase for data movement.

As an enterprise, your evaluation and decision process behind IT SP selection should contain several key ingredients: **Collaboration**, **Competitiveness**, and **Compatibility**.

When an SP brings these three distinct attributes to the table, it's essential to understand the Why behind each and how they can be difference-makers for you and your business.

We will now explore each attribute through the IT SP lens and how they've partnered with Zadara to raise the bar on behalf of enterprises. Today, Zadara has over 250 service providers and enterprise partners worldwide.

Collaboration	Competitiveness	Compatibility
• A long-term strategic partner and trusted advisor with the Product, People, and Process to help SPs achieve their goals • Distributed managed cloud anywhere with no upfront costs • Addressing market-wide skills gap	• Compete with – and regain lost ground to – hyperscalers • Extend capabilities to deliver incremental services and business value • Remain compliant on key issues and regulations, including Sovereign Cloud	• Application delivery platform compatible with AWS • OpEx consumption w/ low initial cost commitment • Multitenancy with a single tenancy experience • 100% SLA guarantee/ outcome driven

- COLLABORATION

Overview

No single service provider can master every aspect of IT independently, just as no single enterprise can independently take on and deliver all IT services to its organization. Each requires fostering external relationships that tap into expertise and serve as long-term partners and trusted advisors to help all parties reach shared goals.

The most successful strategic partnerships consist of deep collaboration. In the case of Zadara Edge Cloud, it also offers distributed managed cloud anywhere with no upfront costs and data processing at the edge. This collaboration, along with capabilities, solves enterprise pain points, including, but not limited to:

- **Unpredictable and rising cloud costs**
- **Scaling services for growth**
- **Data protection and sovereignty**
- **Skills gaps with new technology**

Use Case: Unpredictable and rising cloud costs

Customer Case Study: **NovaCloud**

NovaCloud, a South Africa-based provider of ICT (information and communications technology), depends on reliable, managed infrastructure to run its services. When a 23% rise in AWS and Azure costs damaged customer satisfaction, NovaCloud partnered and collaborated with Zadara to achieve a more predictable cost model. Now, the company leverages in-country Zadara Edge Cloud Services to deliver video streaming, Kubernetes-based microservices, and more for its customers.

"If you go to Zadara with a scenario, they will actually assist you. I've had many sessions with Zadara specialists, at no extra cost, because, unlike other companies, they aren't too big to care," said Izak Van As, Chief Executive Officer, NovaCloud Pty Ltd.

Use Case: Scaling services for growth; Data protection and sovereignty

Customer Case Study: **Harbor Solutions**

Harbor Solutions, a UK-based provider specializing in data protection and cloud transformation purely through the channel, saw an opportunity to double its business year on year. To accomplish this lofty goal, Harbor needed rapid and unlimited storage while avoiding significant upfront CapEx investments in storage solutions that could quickly become outdated and require replacement.

Zadara helped Harbor achieve its growth objectives through a 100% OpEx

infrastructure consumption model, with no upfront investment required. Evergreen data protection and storage solution with real-time technology upgrades at no additional cost saved Harbor up to £150,000, while unlimited and on-demand scale met increasing daily demands.

Use Case: Scaling services for growth

Customer Case Study: **Viatel**

Dublin-based Viatel is Ireland's leading independent provider of connectivity, cloud, and data security solutions. The company develops custom storage, backup, and disaster recovery solutions for its customers, with an end-to-end partnership approach, in contrast to the more rigid services offered by public cloud platforms.

Viatel partnered with Zadara to offer cloud storage to its direct customers and partners with consumption-based pricing. Achieving success with its bespoke solutions, the company has continued to expand its cloud infrastructure and services using flexible Zadara technologies. With Zadara running inside its data center, Viatel could offer disaster recovery and data restoration without any data ingress or egress fees. Viatel customers could restore data over a reliable network without receiving a massive bill.

