

# Achieve your Cloud Goals in Three Easy Steps



## Three Cloud Goals you Need to Know

**What are your cloud goals?** Start thinking about your goals when you first started purchasing computers. What were your goals then? You built a network for your business. What were your goals for that? Every time you've invested more in information technology (IT) you've found your goals rising higher. Even higher when moving to cloud computing. The biggest question there is where to start. Start by setting the following goals:

### **GOAL #1: Get yourself out of the IT business (as if you ever wanted to be in it in the first place...)**

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When you first purchased computers, you were excited. When you started connecting them together the possibilities were astounding. As your network grew, you built a data center hiring people to resolve any problems. IT became a budget item. You found yourself in the IT business.

#### *To get out, recognize that it's not what it is... it's what it does*

You don't need internal IT. You have enough headaches running the business that pays your bills. Ask yourself what's important; not what those investments buy you, it's what IT does for you that counts.

#### *Do IT elsewhere*

Find somewhere else to handle your IT. Some other data center owned and operated by someone else and contracted to provide better service than you could because it's what they do for a living. They share virtualized resources between you and others achieving incredible economies of scale, which is what gave birth to cloud computing. Better service at lower cost.

### **GOAL #2: Prepare to innovate by surveying what others are accomplishing with Cloud Computing**

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#### *Eliminate boundaries and enjoy new agility*

Where people need resources no longer matters. It used to be faster in the office near the servers. Now, no matter where they are performance is the same.

Want to send a quick message? Just type and go. Better to talk? Just click. Need to be more persuasive, add video. Just click. Collaborate on an important contract? Yep. Just click. Everyone comes together in the cloud to get things done.

#### *Know more*

Social listening, machine learning, and artificial intelligence sift through every reference to your customers, sort it all out, showing you inferences and intentions you'd never have spotted. With new insight you provide them the kind of experience that keeps them coming back. People love to deal with people who know them well. Your cloud presence enables you to know them best.

## GOAL #3: Before you go, map your journey to the cloud

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Heard others complain their cloud transition was difficult? You can bet those people didn't do much careful planning.

You're moving high-value data assets to the cloud. Everything requires thorough evaluation, careful planning, roadmapping, and constant testing, it's your fiduciary duty.

### *First evaluate what you're moving, in what order, and to where*

What applications are people using? Which people are using what? What data workloads do they require access to? What data is so long unused that it could be archived offline?

Don't attempt everything in one massive move. You'll fail. Plan what to move first, second and last based on data criticality and the number of users. Start with lower-value data and work your way up. You'll soon find yourself all-in to the cloud.

To learn more about how Packet Fusion's expert cloud consulting advisors can help you decide exactly what you need, how to budget for it, and how to achieve your desired results, call **1.866.972.2538** or [sales@packetfusion.com](mailto:sales@packetfusion.com).



### About Packet Fusion

Packet Fusion helps businesses become more agile and control costs so they can navigate today's ever-changing demands through our expert advisory services in telecommunications, cloud and contact center solutions. Our core competency is our years of experience and knowledge of the solutions and technologies available, and how they can have an impact on business processes and infrastructure, so customers can focus on what they do best.

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