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## Cloud Computing Services are NOT a Commodity

Dear Bob,

Many industry consultants talk about the cloud as though it's a destination. But the cloud isn't somewhere you arrive — it is simply a part of your mission-critical business, and there is no single endpoint.

Another misconception is that cloud computing services can be purchased right off the shelf. But most companies, big and small, have more complex IT requirements than an off-the-shelf solution could ever handle.

Since your company isn't just any old business, you shouldn't settle for any old cloud. If this is sounding familiar, visit the blog article on why [Cloud Computing Services are Not a Commodity](#).

Asking, "Where do I buy cloud services?" is like asking, "How long is a piece of string?" The answer involves a different set of questions, and it's a constantly evolving market to navigate.

To demystify the various cloud options available to help enable your business, reach out and we would be happy to discuss your unique configurations.



Paul Montaigne  
Product Manager, Cloud  
[Get in touch](#)

Dear Bob,

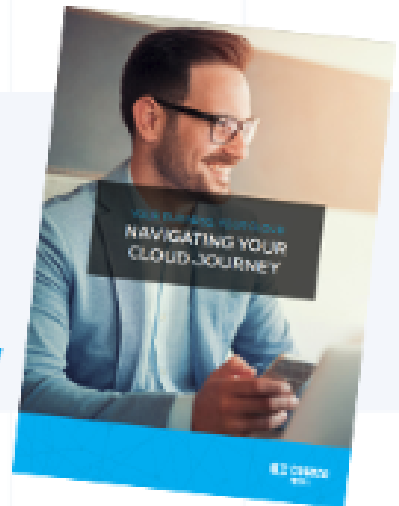
All the talk about 'the cloud' these days seem to speak of it in the singular, but the reality is that there is no such thing as just one 'cloud'. Your workloads and apps move at different times, to different endpoints or cloud platforms, so your configuration is likely not just one journey either.

As technologies evolve, new destinations become available, empowering your business to evolve. Some of your journey's end, while others are just beginning — and every organization has specialized needs with unique cloud configurations (private, public or hybrid).

Access the free eBook - [Your Business, Your Cloud: Navigating Your Cloud Journey](#).

[DOWNLOAD THE FREE EBOOK:](#)

## Your Business, Your Cloud: Navigating your Cloud Journey



This handy resource takes a deep dive into the issues you need to address on your cloud journey:

- Explore current trends driving the adoption of cloud
- What questions to ask as you design your own unique cloud journey
- How to ensure you are workload optimized and global-ready
- Why one cloud won't fit all (but one service provider can)

If you would like help uncovering the facts about your unique cloud journey, please get in touch and we'll set up a time to book your cloud readiness assessment.



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Dear Bob,

The digital economy is disrupting every industry, and it's just the beginning. By the end of this decade, 70% of all enterprises will be implementing an organization-wide digital transformation (DX) strategy. Next year alone, enterprises worldwide will spend \$2.1 trillion on technology to implement and manage their DX initiatives.

This DX can't happen without the cloud. 57% of organizations are already heavily using the cloud and 85% of enterprises will soon be multi-cloud. Your technology assets and deployment models must be designed and managed to drive efficient and effective IT support — so the right configurations will figure largely in your company's DX.

Every organization is on its own cloud journey, so we've created a resource to highlight how cloud computing options can enable your DX.

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# Your cloud, your journey



This [comprehensive guide](#) provides the why, what and how of migrating to the cloud. (Or not, since not everything belongs in the cloud.) Learn how to make that decision — and what to look for in a cloud supplier or consultant.

If you're interested in understanding how cloud can drive your DX, please reach out. We can provide a consultation at no charge from a Cogeco Peer 1 cloud expert, providing you with an initial set of recommendations and action items.



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Dear Bob,

In all the discussions about the cloud, you've likely noticed that many people talk about it as though it's a final destination. Consultants may speak about it as though your business is at A, the cloud is at B, and all you need to do is get from A to B.

But the cloud isn't a destination. It is simply a part of your mission-critical business, and you must adapt to and straddle a hybrid environment in ways that make sense for your business.

Like many organizations, you likely need to make sense of IT complexity and achieve a list of goals: Create enterprise-wide change, improve operational efficiencies, manage risk, reduce IT expenditures, scale faster, capture market share and most importantly — outperform your competition. We've put together a helpful resource that can help you make sense of your cloud journey and achieve those goals.

[ACCESS YOUR CLOUD HUB:](#)

# Your cloud, your journey



This is a [comprehensive resource](#) to the why, what and how of migrating to the cloud. (Or not, since not everything belongs in the cloud.)

If you have any questions about your unique cloud journey and how to make the right decisions to suit your unique business needs, please reach out and I would be happy to chat.



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