

There's a cloud that can give every business peace of mind



Security, sovereignty and strategy in a cloud first world

Vodafone
Power to you



1

Strategic and secure: the modern cloud

Today every business market is in flux. Disruptive players are changing entire industries with technology and innovation. New tools are creating new opportunities, with the proliferation of choice making consumers increasingly powerful.

For every business this means demanding customers and more competition. It also means that successful businesses are always focused on ways to become even better at what they do. Driving forward by underpinning their operations with the right technologies and philosophies that enable them to take advantage of the digital workplace. Like the expanding Internet of Things, the global data boom and tools that make workers more productive and companies globally connected to their customers. In short, to keep up every company needs to be faster, smarter, more decisive and more secure.

Some leaders and CIOs are doing this – driving corporate digital transformation within their organisations. The move towards the cloud is a key part of how they are bringing about an era of greater agility, speed to market and innovation, while robust, off-site solutions are 'keeping the lights on'. However, for many businesses, cloud solutions are bought for various reasons, not all of which are linked to the overarching strategy that guides IT development, data sovereignty and infrastructure.

As a result, CIOs face a continually evolving technology and security landscape. They need to constantly understand considerations around what the business needs are, what data needs protecting, which sovereignty regulations need to be adhered to, and what an end-to-end solution that will prevent hacks looks like. It's an enduring challenge.

The good news is that a more strategic approach to cloud planning can mitigate potential risk or inefficiencies that might affect frontline operations, customers and investments. And effective use of the cloud can drive efficiency, productivity and profitability like no other technology – connecting people, places, systems and tools. At the same time it keeps each of these valuable assets secure, while providing outstanding business continuity, so that the right systems are available exactly when required.

This eBook takes a look at how businesses can align their strategic objectives with the cloud technology they use to remain safe and compliant. As well as how the right cloud and a well-developed usage policy can make any business ready for anything.

“Customers are more aware of, wary of, and frustrated with security and privacy risk, and you will increasingly gain or lose affinity based on how much they trust your company.”

Forrester

2

The business cost of an unsecure cloud

It's not just the technology media that loves a story about a data breach. Today everyone is interested, and you only have to catch one news bulletin to understand the severe consequences of a hack or attack on a high profile business.

Obviously there are the severe financial penalties which, for certain organisations (such as those in financial services and banking), can be magnified due to the more stringent regulations that govern data protection in their industries. Then there's the reputational damage that a hacked business inevitably endures, which can lead to a second wave of financial punishment, as customers and prospects lose trust and the desire to use a breached organisation.

For any business, taking the steps to mitigate against hacks is essential. Take, for example, a hedge fund operating across numerous regions. While the speed and flexibility of the cloud will be key, there are so many data and regulatory challenges to consider that using a public cloud (or any solution that doesn't manage data sovereignty) creates risk.

Many recognise that, evidenced by the fact that 22% of hedge fund managers are planning to invest in systems that keep their regulatory compliance up to required standards in 2017. They know that today the spend required to use cloud solutions that come embedded with the necessary level of security is

Where does a hack hit a business?

- ✓ Reputation
- ✓ Bottom line
- ✓ Customer base
- ✓ Fines
- ✓ Future business

outweighed by the cost of a breach. Especially in highly regulated industries or when dealing with sensitive data. Basically, in the long run it's better to invest than it is to suffer.



2

Changing regulations and shadow IT

Part of the challenge for businesses is that the job of data protection and the regulations that govern hosting are becoming much more complicated than they were. And there are so many potential points of entry for hackers or data fraudsters.

Global businesses, in particular, face complications linked to variances in regional regulations and threats. For businesses operating in the EU this will soon be exacerbated by the introduction of new regulations to protect personal data in the shape of the GDPR in May 2018. And all the while the threat landscape grows more complex, with the most prevalent type of hack or risk varying by country and location – for instance in 2016 it was revealed that Belgium was the nation ranked most vulnerable to a data hack, purely because it has more nodes linked to potentially unsecure connections than anywhere else.

