

## **All paths lead to the cloud**

**Jerome Evans, founder and managing director of firstcolo and diva-e Cloud GmbH, explains what the hype about cloud applications is all about and which data management option is proving to be particularly worthwhile:**

"Only a few topics in the IT industry are currently attracting more attention than the pioneering topic of the cloud. For some time now, modern corporate structures have been characterised by a holistic cloud strategy that contributes to scalable and secure data management. A closer look reveals that there is not only one way to the cloud. Depending on the needs and structure of the respective company, an individual approach is recommended. Decisions are usually drawn between the public cloud, private cloud and hybrid cloud models, each of which has different advantages and disadvantages. Nowadays, many companies have access to a constantly increasing amount of data, which needs to be stored in a highly secure manner. In addition to the high technical demands of the server systems, this often includes strict data protection guidelines, which are a decisive factor in the future viability of the company. For this reason, business representatives are increasingly relying on multiple cloud strategies and diverse cloud solutions from both large and smaller providers, which can operate with the latest technology, maximum data security and great flexibility. Due to the national and international positioning of the providers, location-independent solutions are no longer a problem.

### **Flexible yet secure?**

Ranging from the size of the company, to the amount of data, to the complexity of the IT infrastructure, a wide variety of factors reveal certain needs that a company should have for internal data management. Based on complex corporate structures, many business leaders are wondering which cloud strategy they should pursue. Public cloud solutions, in which the underlying computing resources are available to several users, offer a high degree of flexibility. The main benefit of this model is the fast and simple commissioning and deactivation of virtual instances, which benefits companies with a rapidly rotating product portfolio or service-oriented businesses. However, there is a major challenge in meeting security requirements, as users can only exert limited influence on the choice of server location. This is where the private cloud comes in, which, as the property of the user, significantly simplifies the protection of business-critical applications. Nevertheless, those

responsible are faced with a mountain of administrative and maintenance tasks, which can be reduced to a minimum through external data management in the public cloud.

## **Ready to go on all levels**

In recent months, online retail has once again emerged as the most promising distribution method in many industries. There has been increasingly strong growth in both the end-user and business customer environments. Due to modern cloud applications, agile applications such as online shops hardly require any maintenance work, which means downtime for consumers and consequently financial losses for the company are no longer an issue. Adjustments and updates to current conditions always run in the background and therefore do not interfere with ongoing operations. On content management platforms, the cloud also offers the benefit of making data available at short notice and practically at the push of a button for several locations or countries. The path to a successful cloud structure ultimately depends on a precise analysis of the initial situation. The cloud unifies various management systems, which often lead to confusing process structures, into a single unit. In order to take the right approach, it can also be very helpful to implement such a project with the help of external IT experts. Starting with the goal formulation to the implementation and the ongoing handling of technical problems, these service providers ensure that sensitive data is securely located in the cloud application which is suitable for the business."

Further information on the topic of cloud: <https://www.diva-e.com/de/news/whitepaper-welche-cloud-strategie-ist-die-richtige-fuer-mein-unternehmen/>

## **About Jerome Evans**

Jerome Evans is Managing Director Data Centers & Cloud at diva-e Cloud GmbH. For more than 15 years, he has been involved in IT services and especially data centre services, which he provides with his IT company firstcolo, founded by himself and now also part of the diva-e group. His work focuses on the construction and operation of data centres. Jerome is also an expert in blockchain technologies and actively contributes to shaping the future of the transactional experience partner diva-e with his management skills.