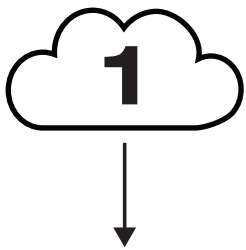


# The Modern Cloud

*More than 25 years on, we still call it "The Cloud".  
But the Modern Cloud is so much more.*

## The evolution of the Cloud



### Physical Hosted Servers

Originally, a server was managed at someone else's data centre. Some of the machine management was now effectively outsourced, but limitations of an on-premise server were still there. The server needed to be managed and over-provisioned for growth, both of which added to costs.



### Virtual Machines

This is more cost effective, but still restricted to a single location, and therefore is not robust. It allows for only limited scaling – which is done via individual requests to admins and not automated – which introduces uncertainty and latency.



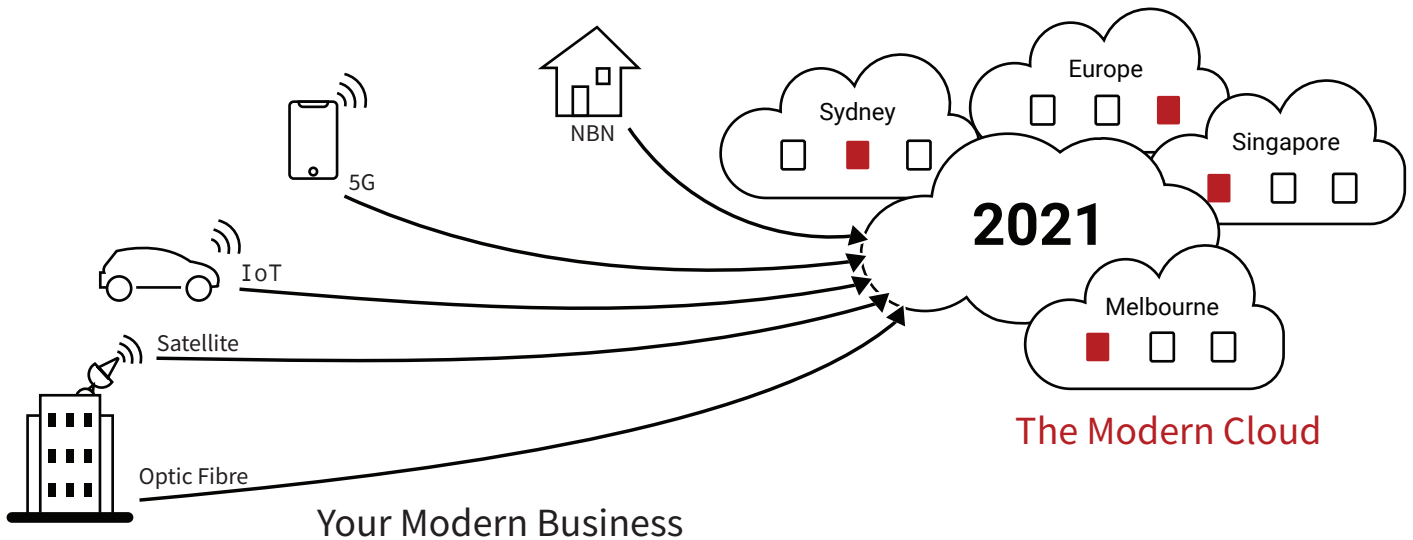
### Realtime Scalable

More recently, you paid for what you use in a remote data centre. This was the introduction of true Cloud timeshare and automation. This eliminated the guesswork of provisioning with automated scaling of CPU and disk space, as well as real-time pricing.



### The Modern Cloud

The Modern Cloud is arguably the best solution for your modern business. Delivered by Microsoft, AWS and Google – the Modern Cloud is trusted by large and small enterprises alike – including the USA and Australian Defence Departments.



## The Modern Cloud is...



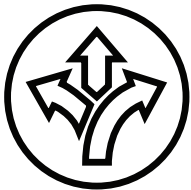
### Robust

Your data and services are duplicated within each data centre and are duplicated across multiple data centres. You choose if all your data remains in your country or if it is replicated globally. Data centres have access to multiple power sources, multiple data carriers, batteries and generators.



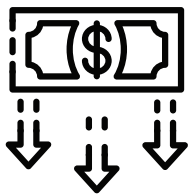
### Secure

Physical access is restricted by security guards to very few, and access is via palm prints, retina scans and other high security measures. Data is encrypted to and from, and while in, data centres. Microsoft, for example, spends about \$US 1 Billion dollars per year on security and runs 24/7 security operation centres. The benefits of this shared technology cannot be matched by an in-house \$76,000 per year, 38 hour a week Cyber Security employee.



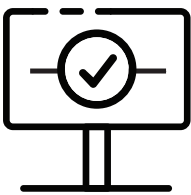
## Agile

Over the decades, the nature of work has evolved. Then, in 2020 workplaces needed to transform overnight. Businesses being split over multiple sites, mobile workforces, and work-from-home all provide challenges best solved by the modern cloud. The modern cloud allows rapid scalability. In some cases, these can be programmed to react practically immediately to changed requirements.



## Cost Effective

By only paying for what you use when you use it, costs better reflect production. The cloud allows lower fixed and capital costs, so when considering both above-the-line and below-the-line costs it will in most cases be cheaper. This not only saves money, but increasing the flexibility of the business to react to changes. Ad-hoc and seasonal changes are no longer a logistic nightmare on IT infrastructure.



## Stable

No one location can be free of downtime. Blackouts, lightning, flooding and fire are just a few of risks to the physical location. Staff need sick days and holidays. Hardware needs maintenance, repairs and upgrading. The modern cloud eliminates these risks by spreading services and removing these risks.

*Just as the world has changed,  
despite keeping the same name,  
the cloud has changed.*

We live in an always-on, access from anywhere, on any device, business environment. Our reliance on, and complexity of, our IT systems has risen exponentially. The threats and opportunities the world provides have done so too.

**Platinum Technology has mature processes to do full or partial (hybrid) cloud migrations.**

The outcome of these is to reduce cost while increasing stability, functionality and security.



**Contact Platinum Technology for a no obligation cloud migration suitability assessment to see if the modern cloud is the right choice for the future of your business.**

*Joseph Girgis*

Director – Sales and Operations

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#### Footnotes

<https://www.microsoft.com/security/blog/2017/08/02/5-reasons-why-microsoft-should-be-your-cybersecurity-ally/>

[https://www.payscale.com/research/AU/Job=Cyber\\_Security\\_Analyst/Salary](https://www.payscale.com/research/AU/Job=Cyber_Security_Analyst/Salary)