

# Clarity Out of Complexity: How to Ensure You Thrive in a Messy Hybrid IT World

**As a leader in your enterprise, you're always confronting headwinds. Here are just some of the issues you may be facing: escalating customer demands; agility at scale; and exposure to digital security risks.**

**So how do you navigate the challenges you face and exceed the results of your rivals?**

In the present era, your situation may be further complicated by the belief (of some) that the cloud is always the answer to IT problems. It's not surprising, therefore, that 82% of companies like yours have more than one cloud at play.<sup>1</sup>

You certainly want to seize the cloud for opportunities. But you may suspect the story is bigger than that. You likely have a complex, hybrid IT environment that must be mastered. If so, you may have to worry about legacy assets, address regulatory and compliance requirements, and manage cost concerns. You might be required to spin up assets and decommission them in an agile fashion.

You may rely on private or public cloud services, and/or deploy as a hybrid solution. You might manage virtual and physical assets, on premise and off-premise. You may want full control of some assets – and you may want to delegate the management of others.

It can be a big, demanding, and messy environment. But it is what it is. If you can clarify the complex and fully capitalize on your IT resources (wherever they are), then your business is in a position to win.

**Cloud Services from Sungard Availability Services (Sungard AS) are tailored to meet your business goals and IT needs across environments, industries, and span multiple regions across the globe.**

Sungard AS can help you **streamline your cloud environment** across the application lifecycle, so you can achieve **your business objectives**. Leveraging these solutions, you'll have cloud-based solutions for **production and recovery** to both **flexibly scale** your environment and help ensure **mission-critical applications are fully recoverable**.

Sungard AS provides a range of Cloud Services: managed and self-managed, dedicated and shared, that can meet any of your IT requirements. You can integrate and recover applications; build and manage cloud infrastructures; access secure, multi-tenant, private or public clouds; and provide support for hybrid IT environments.

As with all Sungard AS solutions, Cloud Services provide your applications with appropriate levels of security and availability with guaranteed recovery time objectives (RTO) and recovery point objectives (RPO)<sup>2</sup>. Moreover, Sungard AS Cloud

Services can be used in conjunction with traditional IT services, managed services, and colocation supported by managed recovery programs to provide an end-to-end solution that meets your unique needs.

Sungard AS also has the experience to manage your existing assets while enabling you to **adapt to new cloud technologies** and **accelerate your time to market**. And our managed cloud platform is fully scalable and supports hybrid environments – providing you with the competitive advantage you need and the bottom line benefits you desire.

<sup>1</sup> Right Scale, *2015 State of the Cloud Report*

<sup>2</sup> RPO available for Private Cloud and Application Cloud Services only

# A holistic and tailored approach to cloud

Sungard AS is committed to providing a highly reliable, highly recoverable, production cloud environment. With hybrid IT connectivity, virtualized security, workload mobility with billing and chargeback, Sungard AS offers a broad portfolio of solutions hosted in the cloud. Solutions include:

## Sungard AS Public Cloud

for environments requiring new application development that is flexible and agile (offered on a “pay-as-you-go” basis). Managed and self-managed options are available.

## Sungard AS Private Cloud

for environments that require compliance, performance, and change control governance, available as multi- or single-tenant. Managed and self-managed options are available.

## Application Cloud Services

support enterprise applications such as Oracle, SAP, and SAP HANA. This offering provides a predictable and simple, yet flexible and secure, virtualized cloud infrastructure for both production and non-production environments.

## Solutions for third-party cloud:

for customers that require using environments alongside Sungard AS Cloud Services such as Amazon Web Services (AWS). Sungard AS provides multi-region recovery, backup and managed services aligned with network on-ramp services to bridge Sungard AS environments and third-party cloud providers.

## Sungard AS has a cloud portfolio that includes:

### Sungard AS Cloud Services benefits:

- Deep expertise in managing production and recovery of complex IT environments
- Interconnection of physical, virtual and cloud-based environments
- High availability and fail-over options to ensure application availability
- Fully managed platform for production applications
- Strict change control process managed within customer cloud environment
- Hosted in Sungard AS' data centers, globally
- IT services support for third-party cloud providers

## Capitalize on a Flexible and Agile Cloud Platform

Working with Sungard AS, you will have support across your application lifecycle in a single service provider deployment. Aside from supporting your production environment, you will have access to a robust infrastructure and services that ensure your applications and data are available and accessible at all stages, from development to analytics.

Whether private, managed, or self-managed cloud services, you can leverage Sungard AS to provide you with a predictable investment based on the services that you need – and actually use. By limiting (or even removing) ongoing capital investments in hardware, software and licensing, you can free up your valuable resources for more strategic endeavours.

