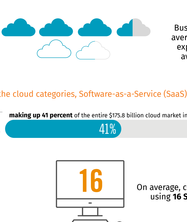
Infographic

What's holding your cloud applications back?

In today's business environment, companies need to be mobile, accessible and innovative to compete, and they need to do it all under budget. Enter cloud-based business applications — those anytime, anywhere solutions with a predictable and affordable monthly expense. It's easy to see why businesses are increasingly turning to the cloud with no signs of slowing or stopping.

SMB CLOUD STRATEGY

Small- and medium-sized businesses (SMBs) are adopting multi-cloud strategies and are leaning more toward public cloud.



Source: Rightscale, 2019

Businesses are using an average of **3.4 clouds** and experimenting with an average of **1.5** more.[1]

Of the cloud categories, Software-as-a-Service (SaaS) Is still king

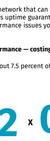
making up 41 percent of the entire $175.8 billion cloud market in 2018.

41%

On average, companies are using **16 SaaS apps**.

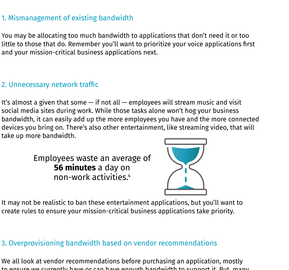
of companies are running on **SaaS applications** almost entirely

and



of businesses say that nearly all of their apps will be **SaaS** by 2020.[2]

Companies will soon be running purely on SaaS



Source: BetterCloud, 2017

With that on the horizon, it'll be as important as ever to have a network that can support the influx of online activity and ensure it's all running smoothly. A cloud app's uptime guarantee, or SLA, alone won't save you as that only covers the app's availability, not any performance issues you're having because of your network.

So, what's a slow Internet connection — and lethargic app performance — costing you?

Let's say that a slowdown in your app performance results in about 7.5 percent of lost efficiency for your employees, which is generous as that loss is usually far more.

10 Number of employees

x

$36.22 Average employee compensation per hour in the U.S.[3]

x

0.075 Loss in efficiency

x

2080 Working hours in a year

=

$56,503 /year

Here are the top five culprits that are holding your cloud apps back:

1. Mismanagement of existing bandwidth

You may be allocating too much bandwidth to applications that don't need it or too little to those that do. Remember you'll want to prioritize your voice applications first and your mission-critical business applications next.

2. Unnecessary network traffic

It's almost a given that some — if not all — employees will stream music and visit social media sites during work. While those tasks alone won't hog your business bandwidth it can easily add up the more employees you have and the more connected devices you bring on. There's also other entertainment, like streaming video, that will take up more bandwidth.

Employees waste an average of **56 minutes** a day on non-work activities.[4]

It may not be realistic to ban these entertainment applications, but you'll want to create rules to ensure your mission-critical business applications take priority.

3. Overprovisioning bandwidth based on vendor recommendations

We all look at vendor recommendations before purchasing an application, mostly to ensure we currently have or can have enough bandwidth to support it. But, many times, we make bandwidth assignments without testing an app's effect on network performance, which frequently results in having too much bandwidth allocated to one app while others suffer.

4. Shadow IT

An increasingly common problem, shadow IT occurs when employees subscribe to a legitimate cloud-based program, paying for it on a company credit card and using it on the business network — all without your IT department knowing.

of workers admit to using **SaaS apps** at work, in many cases without IT approval.[5]

of all **IT spending** at a company occurs outside of the IT department.[6]

While they may not be ill-intentioned in adding these apps, it could be straining your network. And, you won't know it if you lack visibility into your network.

5. Lack of control

Without network visibility — the ability to see application usage and performance — you won't be able to prioritize and control how your bandwidth gets distributed, opening the door for at least one of the other culprits of a sluggish network.

The need for speed

If you're still experiencing sluggish cloud app performance and you've ruled out the five culprits, then you'll want to consider increasing your Internet speed.

You should be re-evaluating your business bandwidth needs every **18 months**, in part because:

- use of cloud apps, particularly SaaS, will only increase from here
- more devices — whether it's through the Internet of Things or employees bringing their own — will be connecting to your business network

If you find that you need more business bandwidth, here are some potential fixes to put some pep back into your network's step:

1. Go fiber

Up to 1 Gbps or higher, fiber connections provide the fastest speeds around and a fiber network is the only type that can scale at those speeds. That will prove even more important as the future brings more connected applications and devices onto your business network.

Fast
Provides the fastest speeds around, up to 1 Gbps or higher

Affordable Bandwidth
Offers a cost-effective solution for your increasing bandwidth needs

Scalable Speeds
The only connection that allows scalability at these speeds

Future-Proof Connection
The only network that will be able to accommodate your current and future needs

2. Take the reins of your network with SD-WAN

An SD-WAN solution takes away at least two of the culprits slowing down your app performance — lack of visibility and lack of control — by letting you see every app on your network and the bandwidth it uses, allowing you to create business rules that govern the bandwidth dedicated to each individual application. SD-WAN will also enable you to add bandwidth quickly and cost-effectively and can provide up to 100 times the bandwidth of a standard T1 connection at a lesser cost by using basic broadband connections to augment your network capacity.

Increase Visibility
See every app on your network and the bandwidth it uses

Increase Control
Prioritize and control applications for optimization

Increase Bandwidth
Add bandwidth / locations quickly and cost-effectively

kinetic business
by windstream

[1] Rightscale 2019 State of the Cloud Report from Flexera
[2] BetterCloud, 2017 State of the SaaS-Powered Workplace
[3] https://www.bls.gov/news.release/archive/prod.htm
[4] https://www.businessnewsdaily.com/11102-mobile-device-employee-distraction.html
[5] http://www.frost.com/reg/blog-display.do?id=321784
[6] https://www.forbes.com/sites/tomgroenfeldt/2013/12/02/40-percent-of-it-spending-is-outside-cio-control/#31eb66f92fcd3