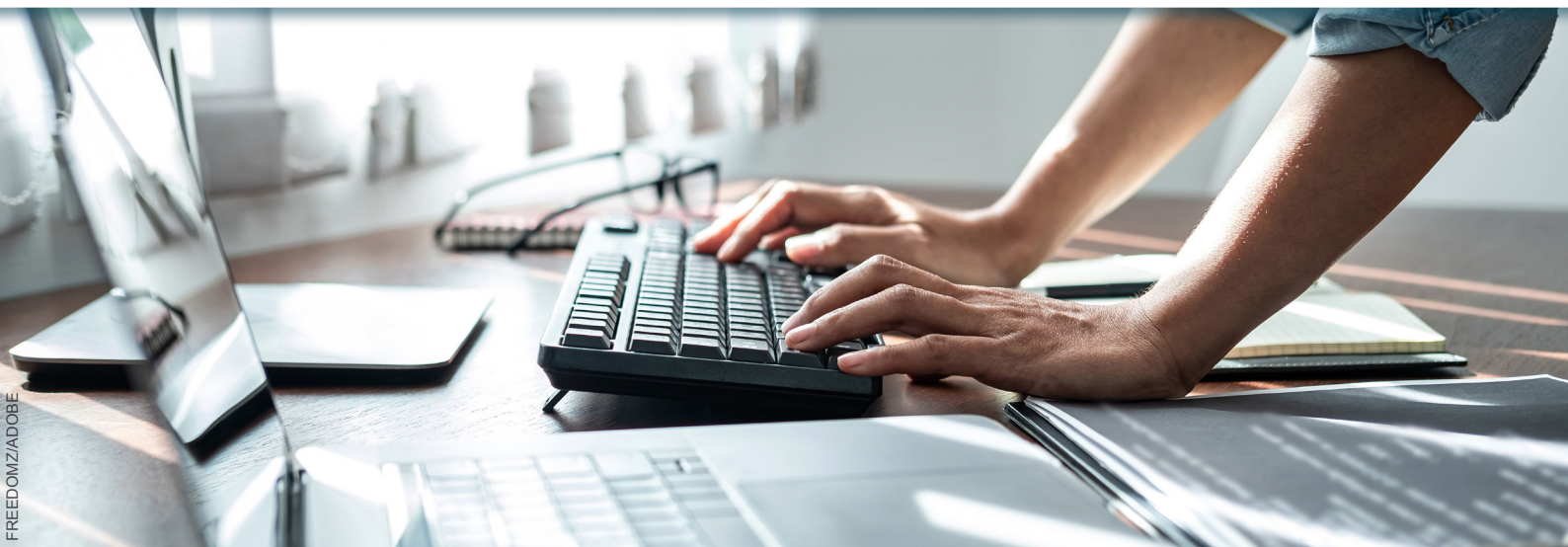


HOW TO TAKE THE PAIN OUT OF MULTI-CLOUD MANAGEMENT



MULTI-CLOUD WITHOUT THE PAIN

As enterprises increasingly adopt a multi-cloud strategy, they often find this leads to greater complexity and higher management costs. The emma platform makes it easy for organisations to securely manage all their cloud providers via a single interface

The adoption of a multi-cloud strategy is becoming increasingly common within the enterprise. More than 65% of organisations currently operate within multi-cloud environments, with another 20% saying they are actively pursuing an additional platform for their cloud environment.

Additionally, over the next couple of years, Microsoft predicts that almost nine in 10 companies will increase spending on multi-cloud or hybrid cloud, and 95% say those technologies have already been critical to their success.

For many organisations, the benefits of the cloud are clear as they pursue cost-effective and appropriate solutions for their specific workload requirements. They understand that cloud is a business enabler and recognise the competitive advantage it delivers as they look to scale quickly, reduce time to market and accelerate innovation.

The growth of multi-cloud

But what's behind the growth of multi-cloud? The strategy involves utilising multiple cloud service providers, strategically distributing

The goal of multi-cloud is to eliminate the reliance on a single provider, optimise costs, improve flexibility and leverage the capabilities of different cloud providers

workloads and applications across different platforms to harness the unique strengths and capabilities of each provider. The goal is to eliminate the reliance on a single provider,

optimise costs, improve flexibility and leverage the capabilities of different cloud providers.

Moreover, a cloud-agnostic multi-cloud strategy takes this approach further by aiming to minimise dependencies on any specific cloud provider. It focuses on ensuring that applications and workloads are designed and implemented in a way that allows them to run seamlessly across different cloud environments, without being tightly coupled to any particular cloud provider's services or proprietary features. This gives organisations the freedom to choose the best cloud solution for their needs and to switch between providers and locations without encountering compatibility issues.

In practice, a common example of where organisations might leverage multi-cloud is in software development. Developers may opt for alternative cloud environments for testing purposes in a bid to control costs. Organisations may also look to specific services that a cloud provider can offer that are not available on their primary cloud, such as machine learning models.

Another consideration is reliability: organisations need to ensure their applications work when nothing else does. If their primary cloud service provider suffers a disruptive incident, they need their critical applications backed up elsewhere, preferably in a different geographical region. Sometimes organisations can even find themselves managing a disparate cloud estate through acquisition.

Whatever the reason, multi-cloud nirvana promises a world where organisations can seamlessly manage multiple providers and virtual infrastructure performance while achieving greater efficiency.

