

“AWS WOULDN’T HESITATE FOR A SECOND TO HOST THE OLYMPICS TOMORROW MORNING. WOULD YOU?”



Many organisations are aware of the benefits of the cloud. Customers such as Teleena, Priva, Asics, GVB, Buma Stemra and the very innovative Dutch municipality of Hollands Kroon also knew that this transition had to be done with support. MatrixMind ensured that these organisations were able to make their own journey to the cloud at their own pace and found a good initial balance between on-prem and public. We make public cloud adoption predictable, reliable, secure and cost-efficient. At the end of our journey, which we base on a cloud-first philosophy, we guarantee that you will have spent your last on-premise euro.

Is the cloud secure? We want to go to the cloud, but not directly. How do we do this? Many organisations would like to go to the cloud, either partially or all at once, but they are still stuck with questions like this. In the meantime, cloud providers such as Amazon Web Services and Microsoft Azure are becoming faster, more accessible and more customer-friendly, and the discrepancy in innovative power between cloud provider and on-prem solutions is growing. This makes the transition easier and more tempting. According to Almir Iriškić, founder and director of MatrixMind, with years of public cloud architecture experience, the fact that the cloud has become so successful can be attributed to the poor state of traditional IT. MatrixMind offers organisations the possibility to move to the cloud in phases.

■ What does this journey to the cloud look like?

Iriškić: “We offer a predictable journey, always with the same steps. First we make a cloud design. The next step is cloud integration with existing in-house data centres.

Things are then all cleaned up during cloud optimisation. This ultimately leads to the target architecture with a minimalisation of the on-premise architecture.

Our advice is to start with the infrastructure (IaaS). This way, pain can be removed without directly affecting business processes. For example, the cloud is very easy to use as a development platform or as an off-load for low-hanging fruit such as backup, OTAP and management servers. You turn it off again when you no longer need it. If you want to save costs, you will have to work with intelligent up- and down-scaling.

■ So you don’t have to start with the processes that hit the business hardest?

“The order in which you implement it is important, but the cloud is ultimately suitable for business-critical applications. Organisations need to make the journey to the cloud at their own pace. MatrixMind’s approach has a number of unique advantages.

THE END OF ON-PREMISE INVESTMENTS

You guarantee freezing of premise costs.

How do you do that?

“Most IT parties want to keep their customers in their own data centres. They have traditionally made more money from their own shared (private) cloud. We say: your earnings model is our revenue model. We earn from the kick-back fee of cloud providers such as AWS and Azure, which means our goal is identical to that of the customer. Once you have landed in the cloud as an organisation, we guarantee that you have spent your last euro on-premise. We are so convinced that we will succeed, that MatrixMind pays for any capacity expansions on-premise.

NO LOCK-IN

What if a client wants to change the cloud provider or part from you?

“An exit from any cloud provider is always possible while maintaining the applications and infrastructure. Unlike most suppliers, we do not have a three-year contract. If a customer wants to leave us tomorrow morning, an exit is immediately possible. Thanks to our Cloud Gateway, you can easily switch to another provider or even migrate back to your own data centre. This is due to our strategic cooperation with Equinix as supplier of the data centres. Equinix is vendor and platform-neutral and is the only provider that can access all hyperscaling cloud providers (AWS, Microsoft Azure, Google and many others). With our Cloud Gateway, you invest in a minimal infrastructure: a few components to ensure security, manage identity and organise portability.

SCALABILITY

How easy is it to add capacity when needed?

“A feature of cloud computing is its scalability, so that capacity can grow with your business. If you suddenly have an enormous success with Pokémon Go or you would like to host the Olympic Games suddenly, so to speak, it can be arranged within fifteen minutes. Scalability is an integral part of the design.

We use cloud native building blocks, which allows for infinite scaling. Extreme scaling is not a challenge for cloud providers, AWS doesn't blink an eye if they were to host the Olympic Games tomorrow, but as soon as you choose a hybrid solution you should be able to scale on-prem infra setup at the same pace. This is where the complexity lies: hybrid scalability without concessions to security, exit scenarios, portability, etc.

SECURITY

Many organisations are reluctant to go to the cloud because they worry about security. Can MatrixMind reassure them?

“The CIO of a large international company would undoubtedly approve the way in which we have arranged security for our clients. Nowhere is there a single point of failure. We work with multi-layering, use an auto-scaling approach for security, use multi-subscriptions, infra deployment is OTAP based and we can work with content encryption if desired. Whatever component topples or is compromised, it will never compromise the security of the network.

MatrixMind Modern Virtual Data Centre

Our Cloud Gateway combines the benefits of the public cloud with the strict security requirements of your own environment. We create a seamlessly integrated, secure stretched IAAS solution across your own location, co-location (Equinix) and public cloud. Based on state-of-the-art technology of Netapp, Palo Alto, AWS and Microsoft, placed in Equinix's most modern AMS4 DC, from which minimal latency can be guaranteed.

The benefits:

- ✓ No more investing in on-premise hardware
- ✓ Proven in the most complex environments
- ✓ Guaranteed exit (technical and contractual, cloud and service provider)
- ✓ Multi-cloud access (AWS, Azure, etc.)
- ✓ Real cloud unless: maximum migration to the cloud
- ✓ State-of-the-art security throughout the chain
- ✓ Fully managed



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