# **Ops & Management in Cloud Computing**

By Lama Ayash

Cloud computing is a growing service that many organizations are adopting these days. How does the cloud accelerate go-to-market strategy, What is the difference between OpEx and CapEx in clouds, How can the cloud help with the company’s technical infrastructure. How the cloud can help with data and workflows and how can the cloud help managers both operational managers and unit managers to be more innovative in getting ideas to market quicker.

These are the questions I am going to discuss in this paper.

**cloud go-to-market strategy**

A go-to-market strategy (GTM strategy) is an action plan that specifies how the clouds will reach target customers and achieve a competitive advantage. The purpose of a GTM strategy is to provide a blueprint for delivering a product or service to the end customer, taking into account such factors as pricing and [distribution](https://searchdatacenter.techtarget.com/definition/distribution). A GTM strategy is somewhat similar to a [business plan](https://whatis.techtarget.com/definition/business-plan), although the latter is broader in scope and considers additional factors like funding.

Clouds can use [a go-to-market strategy](https://searchitchannel.techtarget.com/feature/Sales-and-marketing-strategy-Tips-for-MSP-partners) for a range of events, including launching new products or services, introducing a current product to a new market, and even relaunching the company. The GTM strategy will help the clouds to clarify why it's launching the product, understand who the product is for to create a plan to engage with the customer and convince them to buy the product or the solution.

The purpose of a cloud go-to-market strategy is When effectively executed, the GTM strategy will align all [stakeholders](https://searchcio.techtarget.com/definition/stakeholder) and establish a timeline to ensure each stakeholder meets the defined milestones and outcomes, creating an attainable path to market success. Overall, the cloud go-to-market strategies are used to create the following benefits within an organization.

First to clearly define a plan and direction for all stakeholders. Second, to reduce time to market for products and solutions. Third, to increase the chances of a successful product or solution. Then, to decrease the likelihood of extra costs generated by failed product or service launches. Then, to enhanced ability to react to changes and customer desires. Also, to improve management of challenges and establish a path for growth. Finally, to ensure the creation of an effective [customer experience](https://searchcustomerexperience.techtarget.com/definition/customer-experience-CX) and guaranteed regulatory [compliance](https://searchdatamanagement.techtarget.com/definition/compliance).

While the cloud go-to-market strategies are often associated with product launches, they can also be used to describe the specific steps the cloud needs to take to guide customer interactions for established products.

In a nutshell, to create an effective cloud GTM strategy, The clouds must possess an understanding of the work environment, the target market and the customer needs. New and existing workflows should be clearly defined and a system should be established to manage the cloud GTM strategy.

**OpEx and CapEx in Clouds**

There is little debate that there are big advantages with cost savings when moving to the cloud. And when it comes to Alibaba Cloud comparing capital expenses (CapEx) to operational expenses (OpEx) reveals the cloud is a great way to switch IT spending to a pay-as-you-go model and reduce CapEx costs, as well as reap other benefits.

Traditionally, companies relied on in-house models for data centers that required a huge CapEx investment as they purchased space, equipment, software, and a workforce to run and maintain everything. These companies were assured of secure data monitoring and security, but at what cost? Today companies still need the same tight security and oversight, but also more flexibility and more cost-effective solutions.

Today many IT goods can be acquired as either a CapEx or OpEx, giving businesses more options to work with. For example, the software can be bought outright for indefinite use as a capital item or purchased as a monthly subscription. It all depends on what fits customers’ financial goals best because capital expenditures and operational expenditures are treated differently when it comes to taxes and accounting and will affect the overall value of the purchase in the long-term view of your business.

For example, CapEx costs are considered an investment. Buying a long-term need all at once assumes the item has great value and will eventually pay for itself as it benefits the company over time. However, since a CapEx item will be used over the course of many years, it must either be amortized or depreciated over its lifetime, rather than deducted in one tax year, for accounting purposes. So, while a great investment for a business, capital expenditures can sometimes be an accounting headache and more difficult to pinpoint their actual cost and value to a company.

Capital expenditures also require further investments to maintain and keep operational and will eventually have to be replaced, requiring yet another investment. In the meantime, and especially in the IT field, the customer runs the risk of this item becoming outdated or outgrown before it has paid for itself.

The financial differences of [OpEx versus CapEx when adopting cloud services](https://www.bmc.com/blogs/capex-vs-opex/) will affect the cloud setup you choose. If a customer wants to avoid the difficulties of capital expenditure, the customer will probably opt for public cloud services that use a pay-as-you-go model. If customers want total control of cloud services within their company, you can task your in-house IT team with setting up a private cloud where your organization is totally responsible for its services (and costs).

