

For Leaders of Cloud Operations

Optimizing Cloud Management:

Strategies for Handling Complex Cloud Environments





A successful cloud operations strategy is not created in a day. As technology and business initiatives evolve, your organization must continually adapt, accommodating change without disrupting necessary systems and processes already in place. This is a complex balancing act.

In fact, the complexity of cloud management is partly why an estimated 70% of businesses still keep workloads in traditional data centers. It is also why a third of IT decision-makers report their cloud migration journeys have stalled or are behind schedule.¹

Many businesses do not have adequate cloud operations expertise or headcount on hand, so it's no wonder the work feels daunting. It is up to your team to deliver high availability and robust disaster recovery strategies, optimal performance, and reasonable costs—and do it all consistently across varying load demands.

Cloud managed services and a solid cloud optimization plan make it easier. With a trusted partner managing the day-to-day operations and monitoring of your cloud environment, your team can enhance efficiency, minimize downtime, and optimize costs through better resource management and predictive analytics, ensuring your business meets the future with confidence.



Key Takeaway

Perceived complexity of the cloud is why a majority of surveyed businesses keep workloads in traditional data centers. But with the right expertise on hand, your organization can conquer those complexity fears and gain greater results.

¹ RapidScale, Technology Is Chaos



Key Takeaway

Improvement begins with investigation. To begin assessing your current cloud management strategy, consider the following questions:

- How do you measure the efficiency of the current cloud infrastructure?
- What cloud resources are currently in use?
- How often are new compute instances required?
- Are you still paying for older instances no longer in use?

Managing Complexity in the Cloud

Companies expand. Demand spikes. Customer behavior swings with the seasons. And as more organizations find new ways to implement artificial intelligence (AI) use cases or automation, resource consumption will only grow. Success in cloud operations is measured by how quickly and seamlessly you can scale without disrupting daily operations or unleashing a flood of unexpected costs or security risks. Your cloud environment must be dynamic, not a static fixture.

Your organization has to be able to switch on applications and services to support new ideas and respond to market changes. But your team must also be able to confidently predict what resources are needed, so you can optimize allocation and manage varying load demands at a moment's notice. This requires up-to-date tools, careful planning, and ongoing optimization to maintain performance, reliability, and cost efficiency.

It is crucial to ensure that your cloud infrastructure can automatically scale up or down to meet demand without manual intervention. Dynamic allocation is necessary to match different services to their resource needs in real time. If the balance is wrong, it can lead to unnecessary costs and affect performance. Load balancers are necessary to efficiently distribute traffic across servers. Security and compliance requirements may add more layers of complexity to manage, especially if your organization moves data across geographic regions.

You need robust monitoring tools and dashboards that can provide insights into performance, usage, and potential bottlenecks—so you can detect and resolve issues quickly.

A trusted cloud managed service provider can put this all into place, automate it, and monitor it 24/7/365, standing watch over your organization's environment and alerting you as needed. So, you have more time to focus on mission critical work.

Ensuring High Availability

The cost of a single downtime event typically exceeds \$100,000.² This figure does not include the cost to reputation, which is more difficult to track. Yet, 80% of organizations do not have a dedicated cloud security team or lead.³ This may explain why so many organizations can satisfy the first compliance audit but fail to maintain security over time.

A managed service provider can help you strengthen and sustain security measures precisely where you need them to avoid unplanned downtime or breaches. For example, these experts can guide you through a comprehensive security assessment to ensure your environment aligns with industry best practices and help you address any gaps. This proactive approach helps you avoid risky misconfigurations in the first place and significantly reduces mean time to remediation—ensuring that any downtime is minimal.

Opting for managed services also gives you access to round-the-clock support for your organization's cloud environment, even when your team is offline. Automated monitoring, backups, and security tools protect your environment and minimize human error. Furthermore, a managed service provider can shoulder the heavy lifting of configuring and optimizing your organization's cloud environment so that any time your team spins up a new asset, that instance is validated for compliance, backup, and more. This ensures consistency without adding more work to your team's plate.



Key Takeaway

If you are not budgeting for cloud operations help, budget for downtime: a single, unplanned downtime event typically costs **more than \$100,000**.²



² Uptime Institute, Annual Outage Analysis, 2024
³ RapidScale internal data



Key Takeaway

Underutilized computing or storage resources in a cloud environment can incur costs every month without delivering value. A managed cloud service provider should help you identify and address these immediately.



Reduce Costs, Not Performance

All too often, customers' cloud environments drift from their initial state, and leaders like you are surprised by ballooning bills and unforeseen compliance issues. But without adequate support, it can be difficult to manage resource provisioning and track underutilized or "zombie" resources around the clock. You need automated scheduling to switch resources on and off. And as your organization's infrastructure scales, it is imperative

to make sure it continually aligns with best practices, otherwise you may be exposing your company to new security threats and inflating costs.

A managed service provider can ensure cost controls, security, and more are built into your environment, so you see improved availability and performance and less day-to-day stress.

Furthermore, managed service providers keep eyes on your environment 24/7/365, alerting you to any issues around security or utilization. That lets you stop worrying about surprise costs and start looking forward to future cloud investments that help support company growth.

Navigate Complexity with Ease

When a team is uncertain about how to move forward, it may help to bring in experts to see them through. RapidScale engineers hold over 200 cloud certifications across 18 different specializations.

Managed cloud services from RapidScale combine 24/7/365 expert support with automated monitoring, backups, security and compliance tooling, patching, and more. Our team closely monitors your organization's account, triages alerts, and notifies you when action is required.

RapidScale engineers can also perform in-depth assessments of your organization's cloud architecture, identifying cost-saving opportunities and providing recommendations for security enhancements.

RapidScale cloud optimization services help customers save an average of 30% on their monthly cloud bills, while increasing the efficiency of their architecture and strengthening security, reliability, and resiliency.

RapidScale can even become an extension of your IT team, helping you integrate new applications and services seamlessly. Our engineers can ensure your cloud environment is cost-optimized, secure, and performs reliably, while reducing cloud configuration errors by a median of 70%.⁴

With RapidScale, the complexity of the cloud is managed, so your team can spend more time leveraging its full potential for speed, scale, and savings.



⁴ RapidScale internal data



CONTACT

Talk to a RapidScale expert.

About us RapidScale is the managed service provider that turns technology into your biggest competitive advantage. Our comprehensive portfolio of private and public cloud solutions is tailored to your needs and backed by one of the deepest benches of certified experts in the industry. We make innovation easy by bringing you the latest solutions to keep your technology platforms fluid and responsive and delivering the consistent results your business deserves.

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