



# Cloud Mastery Assessment **Playbook**

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Your customers are demanding new ways of doing business and gaining the ability to respond to, or even predict, the needs of their customers in new ways.

Flexibility, agility and efficiency are no longer just buzz words, they are new business models.

As your customers are seeking new, faster ways to respond to the changing demands of their customers, you need to be able to not only keep pace, but lead them on this journey.

So, what is driving this dramatic change in the market?

New technology is changing how we work

Devices are leading change

Application centric infrastructures

High quality networks

Consumerization of IT

Appstore experience

Rate of change

Focus on core business (not IT)

## What is Cloud?

There are five essential characteristics of Cloud as defined by the US National Institute of Standards and Technology (NIST). They are:



### **On-demand self service**

A consumer can unilaterally provision computing capabilities, such as server time and network storage, as needed automatically without requiring human interaction with each service provider.



### **Broad network access**

Capabilities are available over the network and accessed through standard mechanisms (e.g., mobile phones, tablets, laptops, and workstations).



### **Resource pooling**

The provider's computing resources are pooled to serve multiple consumers using a multi-tenant model, with different physical and virtual resources dynamically assigned and reassigned according to consumer demand. Examples of resources include storage, processing, memory, and network bandwidth.



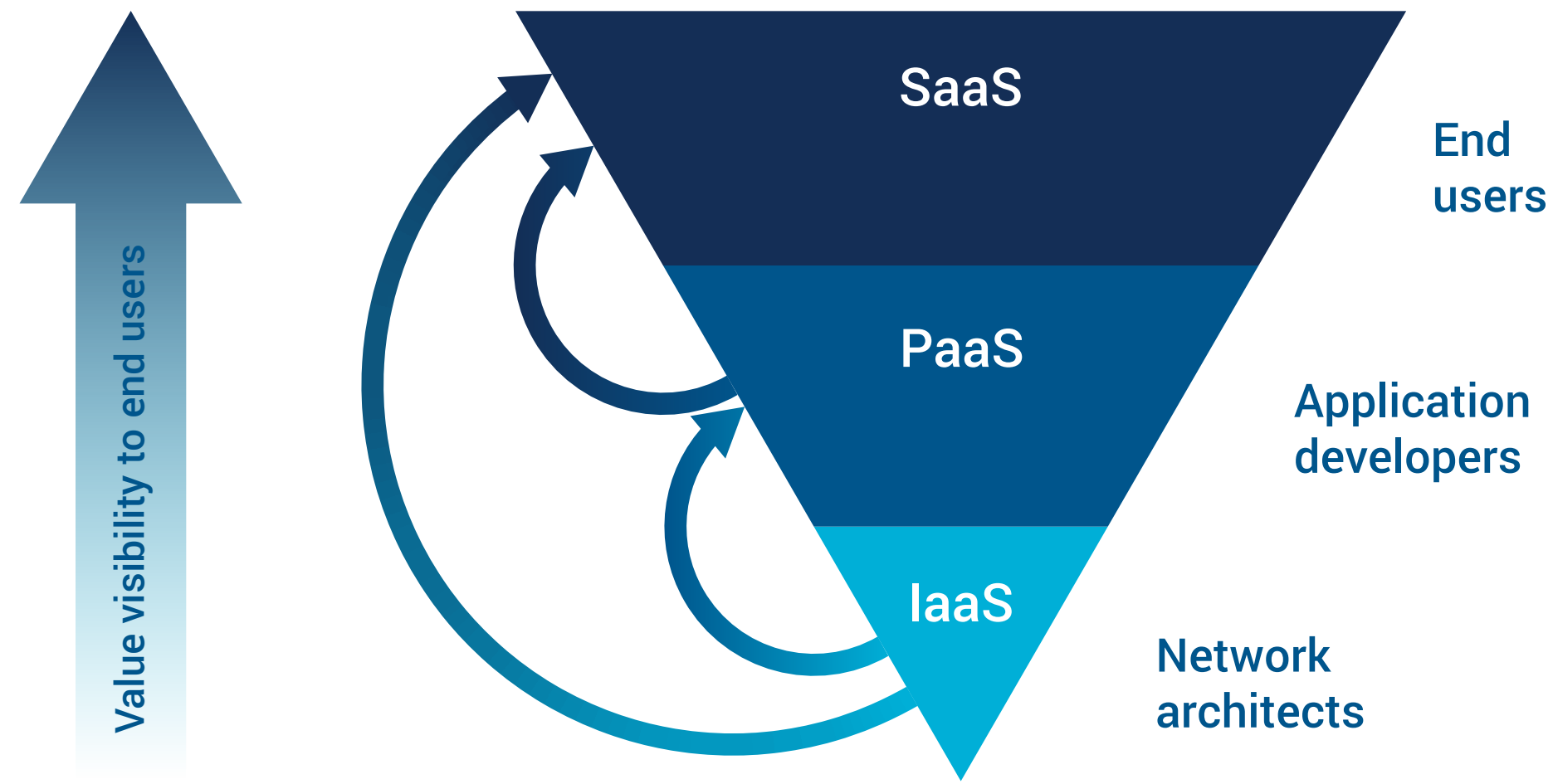
### **Rapid elasticity**

Capabilities can be elastically provisioned and released, in some cases automatically, to scale rapidly outward and inward commensurate with demand.



### **Measured service**

Cloud systems automatically control and optimize resource use by leveraging a metering capability at some level of abstraction appropriate to the type of service (e.g., storage, processing, bandwidth, and active user accounts).

