

# CLOUD IN THE MID-MARKET:

## AN ILLUSTRATED BUSINESS CASE

Most of Canada's small and medium-sized businesses (SMBs) have never been able to purchase the IT equipment that would let them compete with larger firm. Infrastructure-as-a-service (IaaS) changes that. A recent workbook published by IDC offers insight into planning for IaaS.

### IAAS BENEFITS IN BRIEF:

IDC says small firms and tech-intensive startups can leverage this model to:



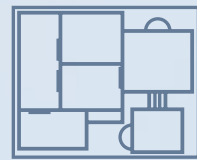
Accelerate their product development and deployment



Reduce capital requirements for computing equipment



Overcome challenges in recruiting/retaining infrastructure personnel



Maintaining adequate datacenter space

### IAAS OPTIONS FOR MID-MARKET AND SMB FIRMS:



#### Private

Private IaaS restricts infrastructure resources to a single client.



#### Public

Shared, multi-tenant infrastructure which is used by a diverse set of clients.



#### Hybrid

Combines Private environments with the ability to seamlessly "burst" to access Public Cloud as additional resources are needed.

### IAAS PROVIDER OPTIONS:



#### Tier 1 Vendors

Primarily aimed at large enterprise and mid-market



#### Specialty hosting firms

Primarily aimed at mid-market/SMB



#### Telcos

A broad range of infrastructure services for various customers