Persistent

Turning Cloud Complexity into Competitive Digital Advantage

Dramatic changes in the world are driving equally dramatic changes at the intersection of business and technology. And that change is only accelerating, fueled by the pandemic, global conflicts and a looming recession. Organizations are on edge. They are responding by paring back business models, simplifying organizational structures and investing to protect the core. In this environment, cost-effective digital transformation is no longer an option — it's the top priority for the foreseeable future.

Cloud has become the foundation of this transformation. Why? Because it provides modern businesses with levels of flexibility, efficiency, scalability and security that traditional physical IT infrastructure simply can't.

Yet despite the well-known and ever-increasing benefits of cloud as the foundation for digital transformation, many organizations struggle with its complexities. Among IT professionals in India, for example, 40% agree that managing privacy and data security alone is made more complex by cloud.[1] Many organizations quickly get stuck, running into unexpected cost escalations and difficulties creating efficient cloud applications that meet today's needs while providing flexibility to adapt to tomorrow's realities. Without the right resources and expertise, these issues can lead to delays, unmet consumption objectives, higher operating costs and even outright failure of the transformation initiative. In fact, according to Forbes, the risk of failure in digital transformation can be as high as 84%.[2]

Complexity exists throughout the digital transformation journey, including at its very start. Consider the complexity of cloud choice. From private cloud to hybrid cloud to multi-cloud and more, the options can be overwhelming. And that's just the first part of the puzzle.

Which applications and associated data to migrate or modernize?	Why — and how best — to deploy and optimize?	What's the prioritization and method for migrating, and what's the optimal way to integrate with other ecosystem participants?

Too often, organizations take the easy route of a simple "lift and shift" migration for all applications, which generally results in higher-than-expected costs along with poor application performance and scalability.

Cloud implementation brings challenges as well. Digital transformations typically happen at scale, with infrastructure deployed for each application as it is migrated — requiring specialized skills and experience. Complexity further increases when merging organizations through acquisition or carving out units from a corporate parent.

Cloud operations is another major obstacle. Once an organization has transitioned to a cloud environment, it needs to manage how it operates. But cloud operations differ dramatically from traditional data center operations, and many organizations are dominated by a hardware-centric staff best equipped for yesterday's IT. They're relying on traditional legacy approaches to managing a modern, software-based infrastructure. What they really need are software engineers who can manage multi-cloud operations through an integrated service delivery framework featuring next-gen AI and automation.

Even organizations with the required operational skills must deal with the need to optimize performance and cost efficiency. Continuous improvement of infrastructure and processes — including DevOps — is absolutely necessary, and particularly difficult in multi-cloud environments.

Optimizing applications across multiple clouds is just as critical. It's also just as daunting. With 75% of cloud users relying on multi-cloud infrastructure in 2021, and 87% expecting to use multiple cloud service providers by 2023, it's essential for organizations to have the right accelerators and hyperscaler expertise in place.[3]

With cloud, the already-massive complexity of security is even greater — in part because it becomes a shared responsibility across the ecosystem, spanning cloud providers, tool providers and the business itself. This comes as organizations continue to battle entirely new risk and compliance requirements along with increasingly sophisticated threats from every direction.

The results of all this complexity? Many digital transformation journeys are either stalled, operationally challenged or falling far short of ROI expectations. In an uncertain economic climate like the one facing organizations today, outcomes like these can be truly dire, threatening irreparable harm to the business.

But there's good news. The path to overcoming these challenges is clear. To succeed in cloud-driven digital transformation, organizations must commit to and invest in:

Best-in-class digital engineering: Software is at the heart of cloud infrastructure. Organizations need people to make new, increasingly complex technology choices with the future in mind. They need teams with the know-how to build, optimize and operate service-oriented software environments. This means leveraging hands-on experience with software engineering applied to cloud environments.

Industry-leading intellectual property: They need tools, frameworks and resources to accelerate and automate the modernization and deployment of infrastructure and applications. Without these assets, even the best expertise and experience will fail to deliver the expected outcomes.

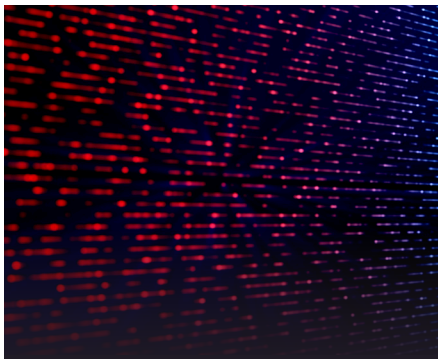
Specialized multi-cloud expertise: They need the knowledge to efficiently create, launch and manage multi-cloud infrastructure and associated applications, incorporating and connecting the right capabilities from all major cloud providers to deliver a seamless and secure experience.

Deep domain knowledge: General knowledge is not enough. Organizations need to tailor solutions to meet the unique needs of an industry by integrating digital engineering expertise with domain knowledge.

