



# Keys to Accelerate Cloud Value

As more companies embark on or continue to drive the journey to the cloud, CIOs and CFOs are trying to figure out the answer to an existential cloud question: How can they genuinely accelerate the financial and non-financial value of the cloud? Understanding the true value of the cloud is one of the most challenging tasks. This eBook will figure out the critical factor to accelerate the cloud value.

Here are five considerations for CTOs as they look to realize the overall financial value of the cloud:

**Define what's important (ROI):** Companies must first articulate what the cloud ROI means to them. While cost savings are essential for cloud adoption, a holistic view of the cloud offers is needed. Determine the value the business wants to achieve and ensure the business case for the cloud builds on that value. A compelling business case for the cloud means a lower total cost of ownership (TCO) when you factor in capital costs, real-time operational costs, opportunity costs for downtime, productivity benefits or losses, training and communication costs, etc.

**Future-proofing and costing lost opportunities:** Today, the cloud can help organizations reduce technology debt to regain the agility they need. In addition, the cloud is an excellent platform for experimentation and faster innovation to develop future products and services, new business channels, a robust supply chain, and new business models.

Any investment that helps companies cope with crises and ensures business continuity is essential for future sustainability. The cloud also enables better and faster data-driven decision making to drive better business processes and product development/innovation. A cloud-first mentality will have a multiplier effect on the business, and the value creation journey begins with the destination in mind.

**Impact on customer experience:** The real value of any investment ultimately lies in the value the customer derives from it - the customer experience.

**Cybersecurity:** increased pressure on the cloud has led to more significant pressure on cloud security than what businesses would have had without the cloud. Cybersecurity and trust can have a domino effect on businesses and brand value.

**Sustainability:** cloud computing is energy and resource-efficient, greener technology. Research by Accenture shows that migrating to the cloud can reduce carbon emissions by 60 million tons per year, the equivalent of taking 22 million cars off the road.

## iSmile Technologies Cloud Migration Approach

iSmile's Migration Factory platform is a comprehensive suite of modern tools and processes that provide tool-based migration, testing, and operations management, as well as application maturity assessment, architecture design, and blueprint design. The platform brings together several key constructs to accelerate digital transformation across the cloud life cycle. It provides industry-leading capabilities for application telemetry, intelligent monitoring, automated problem resolution, predictive problem management, and real-time dashboards that effectively support the transition to the cloud.

## Our Cloud Partners



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[service@ismiletechnologies.com](mailto:service@ismiletechnologies.com)



+1 732-347-6245



[www.ismiletechnologies.com](http://www.ismiletechnologies.com)