

## Public Cloud Concerns Fuel Private and Hybrid Cloud Interest

Interestingly, some of the same things that cloud proponents cite as benefits are seen as obstacles by cloud skeptics. These obstacles have stopped some companies from moving mission-critical applications and/or highly sensitive data to the cloud, and are fueling increasing interest in private and hybrid clouds.

- Security risks are the top concern when using public cloud environments. Because computing resources are shared, data is arguably more susceptible to hacking and theft, and unauthorized users can more readily intrude on applications. Security concerns surrounding the public cloud have been the top driver for considering private cloud options for mission-critical applications and data.
- Spotty performance in a shared environment is another common fear related to using the public cloud. After all, if your business is competing for resources, and the public cloud provider doesn't have sufficient infrastructure, performance can slow down. However, contractual service level agreements (SLAs) can help alleviate this concern.
- Loss of control holds some businesses back. Internal IT shops are accustomed to managing everything and may be leery of handing over the reins to a service provider— either because of genuine concerns about its capabilities, or because of fears about job security.

In reality, most large public cloud providers have almost limitless capacity—and certainly more than the average midmarket business can muster. They are putting more security safeguards in place, and providing better access to real-time information and processes for customers who want more visibility and control. But the bottom line is that every business must assess its own requirements and evaluate which option will do the best job of providing the capabilities, value and peace of mind that it needs.