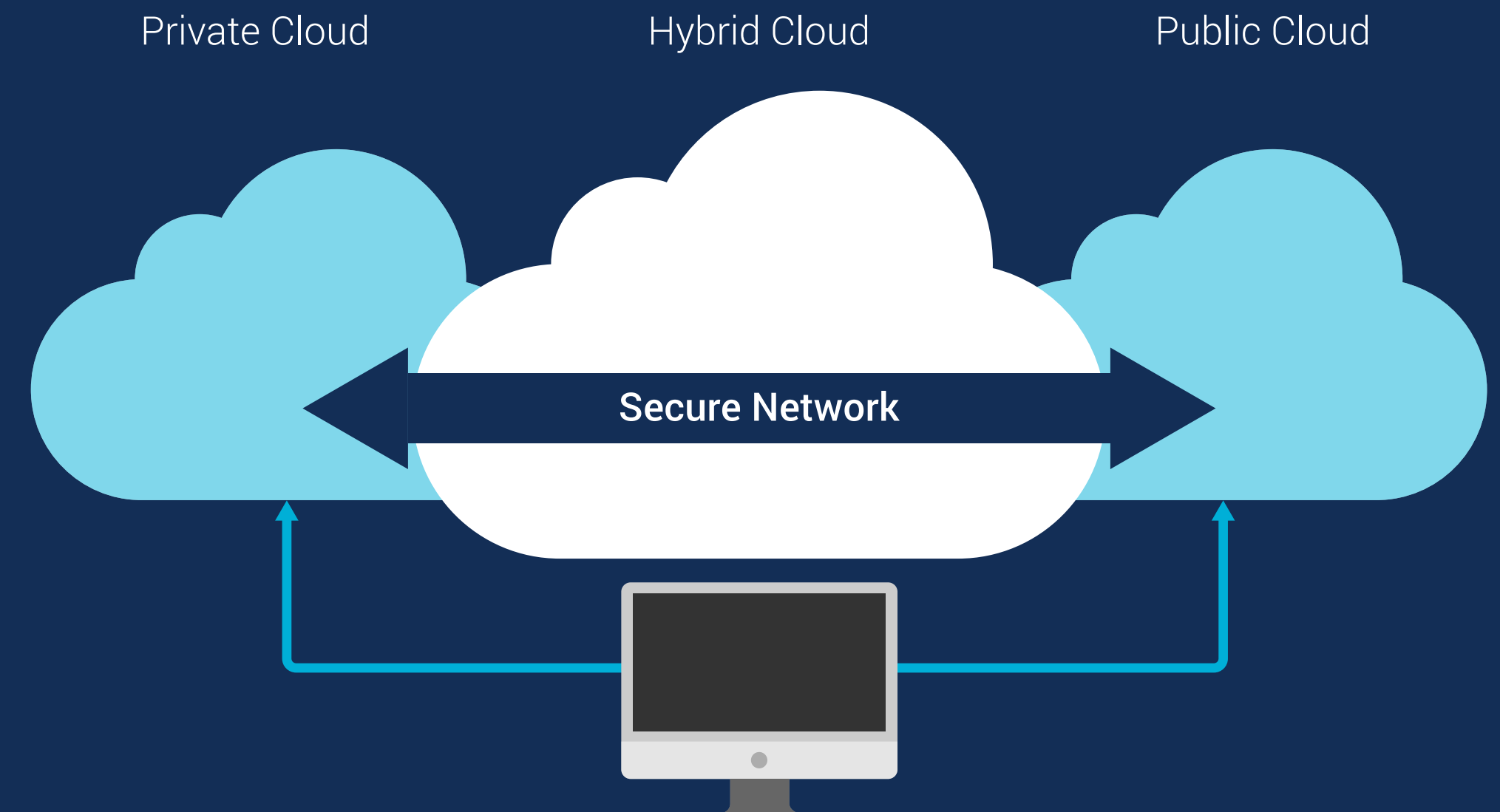


For Cloud providers, there are three typical Cloud Service models:

- Infrastructure as a Service (IaaS). The capability to provision processing, storage, networks, and other fundamental computing resources where the consumer is able to deploy and run arbitrary software, which can include operating systems and applications.
- Platform as a Service (PaaS). The capability provided to the consumer is to deploy onto the cloud infrastructure consumer-created or acquired applications created using programming languages, libraries, services, and tools supported by the provider.
- Software as a Service (SaaS). The capability provided to the consumer is to use the provider's applications running on a cloud infrastructure. The applications are accessible from various client devices, such as a web browser (e.g., web-based email), or a program interface.

Cloud Deployment Models fall into the three following categories:

- **Private Cloud:** the cloud infrastructure is provisioned for exclusive use by a single organization comprising multiple consumers (e.g., business units). It may be owned, managed, and operated by the organization, a third party, or some combination of them, and it may exist on or off premises.
- **Public Cloud:** the cloud infrastructure is provisioned for open use by the general public. It may be owned, managed, and operated by a business, academic, or government organization, or some combination of them. It exists on the premises of the cloud provider.
- **Hybrid Cloud:** the cloud infrastructure is a composition of two or more distinct cloud infrastructures (private, community, or public) that remain unique entities, but are bound together by standardized or proprietary technology that enables data and application portability (e.g., cloud bursting for load balancing between clouds).