"Zadara cloud storage allows us to have more products in our toolkit," said Eilish O'Connor, Chief Technology Officer at Viatel. "It's given us a new line of income, and a really nice set of infrastructure building blocks that we and our partners can easily build solutions from."

- COMPETITIVENESS

Overview

It's no secret that hyperscalers have continued taking market share and squeezing margins from IT SPs. This trend has driven the SP to look for new offerings and alternative opportunities they can develop independently to compensate for lost business and revenue.

To extend capabilities, close skills gaps, and deliver incremental services and business value to enterprises, SPs have turned to Zadara Edge Cloud to claw back lost ground and keep up with hyperscalers. Aiding the service provider

cause is hyperscaler cloud cost that's unpredictable and rising.

Another way SPs can remain competitive is by staying on top of regulations and governance, which are no longer an afterthought. Data is a company's most valuable asset. If compromised, it can cost a company dearly. Zadara Edge Cloud helps SPs stay informed and compliant on vital issues and regulations, including Sovereign Cloud and immutability in the face of a ransomware attack from every direction. Bottom line, these are make-or-break issues.

Use Case: Predictable costs; Compute, Storage, Backup, Veeam services

Customer Case Study: **Xceptional**

Xceptional, an award-winning managed service provider covering San Diego, Calif., and Colorado, partnered with Zadara Edge Cloud to offer full-stack cloud infrastructure-as-a-service (IaaS) and backup, both on-premises and in the cloud, as well as to achieve predictable costs, massive scale, and business-saving ransomware protection.

"What set Zadara apart is that they had compute and storage in the same platform, with the same management console and the same support team. Zadara is driving scale at an affordable price, and our engagement level is fantastic. We can go out and sell a hundred new backup-as-a-service solutions and be confident that the platform will scale with us," said Chris McKewon, CEO of Xceptional.

By offering backup Office 365 and Google Suite data in one fully managed platform using Zadara, Xceptional has driven scale with affordable pricing and achieved significant recurring revenue growth in the past 12 months. Zadara is a Veeam Pro Partner and Veeam Ready for Object, Block, and File with Data Platform V12.

Use Case: Capability expansion to grow and remain competitive

Customer Case Study: **Quadranet**

QuadraNet, a full-stack service provider operating 10 data centers across the United States and Europe, had the goal of creating a differentiated, efficient software-defined storage offering. Partnering with Zadara helped QuadraNet to meet a wider range of customer needs, deliver solutions sooner with greater cost-efficiency, shorten time to value (TTV), and address customer challenges its competitors could not.

"For customers currently spending thousands per month with AWS, we can offer equivalent compute services via Zadara for a lower price and with improved performance. We're bringing the power and flexibility of the public cloud inside the data center. Zadara is key to us enabling that, and we're excited about expanding our relationship to more sites," said Tony DeLuce, Senior Cloud Solutions Engineer at QuadraNet.

Use Case: Uncertainty after Broadcom's VMware acquisition

Customer Case Study: **Cloud backup and DR provider**

A Europe-based cloud backup and disaster recovery (DR) provider recently chose a Zadara solution over its incumbent VMware solution.

On the heels of Broadcom's late 2023 announcement that it had finalized its VMware acquisition, many organizations were shocked to learn list prices were increasing, discounts were decreasing, licenses were changing from socket to cores, and subscriptions were changing from perpetual to consumption. Ultimately, VMware costs doubled for some, potentially doubling again in a year.

As a result, this provider moved to Zadara for five strategic reasons:

1. **Accelerated Time-to-Market**: Zadara's streamlined approach allowed the customer to swiftly deploy infrastructure utilizing Terraform to automate deployments in minutes for new regions on Zadara shared platforms. This ability helps significantly de-risk market testing of new services and greatly reduces the time it takes to bring

products and services to market compared to traditional VMware methods involving multiple providers.

2. **Cost-Effective Operations**: The provider optimized financial resources by eliminating upfront capital expenditures, ensuring a more agile and cost-effective operational model leveraging Zadara's 100% consumption-based OpEx model.

