



Real World Examples of Infrastructure as a Service (IaaS)

Gartner predicts that the IaaS market segment will reach \$50B in this year and is forecasted to grow nearly 25% year over year.



Today's workloads and application demands require networks to be configured for prioritization as well as easy and quick access to clouds and colocation.

IaaS refers to cloud-based infrastructure resources delivered to organizations via virtualization technology that helps build and manage servers, network, operating systems, and data storage.

IaaS eliminates the need for remote access hardware, helps with data replication and virtual access, it offers security options, and provides an operational expense model.

Here, we're taking a look at three real-world scenarios to help illustrate the benefits of IaaS for small to mid-sized businesses.

Story 1:

THE SITUATION

A small software company experienced exceptional growth with one of their niche solutions and made the decision to create a company spinoff focused solely on that specific niche market.

THE CHALLENGE

The newly created entity has only 90 days to extract itself from the parent company and be functional as a standalone business—from finances and employees to hardware and networks. There is little to no budget to build an entirely new infrastructure in the short timeframe, and they're not sure how much this new venture is going to grow or how fast—leaving them with the dilemma of not wanting to over-purchase, wasting valuable capital, or under-purchase, leaving them vulnerable to not being able to keep up with demand. Additionally, the new company shares an already strapped IT department.

WHY IAAS?

IaaS is the perfect solution in this situation. The new company can acquire on-demand compute, storage, security and various applications they need to run the business without having to lay out a lot of up-front capital, purchasing hardware, finding space for servers, maintain software and manage licenses, etc. They can have their cloud-based solutions up and running in a relatively short period of time and have a reliable and agile infrastructure that is able to easily grow in line with company growth.

Story 2:

THE SITUATION

A small chain of privately-owned wilderness supply stores in the Northern U.S., near the Canadian border, has experienced steady growth over the past few years, with many repeat customers who spend time vacationing outdoors in the Great White North. These stores have become the mainstay of many naturalists and outdoor enthusiasts en route to their destinations. Several of the chain's long-time customers recently relocated to Canada and have been encouraging the owner to expand their business over the border.

THE CHALLENGE

The paperwork to do business in Canada is done; the store locations are under construction, but this small company has almost no concept of the type of infrastructure needed at each location to enable the stores to operate effectively during peak seasons and scale back when business is slow. They have even less idea how to procure this infrastructure in Canada and ensure that the proper data privacy laws are being adhered to behalf of the company's new customers.

WHY IAAS?

The Canadian technology consultant the owner brought in to help with these decisions understood money was tight, given the outlay of cash to build new locations, and the importance for the right set of solutions needed for the business to operate efficiently.

By taking advantage of IaaS, the stores avoid procuring data centers or spending money on costly hardware. Instead, they take advantage of the existing tech footprint and leverage a Canadian cloud provider for network and security solutions. In doing so, the stores are ensuring agility to scale up and down based on business needs, avoiding latency issues, and safeguarding both their network and customers' data.

Story 3:

THE SITUATION

Two brothers had a unique idea for a new business, a mobile dog grooming service. The market in their area— upper income, working families— is perfect for this type of business, and they have just quit their jobs to take the leap.

THE CHALLENGE

They don't have a lot of money, and the money they do have really needs to be invested in tools, equipment and marketing. At minimum, they need a database to store customer information, a way to keep track of their appointments, and some sort of accounting solution easily accessed with just an internet connection. Is this the end?

WHY IAAS?

Like many new companies today, theirs will be born in the cloud. Moving IT infrastructure to the cloud, the brothers don't need to make any up-front investments into hardware or data centers; IaaS allows them to start off with just the right amount of bandwidth and storage—while still keeping their network secure—and not break the bank. The brothers don't have to worry about over-investing in hardware (and securing the capital to do so) or needing a physical location to house hardware. They're minimizing their risks and ensuring they have the means to quickly and easily scale up as their business grows.



Already thinking of the various customers IaaS can help?

Talk to your channel manager today to learn more about vendors and use cases.

Interested in becoming a TBI partner to take advantage of resources like these?
Contact us at bit.ly/2wAsiLx

Or, set up time with one of our Tech Gurus, who can help sell in and architect ideal solutions to drive your customers' businesses forward.

TBI partners can contact the Tech Guru team via techgurus@tbicom.com or by requesting time via calendly.com/tbi-tech-gurus.

