

# SOURCE CLOUD

Guide to the impact of cloud computing  
on global sourcing of services

**EXPERTS  
COMMENTS  
INTERVIEWS  
CLOUD DEBATE**

# CLOUD - OPPORTUNITY AND BIGGEST CHALLENGE FOR THE MID MARKET

By Smita Vasudevan



Global Services interacts with two key people at Microland, M.S Rangaraj, Chief Innovation Officer and Vaibhav Tiwari, Chief Marketing Officer, Microland, on the transformation in the cloud market, the opportunity and the biggest challenge.

**GS: What is the change that you see in the global cloud market from a mid market perspective?**

**Ans:** Mid market cloud is in the very initial stages. The trigger for cloud adoption is mostly based on technology rush. Enterprises are moving to new technologies to prepare themselves for the change. Also we see that there is a change in the CIO mindset. As a trend, CIOs are now able to visualize their IT organization through services. Numerous organizations are attempting cloud usage in different areas, like moving their websites to public cloud. Multi national organizations too are using cloud in their different centers.

**GS: How big is the opportunity currently?**

**Ans:** The opportunity is quite huge. Around 30-40% percent of the cloud market is mid market. There is lot more potential to explore as enterprises are becoming aware of it and considering different alternatives. Conversations are moving from why to what and how.

**GS: Is there is a direct impact of cloud on business Productivity**

**Ans:** There is no one answer for this. The success depends on defining what is the business need. While its difficult to see a direct impact of how cloud, it does offer the building blocks to better productivity.

Cloud is more like a new set of toys available. But the basic principle remains the same.

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**GS: What is the biggest challenge in cloud?**

**Ans:** Enterprises are still not that aware of what is available and how to go ahead. So there is need for hand holding. Enterprises need to be told and informed about things and then it should be left on them to decide when they want to make the move.

Security concerns are always likely to be there. This depends on the industry and also on the type of workload being transferred. Service providers are working hard on ensuring security.

**Four essentials for success**

- Good governance strategies
- The way you operationalize the process
- Compliance
- Architecture

**Most preferred cloud services**

- Messaging and collaboration
- Inhouse SAP implementation to cloud SAP
- Desktop Virtualization

**Leading Markets**

- US and Europe are leading adoption. India showing good traction but not as much.

**Major Benefits**

- Cost savings ability and flexibility that was never there before. 