3. **Flexible Market Testing**: The customer reduced risk and financial exposure as their strategy avoids long-term contractual commitments for data center space. They can efficiently test new markets, adapting to changing conditions without financial constraints. If they were to build and deploy a solution involving VMware, they would need to outlay significant upfront capital expenditure and commit to long-term subscription licensing costs. Zadara gives the customer greater flexibility to scale up and down as their business needs change.

4. **Skills Gap Resolution**: The customer has strategically addressed skill gaps by postponing the recruitment of specialized talent until market opportunities are validated through customer acquisition and proven profitability.

5. **Assured Strategic Partnership**: While the customer acknowledges that VMware has provided strong technology over the years, uncertainty after the Broadcom acquisition led it to explore alternatives. The customer found that Zadara delivers what they need and is better aligned with their strategic business goals.

- COMPATIBILITY

Overview

Enterprises that subscribe to public cloud services can enhance resilience and mitigate the risk of vendor lock-in with AWS-compatible alternatives.

These alternatives ensure maximum uptime and address data sovereignty concerns, providing an avenue for improved security. It is ideal for those seeking to bring services on-premises while retaining the flexibility of the cloud model.

Use Case: Latency challenges; Multitenancy with a single tenancy experience

Customer Case Study: **Quadranet**

QuadraNet, the SP across the United States and Europe, needed to address the significant concern of customers with AWS around how their applications would perform when latency was introduced between the cloud and their private environment. Quadranet deployed Zadara's zStorage and zCompute platforms to provide enterprise-class infrastructure, deployed at QuadraNet sites for ultra-low-latency interaction with customers' colocated systems in a fully managed service with a 100% OpEx pricing model.

Zadara technologies are also helping QuadraNet solve customer challenges around the public cloud, such as the latency introduced when connecting to remote cloud services and cost escalation over time. With QNOutpost powered by Zadara zCompute, QuadraNet provided AWS-compatible services that run on zCompute hardware installed at the customer's colocation site – within the same four walls as its other equipment. Latency was reduced to less than a millisecond, providing an advantage over high-speed Direct Connect solutions. QNOutpost solutions also allow customers to start small and grow as required.

"We can offer almost zero latency between our customers' bare metal and cloud environments, and their public cloud services while simultaneously cutting costs for them," said Tony DeLuce, Senior Cloud Solutions Engineer at QuadraNet.

Further, through products powered by Zadara storage, Quadranet has seen growth and customer wins, including a medical imaging company that required HIPAA-compliant data storage.

"Zadara's single-tenant experience on a multi-tenant SAN enabled us to win the deal," says DeLuce. "The organization needed dedicated drives with data encryption to meet HIPAA regulations, but they really didn't want a dedicated SAN. By positioning QNStor, powered by Zadara storage, we were able to give them the best of both worlds."

Use Case: Storage and compute

Customer Case Study: **AssureStor**

For AssureStor, an award-winning UK-based cloud backup and disaster recovery (DR) provider, data storage is core to its business. AssureStor enables its channel partners to deliver backup and DR services to their end customers.

AssureStor handled storage infrastructure management in-house, but storage performance and capacity needs emerged as it grew and took on new partners. The team often bought more storage solutions for just-in-case scenarios that never materialized. Or worse, losing a large client meant the company could end up with storage resources it no longer needs. How could the company minimize the risk of investing in growth while always being ready to meet the needs of its expanding partner base?

Zadara Edge Cloud Services offered AssureStor a proven route to transforming its storage platforms and business model. Zadara zStorage provides fully managed storage as-a-service, with a 100% OpEx model and SLA-driven support that minimizes the need for up-front investment or in-house storage management. Zadara customers can locate zStorage hardware on their own premises and have complete flexibility to instantly scale capacity and performance up or down with on-site buffer capacity or within a few days for larger upgrades.

Truly flexible scaling de-risked AssureStor's business growth and shrinkage, allowing it to not only onboard new customers more efficiently but also meet sudden spikes in demand and solve technical issues without investing in additional hardware or skills.

