10 Things You Need to Know About Managed Applications

Are cloud-managed applications in your future? The answer is almost certainly "yes." Take advantage of this primer and learn the ins and outs of cloud managed applications including the 80/20 rule, the impact of Millennials, Big Data, security issues and more.

1

Managed Applications Take Off: A few years ago, most enterprises hosted their own applications. Today, there's a groundswell of applications headed into the cloud. Major software vendors such as Adobe, Microsoft, Oracle, Salesforce and SAP have all made cloud hosting a mainstream option for their customers. Navisite® has played an active role in this evolution, as a partner of both Microsoft and Oracle and a leading provider of managed applications. The end result: as enterprises look at migrating to new platforms or upgrading to new capabilities they are almost always considering a cloud option for ongoing application management.

2

It's Not Just About The Cost Savings: While the initial appeal of the cloud for managing applications was cost savings: less hardware, less administration, only buy what you need and scale up and down as appropriate—that's now changing. CIOs and IT managers who work with Navisite are, of course, looking for cost savings, but that's just part of the value equation. They now view managed applications as a way to help increase business agility and responsiveness, while safeguarding critical business data and enabling the workforce which leverages it.

3

More Than Just Hosting: As managed applications become more mainstream, cloud providers are going beyond just hosting and offering a more robust suite of application management services and expertise. For example, Navisite offers comprehensive application management services designed to help fine-tune performance and reduce operation costs. Relieving internal IT teams from the burdens of upgrading, customizing and patching applications leaves more time for developing new ways of leveraging the intelligence these applications are capable of generating.

4

Complicated Workloads: While we like to divide the world of IT into simple categories—on-premise vs. cloud, public cloud vs. private cloud—the reality is never that simple. For starters, more and more IT environments are hybrid—both cloud and on-premise: data, applications and workloads are in different places at different times. And often what we refer to as an "application" is really a combination of different elements—a workflow—that blends together a range of components: ERP and CRM, back-office and customer-facing, mobile and web, off-the-shelf and customized. Maintaining all of this—refining and adapting workflows, taking advantage of new capabilities, fixing security issues—increases the demand for managed applications services.

5

80/20 Rule on Managed Applications: For many enterprises, it's no longer a question of "Will I put applications in the cloud?", but "Which ones should be the first?" At Navisite, we often find it helpful to use the 80/20 Rule: In a typical enterprise, it's likely that 80 percent of the value being created—including revenue, competitive advantage and unique capabilities—comes from 20 percent of the applications in the enterprise's portfolio. This 20 percent tends to be comprised of larger, more complex and widely integrated applications. They are also the applications with the greatest elasticity in demand—high peaks and lows—which makes them ideal for being managed in the cloud.

Spectrum ENTERPRISE | Navisite®

6 **Going Beyond Virtualization:** Many enterprises that are leading the way in the cloud have, in recent years, reaped the benefits and cost savings of server virtualization. Managing applications in the cloud offers a way to take that positive experience with virtualization to the next level. Navisite virtualizes the performance of applications across hardware, both within and between its data centres.

7 **Benefits Across the Application Lifecycle:** As you plan to transition your applications to the cloud, it's important to keep in mind that the benefits you gain will vary across the application lifecycle, starting with the upfront development and quality assurance/testing periods (when demand for resources may actually be the greatest); through long-term delivery with its variations due to seasonal demand, the business cycle, user/customer needs, etc. Navisite has implemented a wide range of capabilities for scaling resources across the lifecycle, starting with application development and on-boarding through management of vendor-released patches, service packs and application upgrades.

8 **Maximizing Application Availability:** The most important feature of any managed application environment is availability—specifically has the cloud provider invested in the infrastructure that maximizes uptime. That's why it is critical to look in detail at what the cloud provider offers. At Navisite, all compute and network components are configured with full redundancy. This means that if the primary instance (e.g., production environment) fails, the standby instance (e.g., non-production environment) kicks in and assumes the role of primary. In addition, Navisite's N+1 server architecture ensures hardware availability. Finally, Navisite's data centers comply with SSAE-16 requirements for physical and logical security.

9 **Support for Governance, Risk and Compliance from the Ground Up:** When enterprises decline to take advantage of the cloud for application hosting, it's often because they are worried about security. But in reality, cloud-based application management offers security advantages which may be lacking in existing, premise-based applications. For example, legacy systems may lack strong role-based security and require add-on workflow to help ensure ad-hoc approval and review processes. This can be a challenge in regulated industries and may leave the organization vulnerable. Moving to a proven, hosted application management provider can offer a way to avoid these security problems.

10 **Generational Shift and Big Data:** Managed applications will become more prevalent as the Millennial generation takes the reins of IT and the challenges of managing Big Data become more evident. Millennials are accustomed to exploiting technology as a utility, available anytime, anywhere and able to be customized to their needs. Having grown up with cloud-based services, Millennials are less interested in physically owning an IT facility filled with equipment that is outdated the moment it gets acquired. As a result, the rise of the Millennials will dramatically enhance the role that managed applications play. Big Data will be another driving force behind the growth of managed applications. As businesses look for new ways to benefit from the huge amount of data that is now available to them, their applications become more essential, and an organization's ability to leverage that data will become imperative; a larger challenge when critical data experts are encumbered by the administration, maintenance and management of these applications. The elasticity of the cloud makes it ideal for vast increases in data stores. And as more and more data moves to the cloud, applications are sure to follow.

For more information about Navisite, visit navisite.co.uk

Spectrum ENTERPRISE | **Navisite**®