Business leaders must also face the reality that protecting against a security breach from outside their organisations' walls is not their only task. Indeed, the risk of a gap emerging from within is also very real. The continued upsurge of shadow IT affects many companies, as staff use potentially unprotected or non-compliant devices and software (such as Dropbox and Google Drive) to access, transfer and work with their employer's cloud-based assets. Often this is through frustration with workplace

technology lacking the capabilities they feel they need (and not knowing how to use it), or even through negligence. Either way, Gartner's prediction that in 2017 CMOs will be investing more into software and applications than their IT colleagues (but without the latter's stringent test and development process) shows the size of the problem.

Shadow IT is a challenge that will grow and spread risk, unless CIOs adopt a forward-thinking approach – one that involves working with, instead of fighting against, it. This can involve drawing on the solutions and knowledge base of cloud experts to discover how they can safely integrate third party technology in an end-to-end system. Or even opening an enterprise app store to give people the features they want in a secure manner.

While cloud security can be a complicated picture, there is a relatively simple way to approach it. The core of every cloud strategy should be that private and public clouds should be used for different purposes, determined by a number of factors. From there can grow a coherent and compliant hybrid policy that will ensure the right cloud, with the right level of security, is used for the right purpose.

With that in place, any CIO can experience the peace of mind that comes from knowing that they are protected, and can get on with the innovative, ambitious work that will drive their business forward.

Security, sovereignty, connectivity

A cloud is only as good as the network it runs on. For businesses operating in multiple regions, secure, fast and global connectivity is essential. As such, they need to work with a cloud and connectivity provider that has local data centres, globally. And who can therefore take care of data sovereignty for customers, ensuring wherever sensitive data goes, it will always be secure and compliant.

3

Security that means more than safety

It's not only CIOs and business leaders that know about complicated data regulations and the changing face of corporate IT infrastructure. Equally, it's not only these experts that will understand how the inability to comply or protect can affect their operations. Customers and service end users get it as well.

With that in mind, the risk of a disjointed cloud policy, or indeed using cloud solutions that lack necessary security measures (such as retailers using a public cloud to store sensitive consumer banking details), can hit every part of a business – from customer acquisition and

retention, down to how consumers rate frontline services. And everyone involved in cloud procurement must recognise that customer decisions about who to do business with will be based on their company's ability to offer a secure service.

Using secure cloud solutions, and the inherent benefits they deliver (from data sovereignty to end-to-end protection), can actually help a business fulfil its promises to customers and become a trusted supplier. In turn, this helps that business to run more efficiently, invest more in core operations and grow.

Data protection, efficiency and connectivity all matter to customers. And people overwhelmingly prefer companies who can offer meaningful SLAs (Service Level Agreements) that cover security and continuity above those who can't. With that in mind, putting the right secure cloud in place can give the C-Suite in any business the comfort of knowing that they are doing all they can to prioritise security, and the knowledge that their customers value that. In short, the right cloud pays for itself through better relationships and happier customers.



4

Creating a cloud that keeps business safe

When finding a cloud solution that can drive and support a business, CIOs often want a partner, rather than simply a supplier. It's not always an easy find, but there are some qualities that the right provider will display.

Thinking global and local

Businesses that work internationally face a tougher task than those who operate in a single region, because data protection regulations are not consistent worldwide, and neither are regional standards of mobility and connectivity. Likewise, different industries have varying levels of regulation they need to adhere to.

As such, it's essential to use cloud providers that have the capability to support global operations, covering businesses wherever their data is and ensuring that customer data never needs to leave the network.

Think about busy and fast-moving companies, like hotel chains and airlines. It's essential for them to use

cloud providers with multiple data centres and a global profile. Firstly, because they can do more to guarantee data sovereignty. And secondly because they have the reach to boost mobility and connectivity.



4

Speed and access

Then there's the part of a cloud solution that sits alongside security – speed. Businesses and employees use the cloud to enhance their productivity and profitability. And so will always require secure access wherever they are. The best partners understand this and build safety and connectivity into their systems – for example enabling manufacturers to use the cloud to power their operations and speed up product deployment to customers.

