

# CLOUD BATTLECARD



## Top Three Talking Points

- 1 Custom-fit Cloud**  
Get private, public, hybrid, and multi-cloud options to create the cloud infrastructure optimized to fit your business.
- 2 Ease Management and reduce costs for multi-cloud and hybrid solutions**  
Reduce cost and complexity by connecting, storing, and securing physical and virtual infrastructure under one invoice.
- 3 Built within highly secure, Tier III data centers**  
Data Canopy's private cloud and storage environments are deployed in Tier III facilities across the country, supporting industry and federal regulatory compliance, such as HIPAA, FISMA, PCI-DSS.

## Key Cloud Stats

### UNCONTROLLED BUDGETS

**50%**

Companies anticipate a 50% increase in cloud spend this year after an unexpected 25% jump in early 2020.  
2020 State of the Cloud Report

### LACK OF MATURITY

**20%**

Budgets are going up, but companies are on average only 20% through their cloud journey.

McKinsey ITaaS Cloud Survey 2019

## Listen For An Organization That...

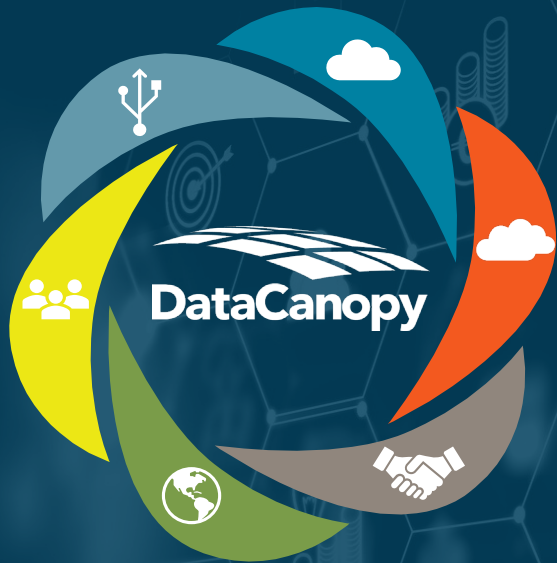
- Is considering the public cloud.
- Has security or regulatory requirements, such as HIPAA, PCI, or FISMA.
- Needs to access multiple cloud providers fast, securely, and affordably.
- Lacks an internal IT team.
- Lacks the budget to build their own data center.
- Needs assistance with or is planning a virtualization project.
- Uses a public cloud but wants security and control.

## Our Differentiators

- **Reduced cost and complexity** for your infrastructure.
- **Right-sized solution** with specialized discovery process for hybrid and multi-cloud environments.
- **Expertise** in regulated and complicated industries.

## Crafting Your Journey - Cloud

- How mature would you rank your cloud strategy on a scale of 1 - 5?
- What business units are supported by the cloud currently? Is that going to change?
- What, if any, public cloud do you use? Why?
- Who manages your cloud infrastructure? Is that their primary task?



Data Canopy leverages national carriers, a highly secure cloud, and global data center facilities to cover all of your hybrid infrastructure needs.

#### CUSTOM-FIT INFRASTRUCTURE

Infrastructure built on industry-leading technology and hosted in Tier III enhanced facilities.

#### VENDOR AGNOSTIC

Strong industry partners ensure your solution is built on the technologies you require.

#### ECONOMIES OF SCALE

Access global carriers, highly secure cloud, and data center facilities worldwide.

#### CLOUD EXPERTISE

Vendor-certified, industry-tested engineers support your discovery, optimization, migration and management.

#### MULTI-CLOUD ACCESS

Directly connect to hyperscalers, including Amazon Web Services, Microsoft Azure, and more to save money and time.

#### ONE HAND TO SHAKE

Your entire infrastructure solution under the Data Canopy umbrella.

## Customer Benefits

### Speed Up Virtualization Efforts

- Virtualization planning and migration expertise
- Dedicated resources with ability to scale
- Highly scalable cloud solutions can be easily connected with public cloud instances or physical infrastructure

### A Competitive Advantage

- Gain operational efficiencies with a right-sized environment
- Custom direct connectivity to the public cloud with up to 66% reduction in egress fees
- Support regulatory and compliance standards

### Added Convenience

- One vendor, one monthly fee for all your hosting needs
- Public cloud, multi-cloud, and hybrid cloud connectivity
- In-facility physical and cloud connectivity with no cross connect fees