## Why Sell Cloud?

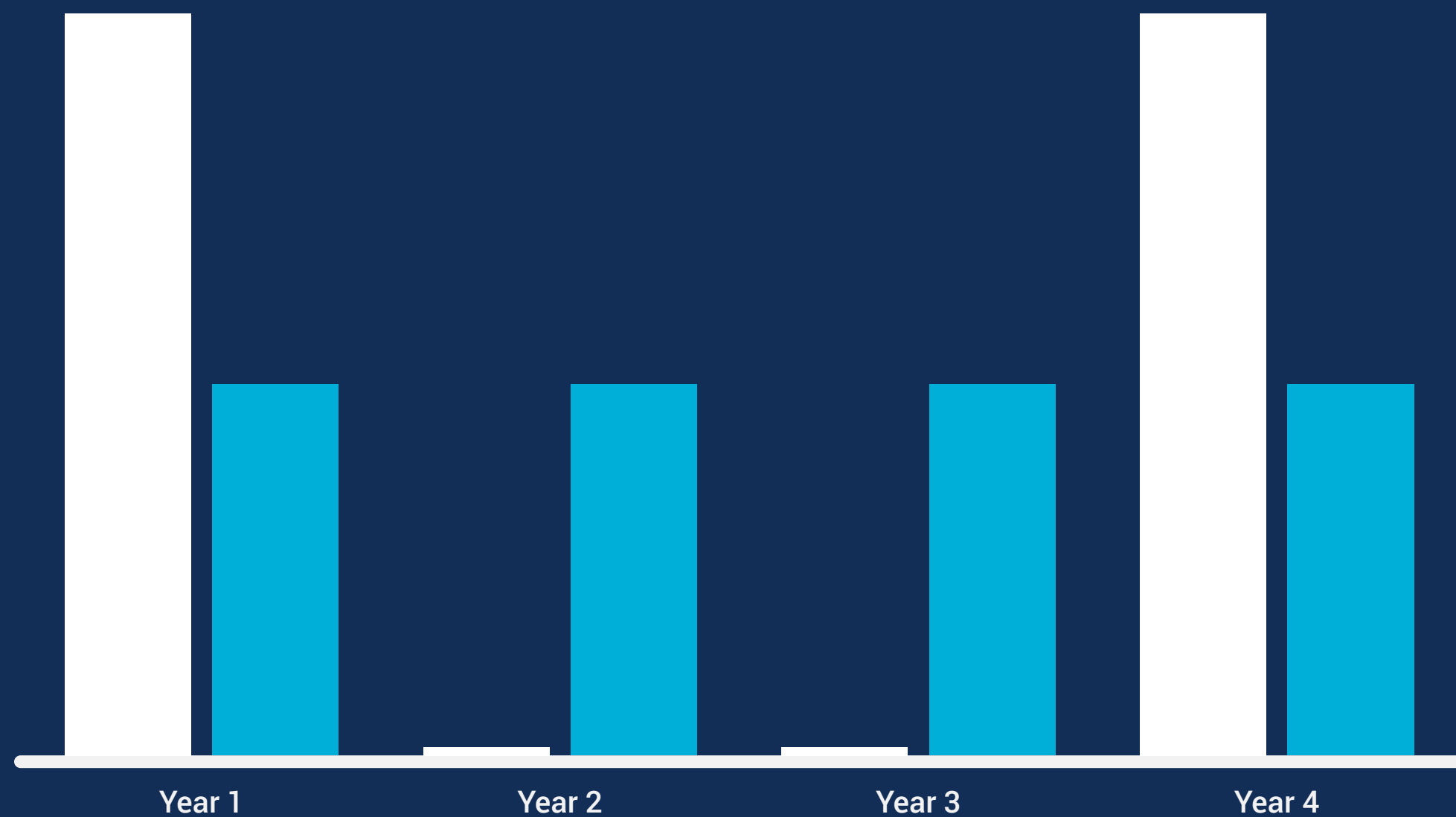
- Public cloud growth is accelerating faster than the analysts predicted. The delivery of software via Cloud is growing 10x faster than perpetual/single license key activation.
- By 2018 over 78% of mobile workloads will be processed in the Cloud
- Internet of Everything device growth is huge however the next wave of the internet will look to encompass people, processes, 'things' and data combined e.g. tracking wildlife so that poachers can't kill them
- Even more data will be created and will need to be managed and processed.

## The Opportunity

All businesses are exposed as the world is digitally transformed, the go-to-market process is permanently changing.

The move to Cloud brings the opportunity to move your customers from a traditional Capital Expenditure (CapEx) model to a more flexible, pay per use Operating Expenditure (OpEx) model. This allows you to maintain, and deepen your relationship with the customer, and to benefit from the ongoing, recurring revenues that Cloud generates. In a Cloud model you will bill either for subscriptions or consumption.

IT SPENDING CAPEX VS. OPEX



In the example graph you can see the three smaller amounts add up to more than the OpEx amount. This can be true as Cloud services tend to be more expensive. This is not a problem because when customers are using Cloud they not only save on hardware but also on power, cooling, security, bandwidth, personnel etc. In this way, using Cloud is almost always cheaper and it also mitigates a lot of risks that come with CapEx investment.

Capex  
Opex

## What Do You Need To Do?

Tech Data will enable you to take a proactive lead in your customer's Cloud journey.

Through a process of leading support, assessment and enablement Tech Data will empower you to successfully engage with your customers and deliver Cloud solutions to meet their business needs.

Tech Data will help you define the path to success in the Cloud market, and establish your route to Cloud Mastery.



To deliver the proven business impacts your customers need, you will be working with the global market cloud leaders.

