

# Deliver the right services, at the right time, for the right price.



Cloud service providers are making inroads into the **enterprise**.

## IT **Shadow IT is on the rise.**

More than **80%** of employees use non-approved SaaS applications in their jobs.<sup>1</sup>

**42%** of IT spending is funded outside of the IT budget. Funding for IT comes from:<sup>2</sup>  
20% marketing and communications  
22% other departments

**58%** the IT budget  
33% of the IT budget is spent on cloud subscriptions and services.

### Just building a cloud is not sufficient.

“The ‘if you build it, they will come’ strategy usually will fail because users aren’t prepared to use the services, or the services miss the mark on their requirements.”

—Gartner<sup>3</sup>

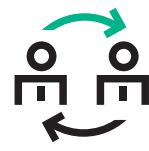
**IT can remain the service provider of choice by embracing hybrid delivery and covering the full scope of service lifecycle management—from requirements to value.**

## Five **principles** for a successful cloud services lifecycle



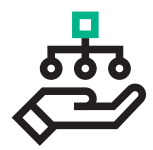
Manage your cloud like a business.

- Understand your delivery costs
- Offer competitive financial models
- Measure your financial performance



Know your customers.

- Involve business users in the design process
- Identify stakeholders’ key requirements
- Get buy-in from business leaders



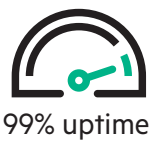
Design your services.

- Define the service composition in the architectural design process
- Know what makes up your services
- Design with service-delivery options in mind



Build a service catalog.

- Build or broker as needed
- Appeal to the lines of business
- Put full-service management in place



99% uptime

Deliver a great customer experience.

- Monitor your cloud services to safeguard availability and performance
- Secure your services
- Analyze your operations data to predict trends and issues

“Fully engage end users of a potential cloud service and the infrastructure and operations (I&O) staff throughout the design and deployment of the private cloud project, targeting specific, appropriate use cases.”

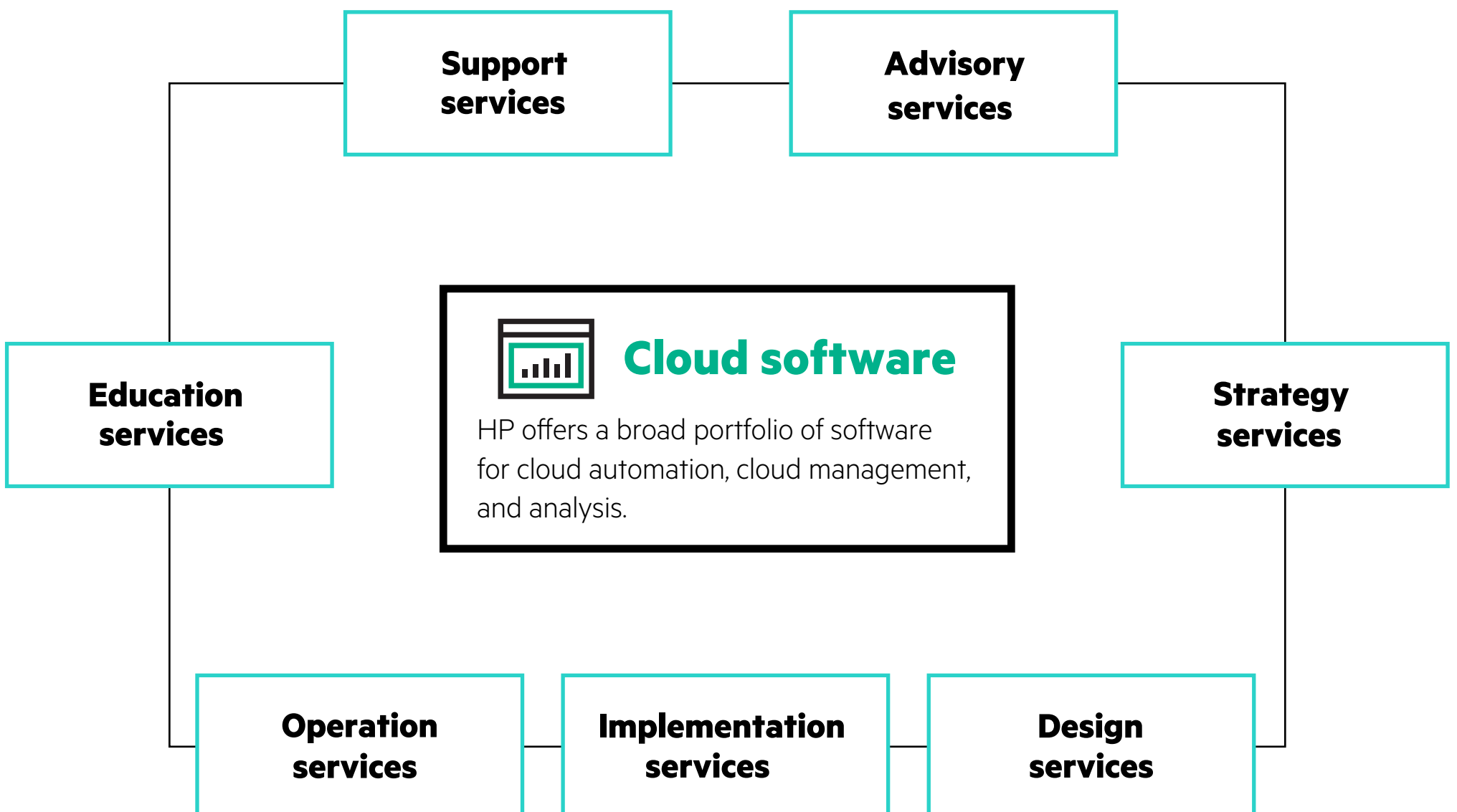
—Gartner<sup>3</sup>



Team with a world-class cloud partner.

**HP is ideally positioned to help you design, build, monitor, and operate your private cloud.**

HP Professional Services covers the **end-to-end** cloud services lifecycle.



Here’s the bottom line:

The corporate enterprise expects “everything as a service.”

Corporate IT can meet this expectation by adopting a hybrid service delivery model

and becoming the **service provider of choice**.

Let’s get started  
[hp.com/go/csaservices](http://hp.com/go/csaservices)

1. Stratecast | Frost & Sullivan, “The Hidden Truth Behind Shadow IT,” November 2013.  
2. Gartner, “Cloud Service Providers Must Understand Deployment, Adoption and Buyer Complexity to Leverage Cloud Revenue Opportunities,” January 13, 2015.  
3. Gartner, “Six Reasons Private Clouds Fail, and How to Succeed,” October 25, 2014.