# **Roles Vary by Organization**

Because staffing, skills, security, and sizing differ between organizations, personas and cloud roles are often implemented differently. Although personas sometimes match individuals, users commonly assume more than one persona depending on their workplace responsibilities.

- At telecommunications service providers (telcos) and cloud service providers, the prevalent personas are the cloud and storage operators, infrastructure architects, and cloud service developers. Their customers request support with the provider's service ticketing system. Commonly, customers only consume storage services and do not maintain them.
- At organizations that require a secure, private, dedicated infrastructure, such as in banking and finance, all roles are internally staffed. The storage administrator, cloud operator, and infrastructure architect personas act as service providers and support all other personas.
- At universities and smaller implementations, technical support personnel can potentially assume all roles. A single individual might handle the storage administrator, infrastructure architect, and cloud operator personas.



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