Working with Tech Data to meet your customer's needs includes the utilization of Tech Data's unique StreamOne solution, introducing consistency and simplicity into a potentially complex proposition.

## What is StreamOne?

StreamOne allows resellers to learn about cloud products, buy these products, manage their customers and orders from one web platform.



LEARN



BUY



MANAGE

Tech Data provide all the enablement, resources and support you need to accelerate your cloud transaction journey.

1.  
"@.com"

Simple product access via  
Tech Data website

2.  
"Integrated"

Enabling your website  
through live APIs

3.  
"Branded solutions store"

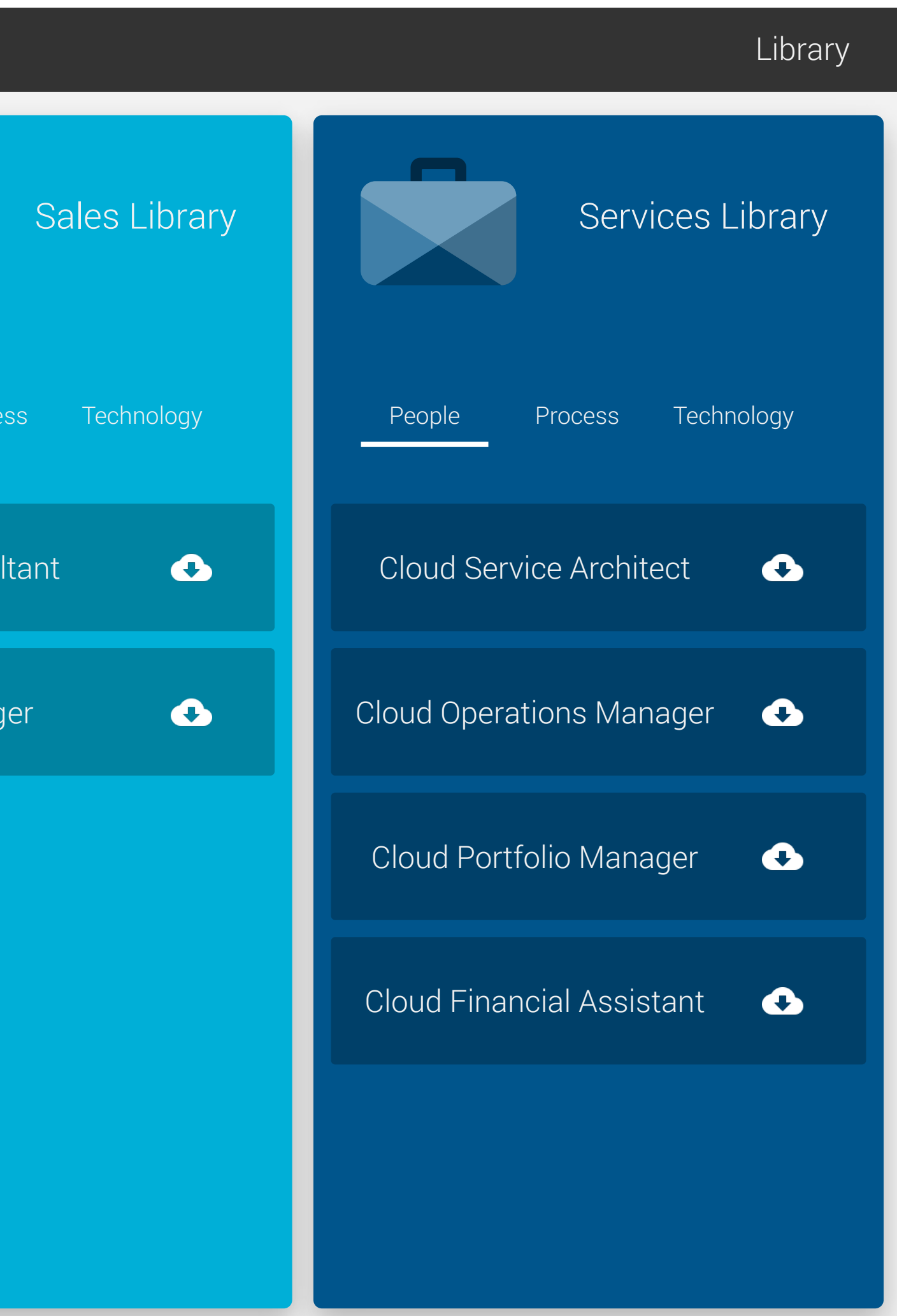
Bespoke whitelabel cloud  
marketplace

4.  
"Utility licensing"

