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Whitepaper

11 Point Cloud Plan to Manage the COVID-19 Business Environment

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The COVID-19 virus pandemic has changed a lot of things forever or at least that should be our best assumption now. As Sequoia quotes, this is the Black Swan of 2020 which may very well extend into most of 2021. While some are still trying to understand the impact this will have on the global economy, we need to make up our minds and accept that this is here to stay for a longer period. I find a lot of merit in the endgame possibilities of the COVID-19 virus highlighted in an article by The Atlantic. Of the 3 possible endgame scenarios, the best option sounds like this - "the world plays a protracted game of whack-a-mole with the virus, stamping out outbreaks here and there until a vaccine can be produced."

As a global leader in cloud consulting space, Powerupcloud Technologies (An LTI Company) is a Premier Consulting Partner with AWS, Gold Partner with Azure and consulting partner Google Cloud Platform.

Having had strategic conversations with more than 50 top CEOs, CIOs, Business Leaders of Fortune500 companies and public cloud OEMs, a need for the instant availability of technology is greater at this point of time than at any time before. And the public cloud has emerged as the biggest enabler during these uncertain times. It is best to start the cloud adoption process immediately without any delay if any of the organizations are still considering moving to the cloud as the economic scenario is changing at a faster phase.

The 11-Point Cloud Plan for COVID-19 Economy

Further to the discussions with the top CIOs and Cloud Leaders, Powerup has built the 11-Point Cloud Plan on how enterprises should prioritize and execute their cloud adoption & optimization plan over the next 3 months (ultra-short-term) and the next 12 months (short term).

The 11-Point Cloud Plan has 3 purpose tracks.





Business Continuity Planning

With more and more enterprises moving to a remote working model where employees connect from home, I see that a good amount these businesses are grappling with a viable business continuity design which will allow them to continue their operations. Remember, keeping your business moving is the best outcome the world economy needs today.

There are 5 key areas which the organizations are adopting on the cloud to support their business continuity. Powerup has prioritized them based on the feedback we received from the market.

1. Virtual Contact Center on Cloud

Employees doing 'work from home' are struggling with their traditional contact center software which doesn't allow them to answer customer support calls effectively. Cloud-based Amazon Connect allows you to bring up a virtual contact center in just 45 minutes and with an additional 8 hours effort, you can also automate the customer care responses by integrating Amazon AI services like Amazon Lex & Amazon Polly. Here is a case study on how Powerup helped a multinational home appliances manufacturer set up a customer support environment for its agents in Indonesia through AWS Connect.

2. Virtual Desktops on Cloud

Another major request coming in from companies with remote employees is the virtual desktop solution. Both Microsoft Azure's Windows Virtual Desktop and Amazon Workspaces are sought after technology offerings on the cloud which solves this problem. You can launch these virtual desktop solutions using automated templates for 1000s of employees in a matter of hours. Here is a case study on how Powerup enabled remote work for a leading biotech company at scale.

3. Support Chatbots on Cloud

Be it customer support or internal employee support, there is no better time to be proactive in responding to their queries. Chatbots enables an organization to

route at least 50% of the customer queries away from customer support agents. Cloud technologies like Google Cloud's DialogFlow, Amazon Lex, Amazon Polly, Microsoft Bot Framework, Azure QnA Maker, Microsoft Luis helps in designing your chatbots. Powerup's Botzer platform also helps you in integrating with the above-mentioned cloud APIs and launch & manage your chatbots in a day. Here is a case study on how Powerup implemented chatbot for a global IT & consulting company.

4. Risk Modeling on Cloud

Several organizations in industries like Insurance, Stock Trading, Banking, Pharma, Life Sciences, Retail, FMCG are running their risk modeling algorithms on an almost daily basis to reassess their risk in the current market scenario. This requires additional compute power (Amazon EMR, Azure HDInsight, Google Dataproc and machine learning platforms (Google Cloud AutoML, Amazon Sagemaker, AzureML) on the cloud. Here is a case study on how Powerup helped one of the world's largest corporate food catering company implement sales prediction engine powered by machine learning to predict several important business parameters.

5. Governance & Security on Cloud

For organizations with a lot of applications on cloud, governance, and security becomes a tricky part to handle given that most of their employees are connecting from home. Cloud Governance Products like Powerup's CloudEnsure.io helps organizations to enforce a zero-trust security model across their multi-cloud environments and ensures that the security vulnerabilities are addressed in real-time. Here is a case study on how CloudEnsure.io helped a large Healthcare company save \$5000,000 annually on AWS spend by storage optimization.