The organizations actively investing in these areas are reaping real, measurable rewards. In banking, for example, a global payments leader using Google Cloud Platform accelerated dispute resolution and fraud detection while cutting infrastructure maintenance requirements by up to 50%.

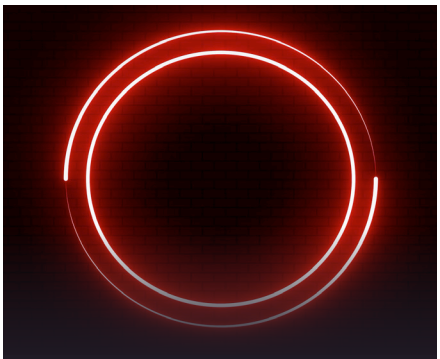
In healthcare, a leading biotechnology company reduced the time and cost of developing new medicines with a clinical study data lake on AWS that uncovers as much as 30% of previously missing data. And in software and hi-tech, an events and incentives management company modernized its core product using Azure to cut infrastructure operation costs by 55% and boost service speeds for an 89% increase in Net Promoter Score.

All three of these organizations have at least one thing in common: they trusted Persistent as the partner to drive their cloud transformations. And they're far from alone. Companies across industries and around the world count on Persistent to turn their cloud aspirations into exceptional outcomes. This requires offerings that span the transformation lifecycle.



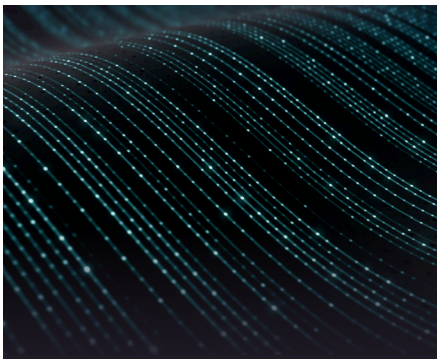
We imagine

From determining the optimal cloud strategy for an organization's specific needs to providing ongoing operational guidance, our advisory capabilities help ensure a roadmap for digital transformations that are successful and sustainable.



We engineer

Software engineering is our heritage. We apply our holistic digital engineering expertise—encompassing ever-evolving skills, intellectual property-based tools and experience—to develop software on the cloud, in ways only possible on the cloud. We accelerate and automate this cloud-native development, as well as other engineering activity, through the use of intellectual property unavailable anywhere else.

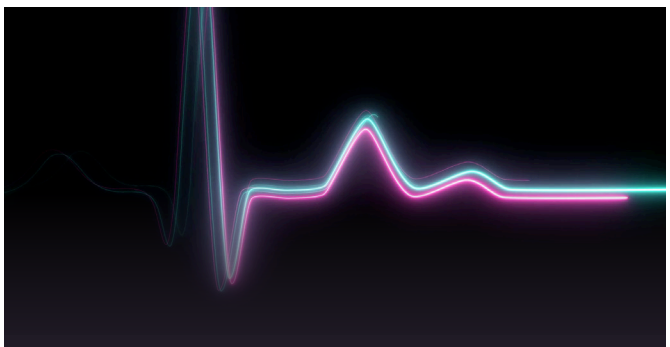


We modernize

We bring legacy applications and associated data to cloud environments with the latest advances in software engineering. Leveraging our unique tools and frameworks, we can migrate to one cloud or multiple in accordance with the objectives, strategy and requirements of the organization.

We secure

We identify security gaps specific to cloud environments and applications, and offer guidance on third-party solutions to fill them. We also provide tools to help organizations adhere consistently to all governance and regulatory requirements related to their cloud infrastructures.



We manage

We streamline, automate and optimize the ways in which organizations operate their cloud environments for maximum efficiency and reliability, whether they've implemented a single, hybrid, or multi-cloud strategy.

When it comes to selecting cloud technology, we base our decisions and recommendations on the best interests of our clients. We can do this because we have deep knowledge of, and extensive experience with, each of the major platforms. In fact, we've organized our practice into business units aligned with the biggest providers in the business: AWS, Microsoft, Google and IBM.