A third option combines resources from both private and public clouds to [create a hybrid cloud](https://www.10thmagnitude.com/webinar/three-smart-ways-to-move-to-hybrid-cloud-with-microsoft-azure/) when your organization buys a public cloud and makes your IT team responsible for it. This option offers the most flexibility for controlling costs.

For most businesses, however, a pay-as-you-go plan for cloud services is probably the obvious solution. This kind of setup lets the experts run and maintain the cloud, so you don’t have to hire new employees to do it and existing employees can focus on their usual tasks. This option also keeps your financial forecasts stable and predictable. Overall, keeping the IT efforts as OpEx as possible is the new and more flexible approach to keeping those expenses down.

**Cloud and Technical Infrastructure**

Cloud infrastructure offers the same capabilities as physical infrastructure but can provide additional benefits like a lower cost of ownership, greater flexibility, and scalability.

Cloud computing infrastructure is available for [private cloud](https://www.vmware.com/topics/glossary/content/private-cloud), [public cloud](https://www.vmware.com/topics/glossary/content/public-cloud), and cloud systems. It’s also possible to rent cloud infrastructure components from a cloud provider, through cloud infrastructure as a service ([Iaas](https://www.vmware.com/support/services/iaas-production.html?SRC=WWW_US_GP_cloud-computing-infrastructure_SiteLink)). Cloud infrastructure systems allow for integrated hardware and software and can provide a single management platform for multiple clouds.

**Clouds with data and workflows**

Cloud workflows automate repetitive tasks in a reliable way and can convert manual processes to web-based [digital workflows](https://kissflow.com/workflow/dont-fall-digital-workflow-delusion/) that eliminate paper forms and manual data entry. Using cloud-based workflow solutions, organizations can reduce manual steps and improve the efficiency of their workflows rapidly at a considerably lower cost.

Cloud-based [workflow platforms](https://kissflow.com/workflow/workflow-platform-business-efficiency-enabler/) are already designed and hosted on the cloud by service providers. All you need to do is subscribe to their services, log in, customize the workflow, and start using it. While it may look like a huge leap, moving to a cloud workflow software has its own advantages.

# there are ten reasons why you need a cloud workflow system now:

# 1. Scalable

Cloud workflows allow organizations to meet business demands quickly (by scaling up/down when required) without a costly upgrade. All you need to do is upgrade your subscription plan and the service provider will take care of the rest.  
This flexible nature of cloud-based workflow management solutions makes them a better alternative to purchasing a brand new solution or building your own workflow software.

# 2. Customizable

Legacy systems don’t give you an option to customize the processes. As a result, you are forced to fit your processes around their limited functionalities. You will have to find manual workarounds to make up for the missing features.

Unlike on-premise software, cloud workflows aren’t complex to customize. Most cloud-based [workflow software](https://kissflow.com/workflow/) use drag-and-drop visual builder tools for customization. Even business users can tweak any functionality and tailor a unique process flow that meets their business needs.

# 3. Centralized

Manual workflows depend too much on filing cabinets, while the data in legacy systems are stored on a local drive. Cloud workflows, on the other hand, allow stakeholders to access necessary files without the hassle of maintaining paperwork bundles and stand-alone software.

All essential paperwork is stored in a centralized database securely. Cloud-based workflow products maintain a single system of record so that any changes made to the data will be visible to all stakeholders in the process chain.

# 4. Less Dependent on IT

The complex and inflexible nature of legacy software places too much burden on the shoulders of their IT team. From installation to customization and bugs, the IT team needs to pitch in for every issue with the new software irrespective of their existing workload.

However, cloud workflows improve the time-to-market considerably with their rapid installation and deployment hassles. As they pass on the hosting and software maintenance responsibilities to the third-party, there is less dependency on the in-house IT team. With cloud-based [workflow tools](https://kissflow.com/workflow/workflow-tools-comparing-the-top-5-tools/), business users can develop their own workflows without prior coding experience.

# 5. Easy to Integrate

Stand-alone workflow solutions are disconnected pieces of code that stand apart from the rest of the software solutions. Cloud-based workflow management solutions like Kissflow integrate seamlessly with other applications through API integration.

This rapid integration functionality of cloud workflow software eliminates data silos and decreases redundancy, allowing organizations to access all essential information on a single interface. Any modifications made in one software will reflect instantly on every other connected system without human intervention.

# 6. Secure

When they hear the word cloud workflow, the major concern every organization battles is the security. They are concerned about storing confidential data on a remote server. Is the data visible only to authorized personnel? What stops someone from hacking it all?

Cloud workflows come with an array of security aspects like role-based accessibility, conditional visibility, data encryption and more to ensure confidential data is not compromised. Sensitive documents are accessible only by those who have been explicitly granted permission to do so.