Build your own cloud  
platform/services





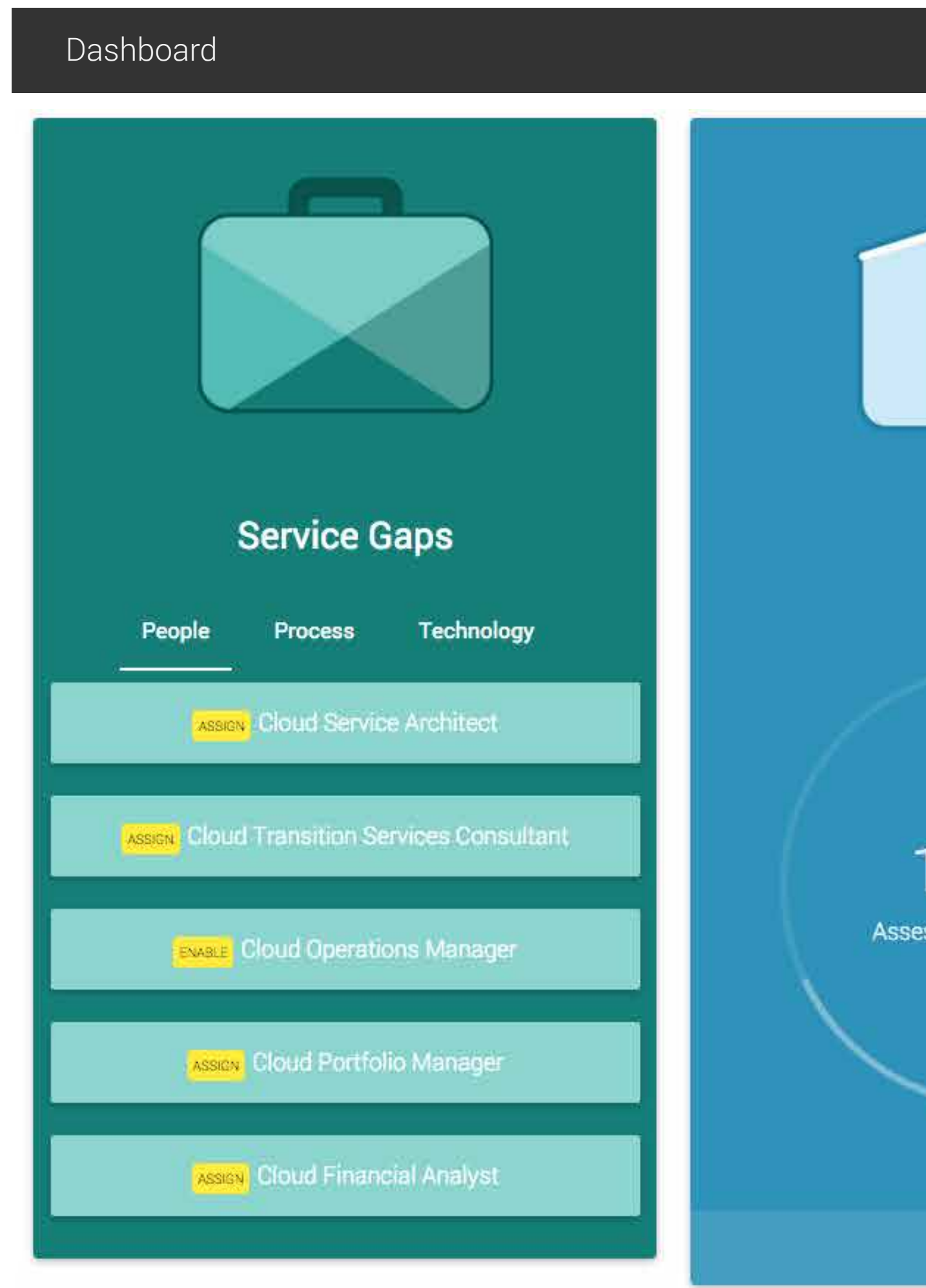


### Library

At any point in your CMA journey you can access a full library of overview documentation for every role, process and technology required for an optimal Cloud Services Practice.

