5 WAYS TO MAKE YOUR CLOUD STRATEGY PAY OFF

If you’ve moved applications and workloads to the cloud, you’re not alone. You’re also not alone if you’re running into problems as you leverage multiple cloud services and platforms. Business leaders today are under severe pressure, stretched thin and facing a skills gap as they pursue digital transformation. Mitigating risk without putting the “no” in innovation has remained one of the biggest problems for product and security leaders to address.

By 2020, over 90% of enterprises will use multiple cloud services and platforms.¹

Here are the top five challenges introduced by cloud infrastructure platforms:

1. **Realigning Strategic Priorities**
   
   Most applications are designed to work in a certain environment, whether on premises or on a specific cloud platform. As businesses realize the need to re-architect their applications to take advantage of cloud services, many discover they are short on the skills needed to provide consistent, secure, high-quality experiences for their customers.

   **Nearly half (49%) of enterprises** cited refactoring or rewriting applications as their primary modernization strategy when moving to the cloud.

   Moreover, **55% percent cited people** capable of migrating existing applications to the cloud as their most critical recruiting need.²

2. **Security**

   Distributed denial of service (DDoS) attacks are on the rise, hurting brand reputations, undermining customer trust, and ringing up huge expenses for enterprises.

   Unfortunately, **38% of companies** don’t apply the same level of security to their cloud environments as to their internal infrastructure. No wonder **88% of businesses** report an increase in volume or frequency of attacks but **71%** find it difficult preventing attacks because defensive tactics diminish the web experience of legitimate users.

   Plus, **42% of companies** admit to ignoring critical security problems because of time, resource, and knowledge gaps.³ These all increase a company’s vulnerability in an ever-changing threat landscape.
Performance

Cloud providers are optimized for availability, not performance. As a result, enterprises running complex, interconnected apps across multiple networks can experience unacceptable app sluggishness, leading to loss of revenue and brand value.

Cost

Since you’ll need to manage bandwidth separately across each cloud vendor, expenses can rise quickly if your cloud consumption isn’t well managed or grows unexpectedly.

Culture

Supporting a variety of different business needs with multiple cloud technologies requires a shift in how the enterprise operates. Realigning people and processes in this way is a major challenge for most companies.

The Value of an Intelligent Edge Platform

With the right edge platform, your company can maximize the value of its existing cloud architecture, and shift:

• From tools to solutions that work seamlessly in hybrid environments for operational simplicity.
• From reactive to proactive security that adapts rapidly to the dynamic threat landscape.
• From availability to content delivery that improves performance.
• From savings to value by controlling costs with automation, offloading, and optimization.
• From operation to differentiation with technology solutions that are fast, adaptive, and agile
Solving Cloud Challenges with the Akamai Edge

The Akamai Intelligent Edge™ Platform complements existing cloud infrastructure to deliver superior user experiences that are instantaneous, rich, and secure. Vendor agnostic, Akamai enables you to adopt the cloud strategy that best supports your business goals, while maintaining security and performance at every point.

Read our latest e-book, Competitive Edge in the Cloud, to discover how you can stay ahead of the digital transformation curve by driving growth and value with adaptive delivery, security, and performance.

SOURCES

Akamai secures and delivers digital experiences for the world’s largest companies. Akamai’s intelligent edge platform surrounds everything, from the enterprise to the cloud, so customers and their businesses can be fast, smart, and secure. Top brands globally rely on Akamai to help them realize competitive advantage through agile solutions that extend the power of their multi-cloud architectures. Akamai keeps decisions, apps and experiences closer to users than anyone — and attacks and threats far away. Akamai’s portfolio of edge security, web and mobile performance, enterprise access and video delivery solutions is supported by unmatched customer service, analytics and 24/7/365 monitoring. To learn why the world’s top brands trust Akamai, visit www.akamai.com, blogs.akamai.com, or @Akamai on Twitter. You can find our global contact information at www.akamai.com/locations. Published 09/18.