# WHAT'S THE FUTURE FOR THE PRIVATE CLOUD?

As public clouds increase in popularity — flaunting seemingly low-entry price points, disaster recovery options, and highly touted security and high-availability features — some have wondered if it spelled the end of the private cloud.

In reality, private clouds are the way of the future.

It may seem counterintuitive, but public clouds and the features they boast are not pushing private clouds out of the picture. Instead, they are strengthening the viability and bolstering the importance of private clouds.

Public clouds make private clouds better. And organizations leveraging private cloud deployments are reaping the benefits.


## THE ADVANTAGE OF PRIVATELY MANAGED

Private cloud providers have learned they cannot solely rely on security, availability and disaster recovery as benefits over other hosting options. Private clouds once had an advantage in these areas, but public clouds have advanced and today, many stand on equal ground.

By necessity, private cloud providers have had to innovate and improve to stay in the market. And they have found their niche.

Private cloud offerings — like the Hyland Cloud — embrace the advantage of being "managed" clouds. They carry an important distinction: they are managed by product experts, or the people behind the platform. This expert management translates into organizations needing fewer technical resources to monitor, upgrade, patch, procure, troubleshoot and manage the infrastructure for solutions.

At the same time, organizations gain a team dedicated to security, availability and disaster recovery. At a time when IS staffing is lean and IT departments are asked to do more with less, this is a huge benefit for any team.

## UPGRADING THE UPGRADE EXPERIENCE

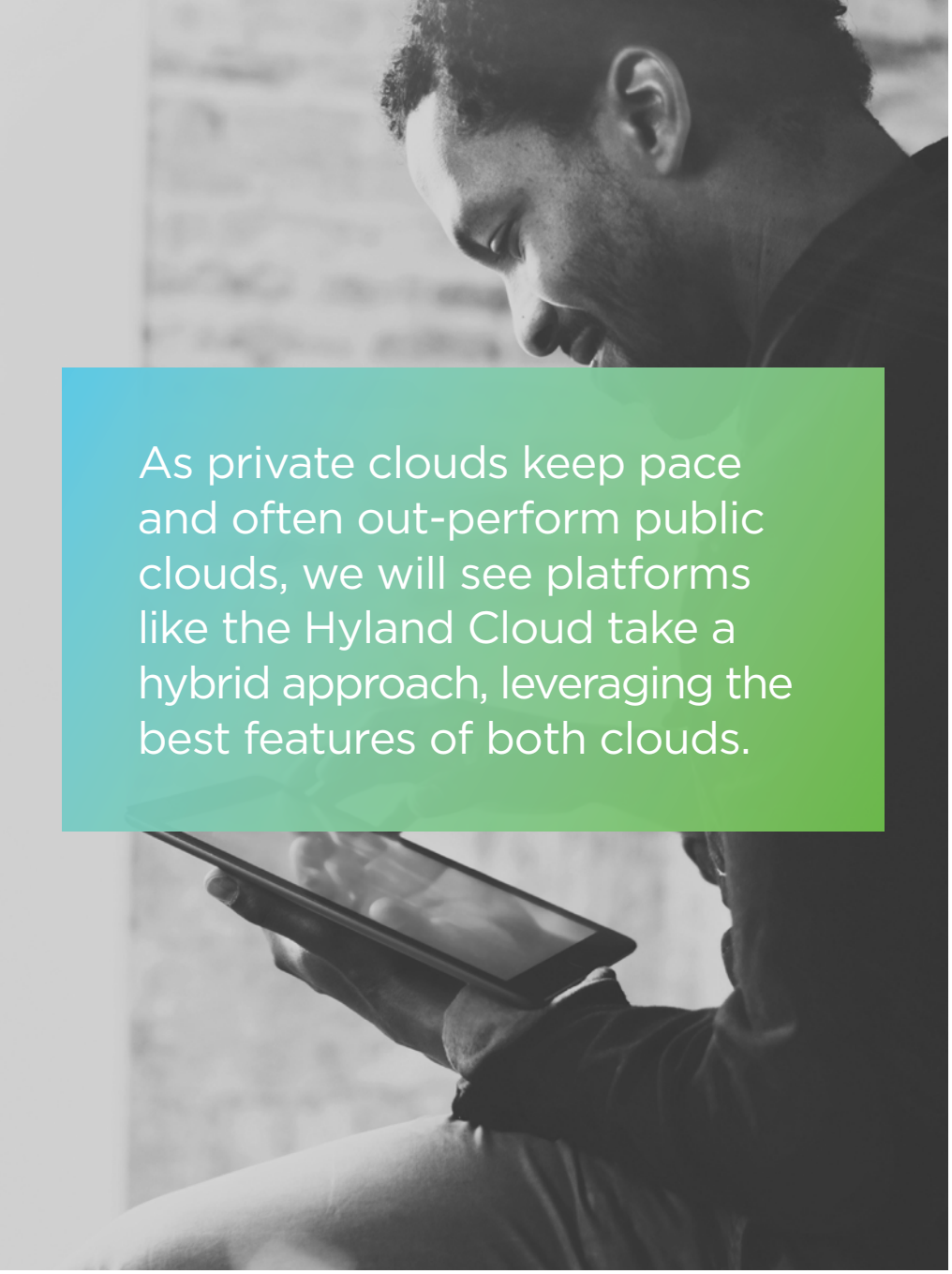
Upgrades, especially for enterprise applications, can become a substantial undertaking for any organization.