### Real-Time Data

As you complete your assessments, CMA will start to highlight: the roles you need to assign and those you need to enable; the processes you need to build; and the technology you need to acquire to enhance your Cloud Services Practice.



### Dashboard

#### Service Gaps

People Process Technology

ASSIGN Cloud Service Architect

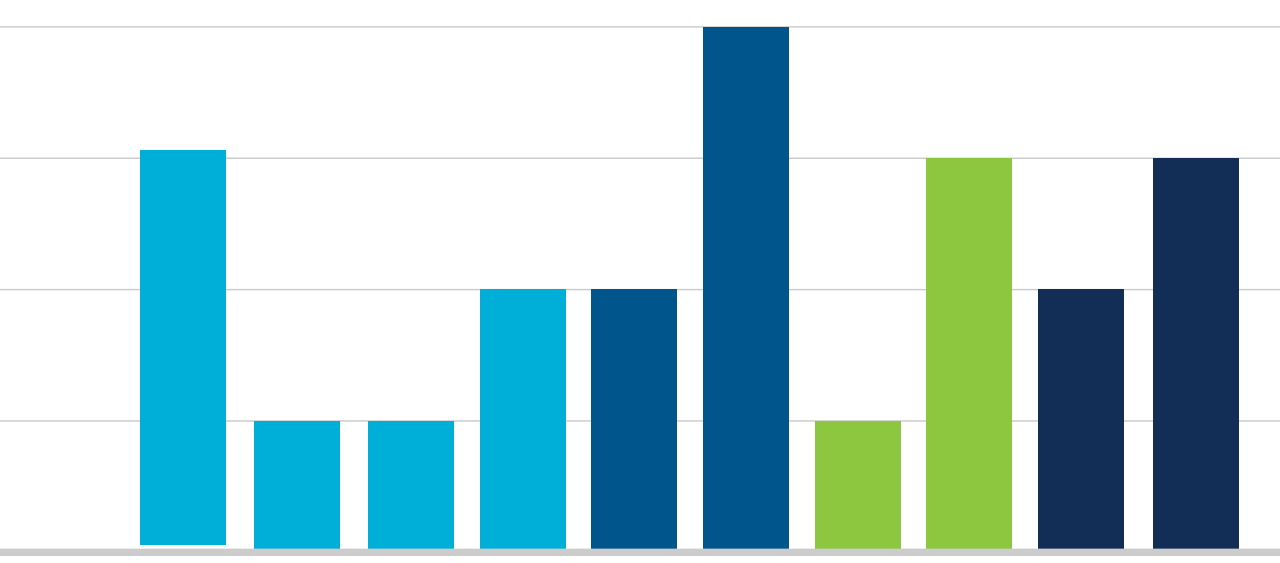
ASSIGN Cloud Transition Services Consultant

ENABLE Cloud Operations Manager

ASSIGN Cloud Portfolio Manager

ASSIGN Cloud Financial Analyst

## Gap Analysis



## Roadmap

A visual representation of a roadmap interface. It features a dark grey background with a blue header. The top row contains three circular icons with human silhouettes, each with a label below it: 'Enable Cloud Service Architect', 'Enable E-commerce Manager', and 'Enable Program'. The bottom row contains three circular icons with interlocking arrows, representing processes or workflows.

### Gap Analysis

Once you have completed all your assessments, CMA will immediately identify where your gaps lie, to determine where the key areas of development are for your business.

### Roadmap

CMA uses an optimal Cloud Services Practice target operating model to measure your organization against, which provides you with real-time metrics, including a detailed Roadmap.

From your Roadmap you can drill down further to see the roles, processes and technology you need to develop within your organization. This allows you to start your journey towards reaching your next level of maturity for a Cloud Services Practice.

***TD Tech Data***<sup>®</sup>