Further, technology can be refreshed when commercially viable, not on a fixed cycle, allowing it to remain more competitive.

"With a traditional solution, tough, we pay for it. With Zadara, we have the option to flex down. It de-risks both growth and shrinkage," said Jason Reid of AssureStor. "Zadara provides us with hardware that is over capacity, so we can expand on a whim or double the performance of the array. And I can do that from the comfort of my office. I don't have to send engineers to site or wait for logistics to get it here."

THREE HYPERSCALER SHORTFALLS – AND HOW ZADARA DELIVERS IN THE CLUTCH

Hyperscalers, such as AWS, have helped define and build ecosystems that have contributed significantly to the adoption of cloud computing far and wide. While hyperscalers have delivered many benefits to organizations, they have also fallen short in several areas.

Downtime and Service Disruptions

Cloud services, including major providers like AWS, Azure, and GCP, have encountered occasional outages despite promising high availability and reliability. These disruptions can lead to substantial downtime, productivity losses, and financial impacts for businesses relying on these platforms.

Zadara supports organizations' business continuity plans, providing independent IaaS if a major cloud provider goes down, along with AWS-compatible EC2 Compute and S3-compatible Block, File, and Block Storage.

Vendor Lock-In

Cloud migration often locks businesses into a provider, leading to vendor lock-in and challenges in switching to another hyperscaler. This lack of portability and unplanned ingress and egress costs limit flexibility, hindering access to competitive pricing and new technologies.

Zadara delivers S3-compatible Object, File, and Block Storage, alongside EC2-compatible compute platforms. This capability helps customers avoid lock-in and offers an alternative for storage and data mobility without the unplanned ingress and egress costs.

Dependence on Internet Connectivity

Cloud computing depends on reliable Internet connectivity. Unreliable or disrupted connections hinder access to cloud resources, applications, and data, affecting businesses in areas with limited or unstable Internet infrastructure. Additionally, latency issues may arise from geographically distant locations, impacting the performance of certain applications or services.

Zadara offers fully managed IaaS on-prem as well as in the Cloud. For remote organizations where Internet connectivity is unreliable or any potential downtime is too costly and risky, they can enjoy all the benefits of AWS-compatible Cloud Compute and Storage but on their premises to avoid the impact of any Internet downtime.

CONCLUSION - WHAT'S YOUR EDGE?

Enterprise IT organizations are outsourcing to keep up with the pace of business.

With virtually every enterprise adopting some level of cloud computing today, IT faces several key challenges, including unpredictable and rising cloud costs, data protection and sovereignty, and performance and scaling services for growth. These hurdles are brought on, in part, by an overcentralized cloud market dominated by a small number of mega clouds.

Fortunately for these IT organizations, Service Providers help them keep pace and prepare for the unknown, from macroeconomics to mergers and acquisitions. SPs help enterprise IT better observe the market and stay ahead of the curve through the latest IT trends, services, security requirements, compliance regulations, and more.

Ultimately, enterprises gain the flexibility and agility to face things they cannot foresee while remaining innovative and proactive.

As an enterprise, your evaluation and decision process behind IT SP selection should contain several key ingredients: **Collaboration**, **Competitiveness**, and **Compatibility**.

When an SP brings these three distinct strategic ingredients to the table, it's essential to understand the Why behind each and how they can be difference-makers for you and your business.

As the seven case studies within this eBook demonstrate, service providers that have partnered with Zadara raise the bar on behalf of enterprises. Today, that translates into Zadara having more than 250 service providers and enterprise partners worldwide.

ABOUT ZADARA

Zadara Edge Cloud simplifies operational complexity, enabling service providers and modern enterprises to deliver scalable distributed computing and data services that provide building blocks for modern applications. With over 500 edge clouds deployed worldwide, Zadara Edge Cloud gives on-demand access, pay-per-use computing, networking, and storage that works with any data type and any protocol in any location, ensuring partners and the Enterprise maintain a competitive edge.