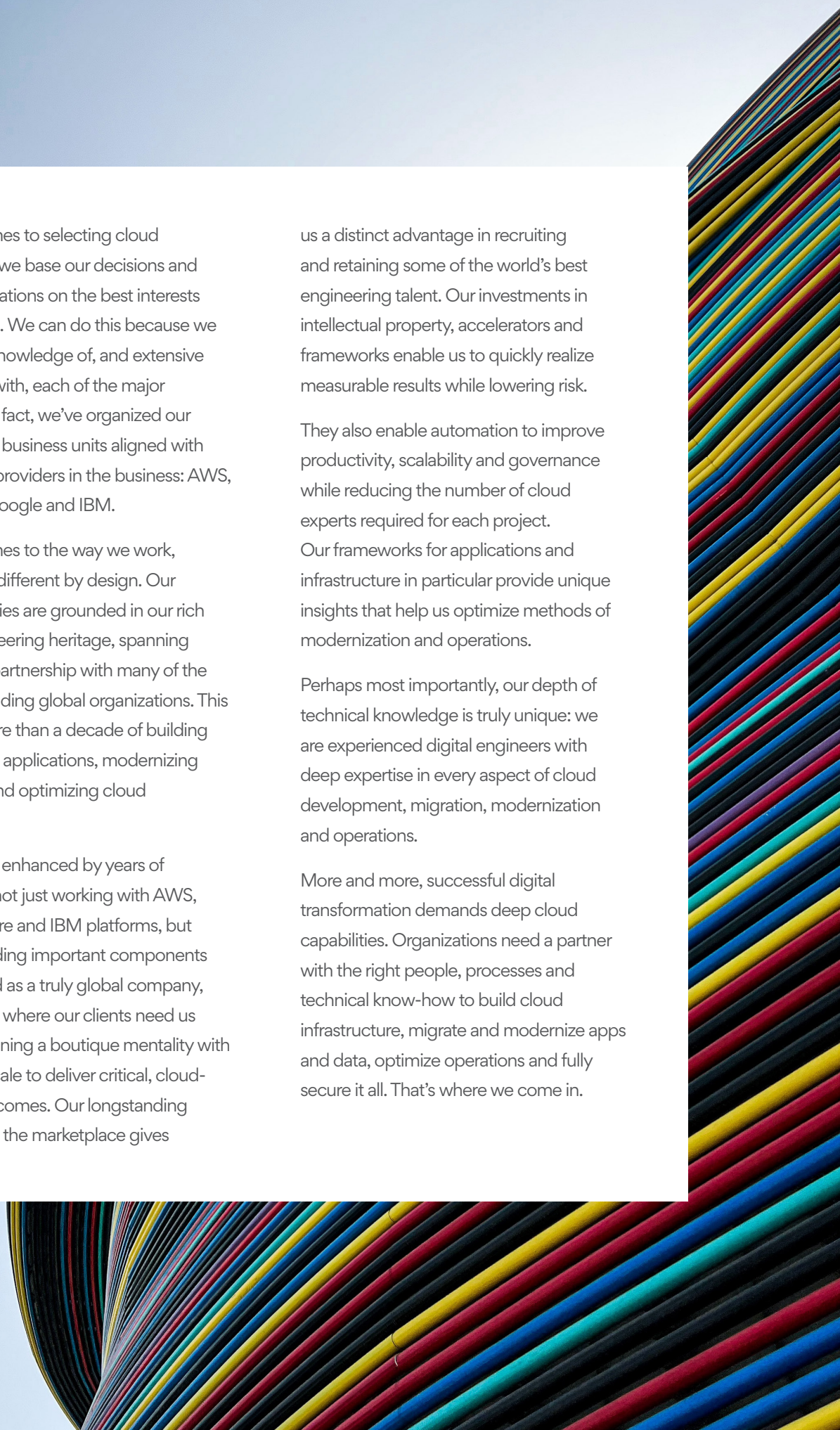
When it comes to the way we work, Persistent is different by design. Our methodologies are grounded in our rich digital engineering heritage, spanning 32 years of partnership with many of the most demanding global organizations. This includes more than a decade of building cloud-native applications, modernizing workloads and optimizing cloud operations.

Our skills are enhanced by years of experience not just working with AWS, Google, Azure and IBM platforms, but actually building important components of them. And as a truly global company, we're always where our clients need us to be, combining a boutique mentality with enterprise scale to deliver critical, cloud-enabled outcomes. Our longstanding reputation in the marketplace gives us a distinct advantage in recruiting and retaining some of the world's best engineering talent. Our investments in intellectual property, accelerators and frameworks enable us to quickly realize measurable results while lowering risk.

They also enable automation to improve productivity, scalability and governance while reducing the number of cloud experts required for each project. Our frameworks for applications and infrastructure in particular provide unique insights that help us optimize methods of modernization and operations.

Perhaps most importantly, our depth of technical knowledge is truly unique: we are experienced digital engineers with deep expertise in every aspect of cloud development, migration, modernization and operations.

More and more, successful digital transformation demands deep cloud capabilities. Organizations need a partner with the right people, processes and technical know-how to build cloud infrastructure, migrate and modernize apps and data, optimize operations and fully secure it all. That's where we come in.




This is the era of
Digital Acceleration.
This is the era of
Digital Engineering.
This is the era of
Persistent.

References

1 Cloud Data Breaches and Cloud Complexity on the Rise: Thales

2 12 Reasons Your Digital Transformation Will Fail

3 Security's Best Weapon Against Cloud Complexity: Data

About Persistent

With over 22,750 employees located in 21 countries, Persistent Systems (BSE & NSE: PERSISTENT) is a global services and solutions company delivering Digital Engineering and Enterprise Modernization. We work with the industry leaders including 14 of the 30 most innovative companies as identified by BCG, 8 of the top 10 largest banks in the US and India, and numerous innovators across the healthcare and software ecosystems. As a participant of the United Nations Global Compact, Persistent is committed to aligning strategies and operations with universal principles on human rights, labour, environment, and anti-corruption, as well as take actions that advance societal goals.

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