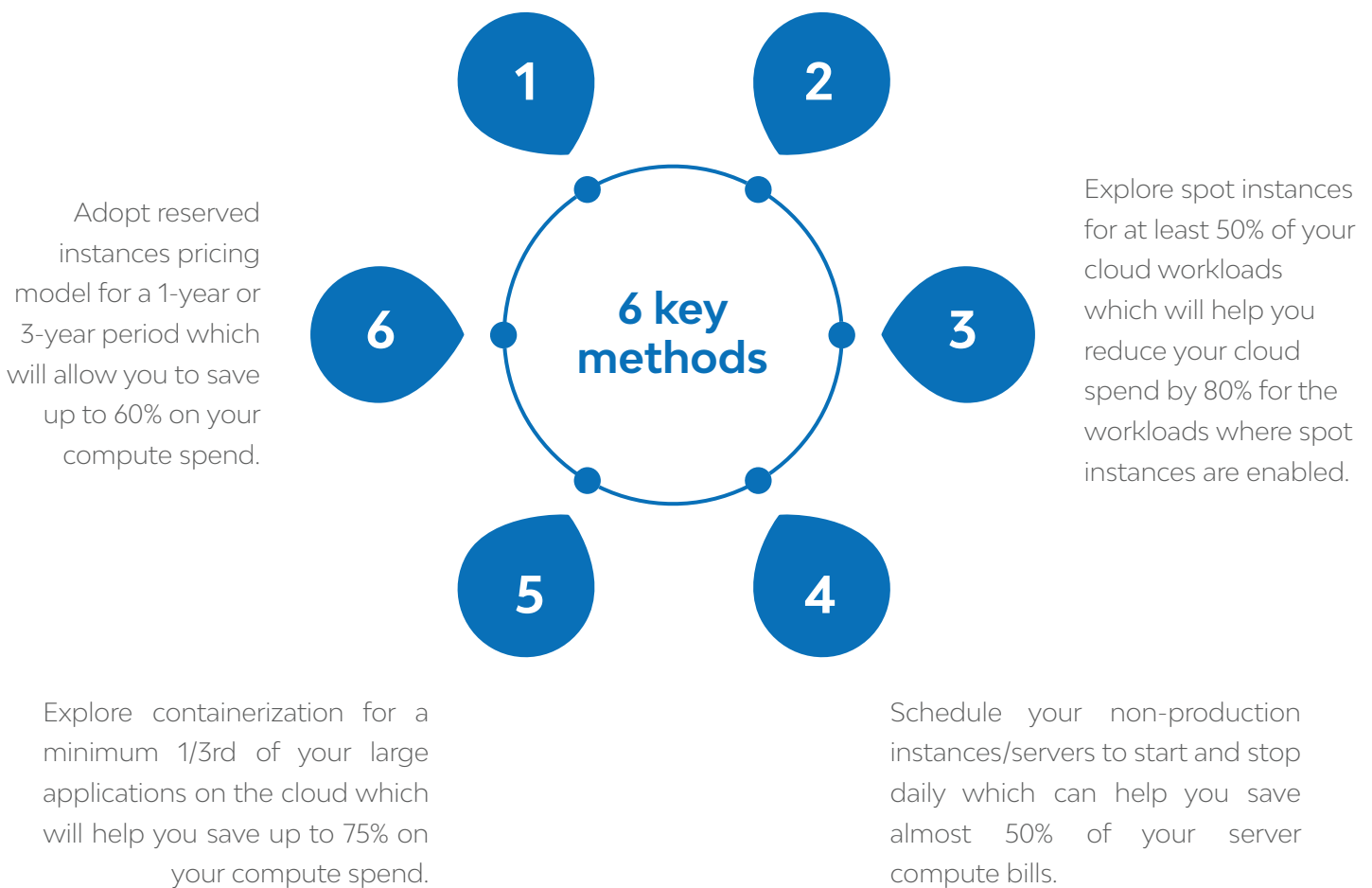
Cost Savings on Cloud

6. Cost Optimization on Cloud

We will witness a spending crunch by a lot of organizations across industries and IT departments in these organizations will come under severe pressure to reduce their cloud costs. From our experience in helping a lot of organizations reduce their cloud spend, we have identified 6 key methods using which you can save cloud costs

Downsize your cloud resources and plan your cloud inventory to the bare minimum that is required to run your business.

Shutdown unused cloud resources and free up storage & network. This might require you to revisit your new initiatives and data retention policies.



Powerup's CloudEnsure.io has tailored modules that help organizations track their cloud spend by departments, applications, users, etc and help them with a detailed (resource level) cost optimization plan for their cloud environment. Here is a case study on how Powerup helped a large e-com startup helped to bring down the cost of the microservices running in their environment.



