



Private vs public cloud

Once you've made the decision to move to the cloud, you then need to decide which one. Public clouds, like Microsoft Azure or Amazon AWS offer some great advantages, but as an 'off-the-shelf' solution they are not right for a lot of organisations.

That's exactly why we built the Starcom Cloud. It has been designed and built from the ground up to run critical, line of business applications. It's also highly customisable to suit individual needs, rather than a one-size-fits-all approach that is more common with the public cloud.

To make it easier to understand the benefits of each platform, take a look at this matrix.

	 Starcom Cloud	 public cloud
Compliance and security	Tier 3 data centre with highly customisable compliance/defence options for organisations with strict codes of conduct or that must adhere to legislative requirements/ risk protocols.	Shared platform with standardised protocols that isn't always flexible enough to satisfy more stringent compliance requirements.
Lead time	Enabling new servers is quick and easy – literally a matter of minutes	Enabling new servers is quick and easy – literally a matter of minutes.
Control and customisation	Adjust computing, storage and network performance at granular level to suit you. Plus get support from the engineers who actually built the environment if required.	More limited choices, set up to cater for the majority rather than more bespoke individual needs.
Utilisation	The Starcom Cloud is dedicated to your requirements, so no need to share resources or suffer from noisy neighbours.	Huge environments built with scalability in mind so is good for very elastic requirements.
Access and availability	Four levels of built in connection redundancy, on site duplication and geo location redundancy built in. Nothing is bullet proof, but this is as close as it gets with a 99.95% uptime SLA.	Uptime and availability is focus for all cloud providers, but public cloud SLAs are confusing and differ by service/component, some offering only 99% which can make a BIG difference.
Cost	Simple to understand flat rate subscriptions.	Low published costs but tend to have lots of microtransaction costs based on various elements of usage/consumption driving the final price higher than the private Starcom Cloud.

For more information on the Starcom Cloud and how we can help make your applications run faster and with less downtime, visit starcom.node4.co.uk/starcomcloud or speak to a Starcom Cloud specialist today on **0844 579 0800**.