



## **Choosing A Cloud Partner**

The Benefits of Managed  
Cloud Services

## The Impact of Choosing the Wrong Cloud Partner Can be Painful.

As agility becomes ever more critical for business performance, managed cloud services offer a highly effective way to cut costs, improve competitiveness and better exploit market opportunities. Businesses using the cloud effectively can achieve far more with fewer resources.

However, 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 both financial loss and lost productivity.

When looking for a cloud partner there are many options available, How do you know which will provide the best solution for your business need?

Read on and learn more about the benefits of choosing a managed cloud services partner.



### The Way Ahead in Cloud

More companies are recognising the competitive advantage of managed cloud services and are overcoming their natural reluctance to make the switch. But the value of doing so can be squandered by choosing the wrong partner.

In an ideal world your cloud services provider will act as a partner, providing a secure, agile, managed solution that grows with your business. However in an increasingly competitive sector and with the need to balance performance against risk within a manageable cost environment, it has never been more difficult to choose the most appropriate cloud services partner.

### The Benefits of Managed Cloud Services

While choosing from a wide variety of large established players may seem the 'safe' bet, one of a new generation of managed cloud service providers may offer a more cost-effective, yet still robust solution.



### Manageable Costs

One of the reasons for using a managed cloud service is to benefit from a low initial capital outlay, followed by predictable monthly costs long-term, with no unexpected charges or revisions. With large cloud services companies this isn't always the case. Once they're embedded in your business operations, you have little option but to pay.

While it is understandably tempting to choose the lowest-cost partner in the short-term, there may be higher long-term costs. Finding a flexible managed cloud services supplier with whom you can negotiate an individual service level agreement may be a better option.

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## Flexibility

The managed cloud is a bespoke service that can and should be tailored to a business' individual needs, rather than a one size fits all solution. Potential service providers should work with you to create a flexible solution that meets your unique requirements and budget. As your managed cloud requirements change, as they almost certainly will in a highly dynamic market, that solution can be scaled up or down for greater cost control.

On the other hand, given that they are in a volume market, large managed cloud services companies may view you as 'just another customer' to whom they must sell their largest, most comprehensive package.

## Personal Service

The personal service you get with smaller providers is a reflection of the greater flexibility they provide. Having a single point of contact for instance, not only removes the need to repeat time-consuming conversations about what are often business-critical problems, but also helps ensure there is direct communication between the provider and you as the customer. Something that is invaluable in getting to know you and your business.

Rather than seeing themselves as an external supplier, the smaller providers will work with you to identify specific solutions to limit the risks associated with managed cloud services. In other words, they will be proactive in preventing problems arising, rather than acting as fire fighters rushing from one incident to another.



## Partnership Approach

Managed services providers are more agile and likely to provide a partnership led approach, where their success is tied to yours. The added value they bring will make them an indispensable long-term asset. They will see any breach or data loss as a shared problem rather than the client's alone. Some larger hosting companies tend to put their interests first, leaving the client to pay the price of a damaged reputation and lost revenues, in some cases sufficient to ruin a smaller company.

Using outsourced cloud services can help you to achieve competitive advantage by reducing costs and improving responsiveness. However, choosing the right provider among a range of larger established companies and often-untested newcomers, can be difficult.

With the range of managed cloud services options available, true value is unlocked not with the hardware alone, but with effective management. Choosing a managed cloud services solution will provide managed costs, in a flexible environment, delivered by a partner. With such a truly personalised approach, what's not to like about a managed cloud services solution?

## 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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