This is one area where private clouds like the Hyland Cloud bring value over a public cloud. With some popular public clouds, it is still the customer's responsibility to do all the work for an upgrade. This can include procuring new machines, installing/upgrading the new software version, patching current infrastructure, etc. An organization can expend hundreds of person-hours performing this work — work that Hyland's Global Cloud Services performs for customers.

This factor extends to similar tasks like refreshing testing environments and installing new add-on solution components. For many Hyland Cloud customers, not needing to perform these activities alone can bring a huge return on investment.

## A (PRIVATE) PLATFORM FOR THE FUTURE

The future for private clouds is very bright. The demand for applications grows by the day, and organizations increasingly require support for multiple platforms like tablets and mobile phones — as well as support for microservices and containerization.



As private clouds keep pace and often out-perform public clouds, we will see platforms like the Hyland Cloud take a hybrid approach, leveraging the best features of both clouds.

To meet these demands, software vendors will look to offer their own private clouds. Using a private cloud gives a vendor the control it needs to support these new technologies while allowing for a continuous delivery model: getting enhancements and new features into the hands of the consumer as quickly as possible.

As a pioneer in offering content services in the cloud, Hyland has been in the private cloud game for years, and we quickly adopt burgeoning modern technologies. As we embrace microservices, dynamic platform support and additional pure SaaS offerings, customers utilizing the Hyland Cloud will be on the cutting-edge, benefitting from these enhancements and new features.

Furthermore, the Hyland Cloud includes tailored compliance support that extends all the way to the application layer; 24/7/365 monitoring and built-in incident management; a team of more than 130 dedicated experts supporting cloud applications; and an architecture purpose-built for information management — all features that public clouds either can't offer or offer at an added cost.

Public cloud providers still have an important part to play in shaping this future. They will continue to raise the bar in regards to security, flexibility, rapid deployment, high availability and disaster recovery.

## BEST OF BOTH CLOUDS

As private clouds keep pace and often out-perform public clouds, we will see platforms like the Hyland Cloud take a hybrid approach, leveraging certain features of both clouds. This symbiotic relationship will keep both clouds in business, while private clouds will flourish — providing expert services that public clouds simply cannot.

Public clouds are not causing the death of private clouds; rather, they're enlivening private offerings. Private clouds and public clouds can work together to make each other better — to the benefit of organizations looking to leverage the power of the cloud.

Learn more at **Hyland.com/Cloud**

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