Connectivity:
the gateway to cloud computing success

With the outbreak of the COVID-19 pandemic, enterprises across the globe accelerated their digital transformations. Cloud computing, which provides access to a variety of computing services over the internet, forms an integral part of these transformations. Recent research by the International Data Corporation (IDC) says that 39% of the organisations in the Latin America region are planning to invest in cloud computing.[1] According to Statista, the Public Cloud market in the Caribbean is projected to show an annual growth rate of 11.62% from 2024 to 2028.[2]

While the benefits of cloud computing in helping enterprises increase productivity and efficiency while reducing expenses are well known, what is typically not acknowledged is that the success of cloud computing depends on the foundation of a robust, secure, and intelligent network. This is true irrespective of the type of cloud an enterprise may opt for. Be it public, private, or hybrid cloud, it demands the foundation of reliable and secure network connectivity.

The network highway

Imagine a network of interconnected highways leading to different destinations. Typically, one can take different routes to reach the same goal. Further, each highway has its own set of rules in regards to the speed limit. A network is like a highway connecting different clouds.

As enterprises move their operations to the cloud, it is the network that enables workloads to communicate with each other, regardless of which cloud provider is used and which cloud regions they reside in.

As the digital ecosystem matures, the basic connectivity between the clouds will not serve the purpose of modern companies. The network needs to be robust and resilient— with higher bandwidth and lower latency—to ensure that the benefits of the cloud are reflected in day-to-day operations. On a high-latency network, the apps will lag, while a low-latency network allows apps to load instantly, so the business can run seamlessly. Organisations need to find providers that can offer and meet Service Level Agreements (SLAs) in order to increase productivity.

There is a growing realisation among enterprises that the quality of their networks is what helps them provide truly differentiated services. As the digital economy continues to become all-pervasive, networks are no longer just a hygiene factor. The network is what end-users use to access cloud resources. Additionally, application performance is directly linked to its underlying network. Further, as businesses grow, they need to operate and manage applications seamlessly and be able to scale on demand. This is possible only with a robust and resilient network.

[1] ZDNET - Pandemic accelerates cloud adoption in Latin America
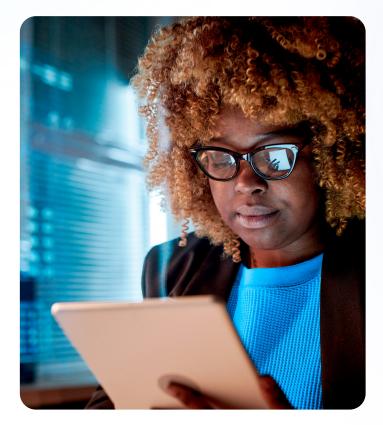[2] Statista – Public Cloud Usage - Caribbean

Networks for the cloud

Network reliability and performance are the critical factors behind the success of cloud adoption. While the internet is enough for consumer applications, this is not true for multinational business operations. The internet cannot ensure data delivery and quality of services or prioritise different services. Further, variable traffic has a direct impact on the internet's performance and, therefore, on the performance of enterprise applications and services.

While consumers may overlook minor internet performance issues, companies need extreme reliability, security, and a programmable network. For the latter, a more appropriate approach involves a private network based on ethernet and Multiprotocol Label Switching (MPLS)-based IP Virtual Private Networks (VPNs). This is also required, considering businesses need control and visibility into their cloud networks to ensure network performance, especially for mission-critical applications and services.

A growing number of companies are also now opting for flexible software-defined networks that enable remote working and allow them to respond quickly to changing market dynamics. This kind of network provides a massive advantage as it shares insights into network health and application performance, thus giving a crucial business edge.

So, what are the considerations that companies need to keep in mind while evaluating a potential network partner?

01. Bandwith

The network should allow enterprises to scale bandwidth up and down as required. If proper bandwidth is not available for the application, it will result in latency and a sub-standard user experience.

02. Quick provisioning

Fast provisioning of new connections and services is a must to ensure business agility.

03. Security

The network should have a robust security system and practices based on Zero Trust principles. This ensures end-to-end data security between enterprise locations and the cloud.

04. Cost

A clear view of costs, and whether this is capital or operational expenditure (CapEx or OpEx) is needed before zeroing in on the right service provider.

05. Geographical reach

The service provider should have geographical coverage to meet the specific coverage needs of an enterprise.

The cloud environment needs to be supported by a network infrastructure built to deliver a consistently reliable and secure application experience. It should also be flexible and programmable to provide real-time insights and control to an enterprise IT team to ensure network performance. Partnering with a network provider like C&W Business, which has designed its network to meet a range of cloud connectivity requirements, will go a long way in supporting your journey to the cloud to meet your business objectives.

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From Cybersecurity to Cloud, Data Centres, Unified Communications, and Connectivity, our streamlined solutions ensure scalability and security. With the Pan-Caribbean region's largest and most reliable network.