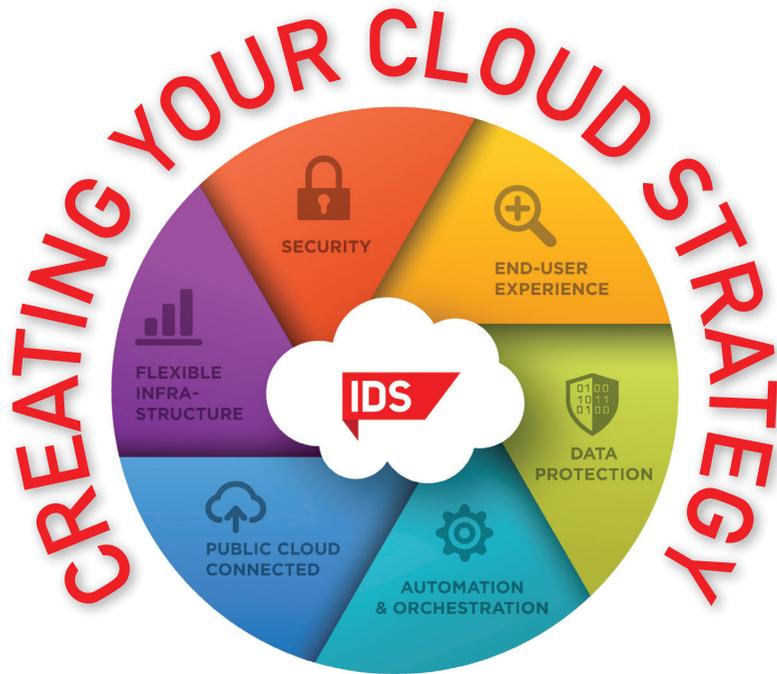


// CHICAGO INDUSTRY LEADERS //



“If you ask 10 people in a single company for their definition of cloud, you’ll likely get 10 very different answers,” says Justin Mescher, Chief Technology Officer for IDS. “It is very important for organizations to take the time to create their own internal definition of cloud. The first step in creating your cloud strategy is understanding what all of the key stakeholders in the business expect from the cloud.”

A CEO may be looking to cloud technologies to enable competitive differentiators for the business, while a CFO may want to reduce IT infrastructure costs. But the CIO might be looking to gain operational efficiencies to enable his or her team to focus in more strategic areas. Mescher says that’s all possible.

In addition to providing data center infrastructure and cloud computing services, the IDS team helps companies define their cloud strategy, identify and implement the best solution, and maintain that infrastructure securely.

MULTI-CLOUD IS THE FUTURE

As many customers begin their journey to the cloud, their focus is on which is the best cloud provider for them.

“Over 80 percent of organizations are looking for a multi-cloud approach,” says Mescher. “It isn’t about private cloud versus public cloud or AWS versus Azure; it is about creating a federated enterprise architecture framework that allows you to securely consume resources across multiple cloud providers.”

IDS has created a Cloud Performance Hub concept that allows customers to extend their existing data centers into multiple cloud providers in a high-speed and secure way that allows true federated IT services.

“Most of our customers already have large investments in data center technology,” says Mescher. “With our Cloud Enabled Data Center framework, customers can continue to leverage their existing investments while extending into the public cloud to unlock new capabilities.”

CREATING A SUCCESSFUL ECOSYSTEM

Fourteen years in the business has taught IDS that an agnostic approach to the cloud is the key to success.

“There is no such thing as a one-size-fits-all cloud strategy,” says Matt Massick, CEO for IDS. “With so many cloud providers and services available, many customers are looking for external expertise to provide clarity when choosing a strategy.”

IDS has invested heavily in hiring the best engineers and consultants in the industry to help customers create the right cloud strategy to align with their business needs.

“At IDS, we have created an ecosystem of best-of-breed cloud providers and technologies to enable our customers,” says Massick. “Paired with our industry-leading engineering team, we have created a unique approach to help guide our customers in this journey to the cloud.”



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