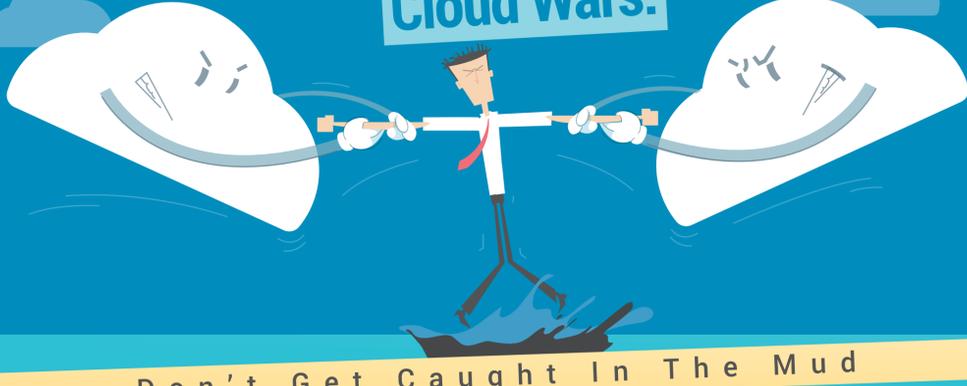


Casualties of Cloud Wars:



Don't Get Caught In The Mud

Many have fallen victim to cloud struggles

Amazon Web Services



Rackspace



Microsoft Azure



VMware-based Cloud Service Providers



Adopted Stalled or Failed

415 professionals in the US, EMEA & APAC were asked: Which of these public cloud platforms have you considered?

Benefit from the lessons they learned

The Six Unexpected Challenges to Cloud

88% of respondents were surprised by one or more of these unexpected challenges.

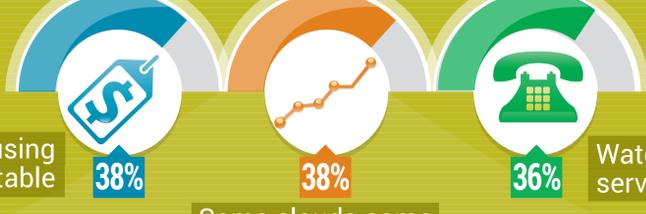
Julie Craig, EMA



Pricing

Performance

Support



Can be confusing and unpredictable

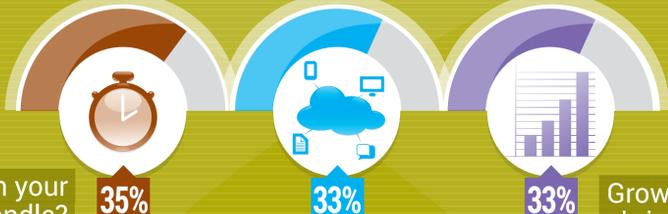
Watch for pricey service contracts

Some clouds come with noisy neighbors

Downtime

Management of Cloud Services

Scalability



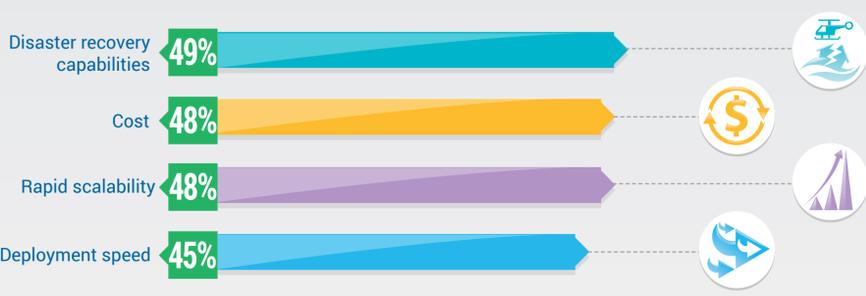
How much can your business handle?

Growing and shrinking isn't always easy

The learning curve can be steep

Quitting is not an option

Despite challenges, IT continues its push for cloud to keep pace with innovation and protect business



Know who you need on your team

80% of respondents require some amount of professional services. Assess your requirements upfront.



98% said high quality, highly available phone-based support was critical, but phone-based support is far from standard among public cloud companies

Call, chat & email— iland's personal support is included as part of its cloud services

And what capabilities to look for

Top capabilities needed to make public cloud more accessible

Better management dashboard (52%): Clear visibility into performance, usage and pricing is required. Predict costs, manage resources, maximize performance and enhance compliance with iland's ECS portal that sets a new standard in cloud transparency.

Easily increase or decrease your resources without downtime using iland's flexible options. **Virtual Machine Scaling and Resource Scalability (47%):** Scaling without downtime can be tricky.

Better VMware vSphere integration (45%): Integration with on-premise systems can be challenging, especially if a public cloud is built on a different hypervisor. iland's enterprise clouds leverage VMware technology to give you the functionality you've come to expect from your own datacenter.

iland offers three simplified pricing models with no additional charge for switching between them. **More transparent pricing: (43%):** Complex pricing models cause expensive surprises.



"Stories about successful cloud implementations are captivating, but the reality is that cloud is more complex than many news headlines make it out to be," said Dennis Drogseth, vice president, EMA. "Companies must be self-aware. Unless they have an experienced staff that can manipulate the mass-market systems of the big providers, they should seek cloud vendors that take a different, personalized approach."

For more information, go to: info.iland.com/ema-survey