CBTS Cloud Solutions on AWS: Paving the road to digital transformation

aws

A flexible, high-performance and cost-effective cloud is the linchpin to success in the emerging digital services economy. As customers become increasingly adept at managing and utilizing applications and services to their benefit, organizations that cannot deliver the high availability and ease of use that has come to define the digital experience, will find themselves swept away by more nimble entities that can. It is no longer about the big beating the small, it is about the fast beating the slow.

This is why selecting the right manged cloud partner is essential. Despite the broad moniker of "the cloud," the fact is there are many, many providers out there, each one delivering unique architectures and services, and maintaining various levels of competency when it comes to delivery, support, and cost.

Equally important, is the selection of an independent, trusted advisor who can tailor the cloud experience to the needs of the individual enterprise. Only by thoroughly understanding things like current and future architectural workloads, emerging market forces and overall goals and objectives in relation to the business model, can enterprise executives expect to make truly informed decisions regarding their cloud spend, and the precise services and service levels required to optimize the overall data footprint.

This eBook will discuss the benefits of adopting Amazon Web Services (AWS) as your public cloud provider, and how CBTS can guide the enterprise toward a fully customized, optimized digital ecosystem.

The AWS advantage

According to Gartner, AWS is the most complete cloud provider both in terms of its present capabilities, and its future vision. In its most recent *Magic Quadrant assessment* (July 2019) Gartner made the following observations about AWS:

• **Enterprises rely on AWS more than any other hyperscale cloud provider.** In terms of both their annual financial commitment, and the percentage of deployed mission-critical workloads, top decision-makers view AWS as the leading strategic provider of cloud infrastructure and platform services in the market today.

• **AWS has a broader range of customer profiles than any other provider.** These range from startups to small and midsize businesses (SMBs) to large enterprises. Those using AWS also benefit from early adopters who push new technologies into the mainstream, de-risking those services and making them easier to consume and manage.

• **AWS is the most mature enterprise-ready provider, with the strongest track record of success.** It has proven itself to be the most useful partner ecosystem, not only for customers who value innovation and are implementing digital business projects, but also those migrating traditional data centers to cloud IaaS.

Part of this success is based on the impressive volume of new capabilities that AWS releases every year. This has resulted in an innovative, dynamic suite of tools that provide cutting-edge support for everything from management and governance, including automation and container orchestration, to advanced database modules, and even next-generation compute services like the Lambda serverless architecture.

While CBTS solutions on AWS deliver transformative results for the enterprise, it is still important to understand the best way to navigate the design and implementation phases in order to deliver a well-architected environment that is configured securely, and reduces risk. Every enterprise begins this journey with different legacy applications and infrastructure with different goals and objectives, so undertaking a change of this magnitude without a well-conceived plan could end up costing more while delivering sub-par results.

CBTS as your Managed Cloud Partner

CBTS has made a significant investment in both time and effort to become a Well-Architected Framework certified Advanced Partner. Designed by AWS, the Well-Architected Framework helps cloud architects build secure, high-performing, resilient, and efficient infrastructure for their applications. To become certified, providers must achieve the following five pillars:

• **Operational excellence**. The ability to run and monitor systems to deliver business value, and continually improve supporting processes, and procedures.

• **Security.** The ability to protect information, systems, and assets while delivering business value through risk assessments and mitigation strategies.

• **Reliability.** The ability of a system to recover from infrastructure or service disruptions, dynamically acquire computing resources to meet demand, and mitigate disruptions caused by misconfigurations, transient network issues or other causes.

• **Performance efficiency.** The ability to use computing resources efficiently to meet system requirements, and to maintain that efficiency as demand changes and technologies evolve.

• **Cost optimization.** The ability to run systems to deliver business value at the lowest price point.

Among all these pillars, security is paramount. If you do not configure the environment under an optimal security posture, you could be exposed. AWS shared security model features state-of-the-art capabilities, which are delivered and managed by CBTS. Just as the AWS Well-Architected Framework rests on five pillars, AWS Security offers a multifaceted approach:

• **Keep your data safe.** AWS puts strong safeguards in place on the infrastructure level to help protect privacy. All data is stored in highly secure data centers located in 22 regions around the globe with 69 availability zones.

• **Compliance regulations.** AWS manages dozens of compliance programs in its infrastructure, meaning that large segments of your own compliance requirements have already been completed.

• **Save money.** By using AWS data centers, the enterprise is able to maintain the highest standard of security without having to manage its own facility.

• **Scale quickly.** Security scales along with AWS Cloud usage. Regardless of the size of the workload, AWS infrastructure is designed to keep data safe.

• **Advanced security.** Services such as CBTS's managed security for advanced data protection are designed specifically for AWS environments, and provide the latest in threat detection and response.

All of this points out the need for a certified and experienced partner to help guide the journey to the public cloud. CBTS brings a number of significant advantages to this effort, overseeing not just the initial design, deployment, and migration but ongoing monitoring, alerting, and escalation of your entire AWS environment. We are a full-service cloud, end-to-end partner, and we are in it for the long haul.

Architecture and Advanced Consulting Partner

In addition to the time, resources, skills, and investment to become an Advanced Consulting Partner with Well-Architected Frameworks, CBTS has developed expertise in the following areas:

- **Custom Cloud.** The ability to consume cloud services in the model that meets clients' business objectives. Using a tiered approach, clients are able to move as high up the cloud stack as they choose.

- **Managed Cloud.** With CBTS taking over day-to-day infrastructure monitoring and management, clients can focus on their core business needs. There is no need to develop in-house cloud expertise, and it enables a speedier deployment, and faster design optimization.

- **Experience and proven results.** The ability to execute across a variety of AWS environments, including test/dev, and full production. This reduces risk and shares the burden of compliance and security.

- **Transform applications and infrastructure.** AWS puts strong safeguards in place to protect privacy. All data is stored in highly secure data centers.

Embarking on a digital transformation exercise is like taking a long journey aboard a complicated mode of transportation. Just like any ship, plane, train, or rocket—the enterprise needs an experienced pilot and a sturdy vessel to ensure it can arrive at its destination quickly, safely, and on budget. With CBTS as the navigator, the enterprise has all the help it needs to ensure it will have a safe and pleasant trip.

About CBTS

CBTS is a wholly owned subsidiary of Cincinnati Bell (NYSE:CBB) that serves enterprise and midmarket clients in all industries across the United States and Canada. From Unified Communications to Cloud Services and beyond, CBTS combines deep technical expertise with a full suite of flexible technology solutions that drive business outcomes, improve operational efficiency, mitigate risk, and reduce costs for its clients.

Contact us today to learn more about CBTS Solutions on AWS and visit cbts.com