Expert advice and guidance

In a crowded cloud market, the right provider for a secure cloud will dig deeper and understand what an individual business really needs from cloud technology – factoring in their essential considerations. They will know the importance of connectivity between people, places and things in a specific customer environment, separating what is mission-critical from what is merely useful.

They will see that flexibility, choice and the avoidance of vendor lock-in all matter because every business is different. And they will offer robust, sufficient security credentials and services that protect and enable businesses wherever they are.

Ultimately, businesses want cloud providers who can offer assurance in everything they do. Availability, security, sovereignty – no matter what or where.



5

How the cloud can

When a business works with highly sensitive staff records and financial data, security is of paramount importance. That's certainly the case for Planix, whose cloud-based business analytics solutions – including strategic workforce optimisation and intraday liquidity management – help high profile global organisations, including the Ministry of Defence, Europe Arab Bank and Barclays to make intelligent, informed decisions.

Planix realised that they couldn't offer the peace of mind that their customers (especially banks and government organisations) would need from a business intelligence company as security moved to the top of CIOs' priority lists. The cloud solution they were using needed to be secure enough to meet increasingly stringent criteria. And it became clear that the growth of their

business depended on finding the right cloud to keep customers safe.

Planix needed to give their customers assurances around regional data sovereignty and security, as well as worldwide connectivity to move data in real time. While, internally, they required a cloud solution that could grow and scale with their business.

In order to get that they moved to Vodafone.

Today, Planix are supported by a fast, high-performing and secure private cloud, with a global reach. It enables them to transmit vast amounts of data, while remaining compliant wherever that data is stored or used. And it enables their customers to get immediate insight to inform better, faster decisions.

The cloud can

- ✔ Ensure the availability of infrastructure, platforms and systems on secure mobile networks for utilities companies
- ✔ Keep call recordings safe, compliant and accessible for insurance firms' records and training
- ✔ Help fintech developers create safe, agile solutions for global clients who need to access large quantities of highly sensitive data in real time
- ✔ Give media organisations a new way to securely share increasingly large files and content around the world – from small camera crews on the move to full film sets

How are Planix and their customers safer in the cloud with Vodafone Cloud and Hosting? Learn more.





A secure cloud to be ready for anything

Almost every business today is using the cloud. Yet many are not using it to its full potential. Or are doing so through a solution that does not provide the necessary security protocols for what they are using it for, and for their customers. Working with the cloud in this way not only leaves a business vulnerable to security breaches and the rise of shadow IT, it means that it can't provide the best and most innovative services – such as greater utilisation of the Internet of Things and faster learning through big data analysis – because security is not up to strength.

A business that is ready for anything can take advantage of the full power

of the cloud to make its operations safer and better protected against hack attempts. In practice that means global capability, with the right regulatory compliance at a local level. It means flexibility, agility and scalability, so cloud and hosting solutions develop and grow with the business. And it means a hybrid mix of clouds from a single provider, that ensures the right cloud is used for the right purpose.

This is what Vodafone does for its cloud users. So they can maximise productivity, invest more in innovation, serve their customers better, and be ready for anything.

“
Maintaining business continuity is imperative these days. Businesses run around applications and adopting the right cloud-based technology is vital.”

James Griffin
Chief Cloud Evangelist
Vodafone Cloud and Hosting

Discover how the cloud can make business life simple. Or how it can help companies to work smart every day.





vodafone.com/vodafonecloud

Vodafone Group 2017. This document is issued by Vodafone in confidence and is not to be reproduced in whole or in part without the express, prior written permission of Vodafone. Vodafone and the Vodafone logos are trademarks of the Vodafone Group. Other product and company names mentioned herein may be the trademark of their respective owners. The information contained in this publication is correct at the time of going to print. Any reliance on the information shall be at the recipient's risk. No member of the Vodafone Group shall have any liability in respect of the use made of the information. The information may be subject to change. Services may be modified, supplemented or withdrawn by Vodafone without prior notice. All services are subject to terms and conditions, copies of which may be provided on request.