digital craftsmen

Getting It Wrong In The Cloud
The Impact on Performance & Reputation

The costs of choosing the wrong cloud partner are more than just financial

Migrating your IT systems to the Cloud promises reduced costs, increased productivity and a more agile business.

But cloud services are not without their challenges. The emerging risks that come with the increased speed, variety and volume of data involved, mean that care must be taken when selecting a managed cloud services partner.

The consequences of getting it wrong could be measured in financial, reputational and productivity lost - especially if your cloud IT system suffered a breach.

What are the risks to your business if your cloud IT system suffered a breach? What would you lose in terms of reputation, revenue and cost? How can these risks be protected against.

Read on and learn more about the risks to your business of suffering from a breach and how a managed cloud services partner can help you mitigate these risks through providing security, monitoring and responding quickly if a breach happens.

The Risk To Your Reputation

If the commercial cost of putting right a security breach wasn't enough, the enormous damage done to brand reputation when such events occur compounds the harm already done. With trust in big business at an all-time low, firms simply cannot afford to drop the ball, given the severity of the potential repercussions to their business.

Just a single event involving data loss or theft can seriously jeopardise the 'trust equity' that has been built up over decades. Comparatively a major breach can all too easily bring down even the seemingly most robust of firms.

While it may be tempting to play down any issue that has occurred, this often just exacerbates the situation, given the instantaneous and intense media scrutiny that can be expected to accompany any data loss event. Worse still, PwC cites that in 10% of all cases, the first a company knows about a data breach is when it is reported in the media.

Impact on Business Revenue

The ensuing bad publicity is much more than just an embarrassment. As reported by IBM in a Cost of Data Breach Study, 31% of those they surveyed terminated their relationship with an organisation once they knew there had been a data security breach. This has an immediate consequence for revenue, with the threat of potential legal action to recover any losses continuing to hang over the business for years to come.

Less than half of all data breaches are spotted within one day of them occurring. It's even more staggering that it takes over 100 days to pick up 8% of incidents, according to the Government's information security breaches survey.

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This highlights the importance of having a managed cloud services partner on your side to act as your 'eyes and ears', especially when just 27% of these breaches are detected through routine security monitoring.

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The Risk to Business Performance

When the reputation of a business depends on the speed and efficiency of its service, failure and delay aren't an option. Yet, if in-house IT teams – an expensive resource in themselves – are unable to keep on top of their job because they're dealing with the additional responsibilities of in-house cloud management, this creates the opportunity for a 'perfect storm' of malfunction or error, or possible delays in identifying and dealing with any security breach. IT operations are also now increasingly global, resulting in the dual challenge of improving performance without compromising either the security or availability of growing volumes of data.

On the other hand, a managed cloud services partner will have the technical expertise to monitor, spot and manage any server issues and avoid potentially damaging consequences should issues escalate from minor to critical. This means not only being able to handle all necessary server maintenance, but also manage specific vulnerability issues.

Knowing that your managed cloud services partner has vulnerability specialists in such areas is tremendously reassuring, and takes the weight off the shoulders of your in-house IT team.

With market forces, technological advances and customer demands forcing all companies to become increasingly digital, recruiting staff with the necessary skills is also a growing challenge. In such an environment, looking externally to managed cloud services companies that can offer the essential specialist skills is a pragmatic and cost-effective solution.

Choosing a Partner

As your business has unique needs, a third party managed cloud services provider will offer a wider range of benefits than you could ever achieve internally:

• Relevant knowledge and skills
• Faster and easier scalability
• Greater economies of scale

The results are improved security and responsiveness, greater flexibility and peace of mind.

With the costs of getting it wrong heading towards the millions, it pays to make sure you properly evaluate your cloud services infrastructure; you might find the increased flexibility, specialist expertise and dedicated resource of a managed cloud services company is all you need to manage the reputational and business performance risks of getting it wrong in the cloud.

About Digital Craftsmen

As managed cloud services experts, we provide bespoke managed services to firms looking to maximise performance and profitability without compromising data security.

Since setting up Digital Craftsmen in 2002, it has been our aim to bring the human touch to a service that is often offered impersonally and entirely online.

That means we will go out of our way to become in effect an extension of your own in-house team, providing a service that is flexible, personal and tailored to your exact specification.

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