Short Term Cloud Initiatives

Now that the long-term initiatives by organizations will go under the scanner and potentially recalibrated to suit the larger financial goal of the organization, there are still a lot of things that the organizations can do in the short-term to help them prepare themselves for the next 12-18 months. These 'Short Term Initiatives' are designed to help you make measured but important progress in your cloud adoption journey and will fit very well into your long-term plan when the situation gets better.

We have listed 5 key short-term initiatives that are being adopted by several medium and large enterprises across industries globally.

7. Data Lake on Cloud

It is during these times, several organizations realize that they don't have enough hold on their data to make some critical business decisions. They see that their data is spread across various applications, in various formats and in various database technologies which restricts them from correlating the data and gain valuable insights. A centralized Data Lake on the cloud solves this problem. You can launch a full-fledged Data Lake that can be built in less than 60 days using cloud-native data lake technologies (Amazon Redshift, Azure DataLake) or some leading 3rd party data platforms like Snowflake or Databricks. It is the best time to start building your organization's central data lake on the cloud if you don't have one. Here is a case study on how Powerup helped India's largest media company to implement Data Lake on Cloud which helped management to take business-critical decisions in time

8. Fast-Track Application Development on Cloud

These uncertain times requires organizations to try new business models and introduce new processes to handle their business. It is seen that the large banks are building specialized apps for payment holidays on buy-to-let mortgages in record time. And you might have similar requirements for building specialized workflow-based apps. Cloud is the best place to build these apps in a very short period of time and if you use

7. Data Lake on Cloud

serverless functions like Amazon Lambda, Microsoft Functions, it will help in less overhead in managing the availability of these apps. Please remember, managerial bandwidth is super key in the coming days and you should plan to free up your employees' time for high priority tasks. Here is a case study on how Powerup helped India's largest media company to adopt cloud-native app development which helped Faster releases of new feature prototypes due to modular design with stability in the application & reduced infrastructure maintenance

9. Outsource Cloud Managed Services

Cloud support or managed services is a human capital intensive division of IT departments and it is the right time to outsource the managed services scope to cloud partners like Powerup who can deliver the cloud support in a shared capacity model. This would greatly reduce your human capital overhead cost in managing your cloud environment.

10. Move Critical Applications to Cloud

Large scale enterprise data center migrations will help you to move to an OPEX model and reduces the stress on the cash flow which is highly recommended given the volatile economic outlook for the next 2 years. But the best way to begin this is by looking at your business-critical applications and migrate them to the cloud. This will allow you to migrate in a phased manner to the cloud within the next 12 months. It is suggested not to consider the big-bang cloud migration approach for the next 12 months. Conserving cash and spending them in a planned manner is going to be key for any business to survive. Here is a case study on how Powerup helped a leading provider of cloud-based software solutions migrate to cloud.

11. DevOps Automation on Cloud

DevOps process automation is another key aspect that the companies are executing to reduce the dependency on their technical resources. 'Work from home' model has its own challenges w.r.to coordination, network connectivity, etc which leads to

highly delayed DevOps deployments. This might be the right time for you to look at automating your DevOps process for your applications running on the cloud or in your on-premise setup. Here is a case study on how Powerup helped India's largest trucking platform to setup Devops environment.

In conclusion

As mentioned earlier, the 11-Point Cloud Plan was devised based on the market observations and feedback from our global enterprise customers. Will the plan change in the near term? Absolutely Yes. But for now, this seems to be the best bet for us. This 11-Point Cloud Plan should get you started thinking/acting in the right direction which can help you follow the footsteps of several leading organizations in today's economic scenario caused by COVID-19 pandemic. The plan will continue to evolve and Powerup will keep this updated as we learn more from our partners and customers.

Author



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Siva is the Founder & CEO of Powerup, an LTI company having been associated with the public cloud space since 2012, both as an employee and an entrepreneur. An active evangelist of the public cloud, within the community and the larger business ecosystem, he has witnessed many significant milestones in its evolution. He is also focused on building cloud-native AI powered products across cloud governance and intelligent process automation. A recent milestone has been the acquisition of Powerup by LTI, more significantly this was in just over 4 years from when he founded the company.

LTI (NSE: LTI, BSE: 540005) is a global technology consulting and digital solutions company helping more than 420 clients succeed in a converging world. With operations in 32 countries, we go the extra mile for our clients and accelerate their digital transformation with LTI's Mosaic platform enabling their mobile, social, analytics, IoT and cloud journeys. Founded in 1997 as a subsidiary of Larsen & Toubro Limited, our unique heritage gives us unrivaled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 30,000 LTItes enable our clients to improve the effectiveness of their business and technology operations, and deliver value to their customers, employees and shareholders. Find more at www.Ltinfotech.com or follow us at [@LTI_Global](https://twitter.com/LTI_Global)