# Ntirety™

# 6 Ways Your Competitors Are Using the Cloud— And How You Can Outpace Them

There are many ways in today's technology landscape for enterprise companies to stay agile and future-ready in the cloud—and plenty of businesses are already taking advantage of these opportunities or have plans in the works.

# 1 Backup and Recovery:

Protecting your organization from data loss and disaster through replication, restoration, syncronization, and other methods.[1]

**41%**
*in use*

**12%**
*planned use*

# 2 Day-to-Day Operational Monitoring:

Maximizing cloud infrastructure performance through monitoring, alerting, and incident response.[1]

**21%** planned use

**29%** in use

# 3 Management of Applications:

Ensuring that applications deployed on your cloud infrastructure are running efficiently and securely.[1]

**15%**
planned use

**26%**
in use

**4**

# Ongoing Execution of Security:

Protecting cloud environments, hosted deployments, and mission-critical data.[1]

**23%** *planned use*

**20%** *in use*

# 5 Migration of Applications/Data:

Moving mission-critical assets from internal environments to cloud platforms and integrating with existing systems.[1]

**22%**
*planned use*

**18%**
*in use*

## 6 Optimization of Cloud Infrastructure/Deployment:

Surprisingly, the lowest priority on the list for enterprises is to optimize for cost or performance.[1]

**22%** planned use

**15%** in use

# This might be a missed opportunity for your organization, too.

Ntirety is the only Managed Service Provider that guarantees continuous improvements to proactively reduce risks and optimize costs, enabling you to optimize across five key categories:

## 1

# Security:

Proactively identifying vulnerabilities and gaps, successfully blocking threats, and further optimizing without cutting corners on protection.

**2**

## Costs:
Recognizing areas of unnecessary spend, rebalancing workloads, and supplementing resources.

**3**

# Availability:

Reviewing historical data to predict performance issues and making recommendations to reduce instances of downtime.

**4**

# Performance:

Providing a highly available, secure environment to maintain industry best practices and protect your reputation with customers.

**5**

# Risk:

Making consistent improvements across the board to reduce the risk of outages, breaches, wasted spend, regulatory fines, and more.

## 16X

**Availability and Performance:** Companies that have frequent outages and brownouts experience up to **16x higher costs** than companies who have fewer instances of downtime.[2]

## $3.92M

**Security:** The global average cost of a data breach is **$3.92 million, a 1.5 percent increase from the 2018.**[3]

## $14.1B

**Cost: $14.1 billion in cloud spending** is projected to be wasted in 2019.[4]

# Get a leg up on the competition by optimizing your cloud today.

Contact our cloud experts for a free consultation by visiting:

## Ntirety.com/Contact



**Ntirety**™

Sources:
1. 451 Research's Voice of the Enterprise: Cloud, Hosting & Managed Services, Workloads and Key Projects 2019
2. LogicMonitor, 2019.
3. Ponemon Institute, 2019.
4. ParkMyCloud, 2019.