More clouds means more complexity

However, the reality of the situation can be quite different. This is because more clouds means more complexity – and often enterprises

don't have the time, skills or resources to manage that environment effectively.

Organisations are faced with managing multiple cloud providers, each with its own unique tools, platforms and interfaces. This also means they struggle to ensure consistency in terms of security, compliance and performance across the multiple providers.

"Each cloud is different one from another. They are not connected and managing them requires different skills and tools," says Dmitry Panenkov, CEO and founder of multi-cloud management platform, emma. "As a result of the

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lack of available expert skills and inconsistent governance approaches across clouds, security in the multi-cloud environment is a huge issue. On top of that, you need to manage a number of different contracts and service level agreements, and you need to train your staff properly to manage the different services.

"Organisations need to manage everything: the costs, the services, the data, the team members, the limits, the network, the data. Everything is overcomplicated."

The challenges of multi-cloud management

Without true visibility across the multi-cloud estate – having a picture of what services and apps are running in which environment and



where resources are being allocated – it can be easy to overspend on running multiple clouds. As a result, in 2023 managing cloud spend has overtaken security as [the top challenge facing organisations](#).

At the same time, many organisations are finding themselves underprepared and lacking resources to manage their multi-cloud environments – 2023 research found that [only 9% of companies have extensive experience with more than one cloud provider](#).

But hiring qualified cloud engineers presents its own challenges, with the impact of the digital skills shortage continuing to make recruitment difficult.

“There’s a lack of highly skilled professionals on the market,” says Panenkov. “It’s difficult

to find them, it’s difficult to onboard them. It can take time for them to understand the environments and the workloads. Then, if any of those key employees leave the company, they take that knowledge with them, leaving that organisation struggling to fill that gap once again.”

Another huge challenge is that organisations are forced to utilise a disparate array of tools to manage multiple clouds. Every tool serves a different purpose and is designed to help organisations manage different aspects of their cloud computing environment.

Being forced to use five or six different, non-integrated tools to manage cloud spend, networking, security, microservices or automation, is a major contributor to cloud

complexity, alongside reduced efficiency, limited interoperability and higher costs.

Reducing the cost and complexity of managing multiple clouds

Keeping track of multiple cloud resources and billing cycles requires robust monitoring, management and optimisation strategies.

The emma platform – emma is an acronym for “enterprise multi-cloud management application” – is a multi-cloud management platform that addresses these challenges by streamlining the implementation of an organisation’s multi-cloud strategies. It provides customers with the flexibility, control and efficiency they need to manage their modern cloud estate, without any additional investment in software and infrastructure.

This means the emma platform can dramatically reduce the cost and complexity of managing multiple clouds. A single platform, it replaces the need for multiple, piecemeal solutions. And importantly, the platform is cloud agnostic, so unlike other tools that are designed to manage only certain cloud providers, the emma platform can run across any cloud environment.

Through its unified cloud management console, the emma platform provides a centralised view of all cloud resources across multiple cloud providers. Whereas other multi-cloud management tools may require users to switch between different consoles or interfaces to manage different cloud resources, the emma platform allows users to manage their entire cloud infrastructure from a single interface, simplifying management and reducing the risk of errors.

Democratising cloud management with easy-to-use, no-code platform

Moreover, emma is a user-friendly, no-code, point-and-click platform, which makes it easy to use and helps to overcome the challenge of employing highly skilled IT teams that have

to be trained on multiple cloud providers. This also means smaller organisations with fewer resources can benefit from the same, simple multi-cloud management as a large enterprise.

“Customers only need two or three hours to understand how the platform works,” says Panenkov. “They quickly realise they don’t need 10 people to manage their cloud providers. That also means nine of those team members can be reallocated to other strategic tasks such

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as working on the organisation’s IT roadmap, developing new features or building new tools that accelerate their time to market. So on top of cost savings, they get peace of mind and freedom for their employees.”

The tool offers integrated cloud management with cost management, reducing customers’ cloud bills by 30-35% on average. And uniquely it runs off emma’s own network backbone. This means it proves to be up to three times cheaper than other tools when moving data through the network between clouds, due to the price of cloud ingress/egress across other networks. This network overlay also provides an unseen level of centralised management and policy enforcement across multiple clouds.

“The emma platform is a comprehensive solution, encompassing different services to help customers eliminate the complexity of multiple clouds,” says Panenkov. “At its foundation, we have our own networking



backbone that automates the complexity around connectivity and eliminates vendor lock-in. On top of this foundation, the software automates the deployment of workloads and applications into and between any cloud, whether private or public – there are no limitations.”

The emma platform also leverages machine learning algorithms that analyse the behaviour of workloads, which helps to advise customers on the best approach to scale and manage their applications cost-effectively. This information is all presented in a single, easy-to-understand dashboard.

Leveraging multi-cloud for competitive advantage

Enterprises today recognise that the cloud is necessary to scale faster, reduce time to market and drive innovation. The cloud is essential to transform business models to gain an advantage in a competitive landscape. With the increasing

adoption of multi-cloud, managing that environment has never been more important.

The emma platform enables organisations’ digital transformations through the agility, scalability and responsiveness of the cloud, in the most effective way. It is a single, easy-to-use, cloud-agnostic, multi-featured platform that enables you to securely manage your multi-cloud environment from one place.

On top of this simplification, emma is the only platform that combines cloud management with its own networking backbone, maximising the cloud spend reduction for the user. This means you can deliver the benefits of multi-cloud, but without the complexity.



Click here to learn more about the emma platform.