# 7. Accessible Anywhere

Legacy workflows chain stakeholders to their desks in the office, which means that the data can be accessed only within the intranet, or it would demand a specific network key to grant further access.

Cloud-based [workflow systems](https://kissflow.com/workflow/workflow-management-system-10-must-have-features/) allow the authorized personnel to access data on the run. As cloud workflows are multi-channel compatible, even when an employee is on the move, he/she can fulfill their responsibilities in the workflow by accessing it from anywhere, on any device.

# 8. Reliable

When organizations manage their own servers, they tend to be prepared for server crashes and software failure. While it is expensive, they have a backup in place for and when something goes awry.

Cloud workflow solutions provide a more reliable and consistent experience with their robust features. The majority of service level agreements back up the 99.99% uptime promise. The timely and guaranteed delivery of service is taken care of the service providers and the cost are covered by the monthly subscription fee.

# 9. Hassle-Free

The major benefit of a cloud workflow solution is the way it shifts the software management responsibilities from in-house teams to the third-party service provider. Although people like technological solutions and how they simplify their day-to-day activities, no one is fond of software updates as these increase downtime.

[Cloud-based workflow software](https://kissflow.com/workflow/cloud-workflow-management-software/) demands neither your time nor your money to keep your workflows up-to-date. Update patches are run automatically on the platform without adding to the downtime. Service providers schedule regular updates during the time where the product is used least to ensure their SLAs don’t take a hit.

# 10. Collaboration-Friendly

Be it across the hall or across the country, cloud workflows make collaboration easy and remove the hassle of jumping back and forth to obtain necessary data. Stakeholders don’t have to toggle between interfaces or messaging apps to collaborate with others in the process chain.

The [digital checklist](https://kissflow.com/workflow/workflow-automation/an-8-step-checklist-to-get-your-workflow-ready-for-automation/) and automated process flow coupled with centralized documentation ensure that the right information is passed on to the right person at the right time irrespective of their physical location

**Cloud with Operational and Unit Managers**

Clouds help managers both operational managers and unit managers to get to market quicker, there are three benefits :

## **1-Cloud Computing Provides Stronger Analytics**

## The cloud simplifies advanced analytics. You don't need to maintain a large physical infrastructure to collect and store large amounts of data. Managing everything in a single location makes it easier to collect and review.

The benefits of analytics cannot be overstated. They provide customer insights, greater information about your own organization, and a strong foundation for your marketing strategies. Online retailer, [DirectBuy](http://t.sidekickopen32.com/e1t/c/5/f18dQhb0S7lC8dDMPbW2n0x6l2B9nMJN7t5XX4RbBFTN4WJ21CdV4yWW2zGrQM56dwFQf5LDwxH02?t=http%3A%2F%2Fwww.cio.com%2Farticle%2F2980676%2Fdata-analytics%2Fhow-data-analytics-helped-directbuy-gain-new-customer-insights.html&si=4862414080180224&pi=82dfe8d1-4000-4ffb-af77-adc6d6d4d69b)**,**implemented a digital transformation strategy that involved the implementation of a private cloud and other technologies. Through these initiatives, they were able to leverage customer insight analytics to compete with Amazon and other major e-commerce businesses.Having a strong understanding of your customer data analytics [provides your organization with a competitive advantage](https://www.forbes.com/sites/blakemorgan/2017/05/16/leveraging-customer-analytics-to-gain-a-competitive-advantage/#2c9aff77222f).

## **2-Reduced Costs through Cloud Computing**

Cloud computing significantly reduces technology costs. Moving to the cloud means you no longer need to invest in physical infrastructure. Not only that, you can outsource your IT needs and only pay someone when you actually need help. Utilizing a managed cloud service provider makes the overhead cost of data management decrease. Instead of the company's IT team having to focus on daily infrastructure management, IT staff can focus on operations without having to worry about updates and constant back-ups. Your IT staff can move their attention to innovation and tasks that further the organization.

## **3- Cloud Computing Improves Security**

Security is a major concern for any organization, especially those dealing with sensitive customer information, such as financial or health information. Working with a strong cloud services provider increases your security as they will be able to offer solutions that your organization may not specialize in or have the capacity to provide, such as encrypting data as it's collected and stored, employing access management, managing firewalls, regular patching and updates and implementing new security technologies. We've written an entire article on the security benefits of the cloud and leveraging a managed service provider to achieve a secure network, to learn more [check out our article](https://info.cloudcarib.com/blog/3-reasons-why-you-should-hire-a-service-provider-to-manage-your-cyber-security).

To conclude, In this paper, I discussed five important topics that would help companies to consider Alibaba Cloud products and solutions to leverage Cloud Computing benefits.