## Leverage Sungard AS Expertise

Sungard AS offers an experienced professional services and consulting organization who can help you plan, design, and implement a tailored hybrid IT cloud strategy. Whether assessing business requirements, planning an application migration, or transitioning a data center to the cloud, you'll have consultants to help you build a solution that makes the most of your legacy infrastructure while leveraging new cloud technologies. You'll have deep expertise in managing your application and recovery environments.

## Get Security and Resiliency You Know... And Trust

All Cloud Services are backed by the control and security you expect from Sungard AS. You'll have the confidence that security is incorporated across all tiers of our cloud services as a result of our ITIL-based implementation, PCI compliant services, DDoS detection and mitigation. Indeed, Sungard AS will handle the additional complexities of change and configuration management related to network and legacy IT systems that might be part of your environment.



### Sungard AS Cloud Services features:

- Group-based policies supporting simple-to-complex application delivery
- Cloud workplaces enabling budget allocation for cross-functional groups sharing resources
- Multiple Service Level Agreements across regions
- Utility-based pricing for our self-managed cloud offer
- Tiered service offerings from self-managed to fully managed environments
- Variety of Operating System options including Windows and Linux variants
- Support for Oracle, SAP, SAP Hana



Advanced Energy

## Sungard AS Cloud Services in practice: Advanced Energy Achieves 30% Performance Gain

The Fort Collins, CO-based Advanced Energy relentlessly focuses on power conversion and control technologies that enable design breakthroughs, driving growth and innovation for leading worldwide semiconductor and industrial customers. To propel its growth, the company relies on SAP for most of its application portfolio — from back office, human resources and sales and services to operations manufacturing, business intelligence, and employee self-service management.

To support the next SAP Software upgrade, the company infrastructure needed a refresh. Building on existing arrangements, Advanced Energy chose to expand its relationship with Sungard AS —ensuring all of its SAP environments were hosted and managed completely by Sungard AS, including disaster recovery capabilities, “all of which would have cost us a fortune if we had to do it ourselves,” says Rajeev Ankireddypalli, VP of Information Technology. “Sungard AS became our strategic partner not only to manage the day-to-day aspects, but to strategize that environment and provide recommendations about execution of our IT and Cloud environment.”

By partnering with Sungard AS, Advanced Energy gained a predictable cost model, as well as flexibility to grow quickly or, if necessary, to ramp down. If the company handled the project itself, Ankireddypalli says it would have sparked a huge cash-flow impact of \$2 to 2.6 million. Using its current operating-expense model, Advanced Energy finds benefits extremely appealing for a mid-sized company, he adds.

“With the completion of our Cloud migration, Advanced Energy has seen a 30 percent performance improvement in the Cloud,” says Ankireddypalli. “We’ve achieved high availability while also exceeding our four-hour RTO disaster recovery service level agreement. For Advanced Energy, this is a critical Sarbanes-Oxley compliance requirement while ensuring minimal disruption to our global operations.”



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RAJEEV ANKIREDDYPALLI  
VP of Information Technology,  
Advanced Energy





## Public Cloud

Environments requiring a cloud native platform for new application development, that is flexible and agile on a “pay-as-you-go” basis

**Features:**

- Ease-of-use, clean UI
- Utility pricing and chargeback
- Access to managed services
- Application group policies
- VM-level SLAs



## Private Cloud

Environments that require compliance, performance and change control governance, available multi- or single-tenant

**Features:**

- Dedicated or multi-tenant servers
- Scalable and cost-effective
- Access to managed services
- Production application ready
- PCI-DSS compliant



## Cisco Intercloud

Enables extension of a permanent production environment to any external holistic cloud that supports Intercloud Fabric (ICF)

**Features:**

- Workload Mobility
- Global Load Balancing
- For businesses or providers
- Coming in 2016
- Details at [sungardas.com/cisco](http://sungardas.com/cisco)

## Sungard AS Cloud Services

Sungard AS Cloud Services provides a portfolio of cloud services that meet a range of use cases across the application lifecycle – from testing and development through deployment and production, to security and recovery. Those services are provided across a range of large e-commerce, healthcare, manufacturing, financial services, and government implementations, and to customers both global and emerging. For over 35 years, Sungard AS has helped customers master complex IT problems and has provided tailored solutions that adapt to IT needs as they evolve.

Visit [www.sungardas.com/cloud](http://www.sungardas.com/cloud) for more information.

**About Sungard Availability Services**

Sungard Availability Services is a leading provider of critical production and recovery services to global enterprise companies. Sungard AS partners with customers across the globe to understand their business needs and provide production and recovery services tailored to help them achieve their desired business outcomes. To learn more, visit [www.sungardas.com](http://www.sungardas.com) or call 1-888-270-3657.

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