

# ALT:ITUDE

---

Any App, Any Cloud,  
Anywhere



# The Era of Hybrid Cloud

Cloud computing continues to be the fastest growing IT service delivery mechanism as more enterprises realise its potential for digital transformation. There is, however, no “one size fits all” cloud model, so most organisations continue to commit to multi-cloud architectures encompassing a mix of public cloud services, private clouds and hosted clouds

As such Hybrid Cloud environments have become the new normal, particularly as consumers of IT services have become more empowered to make cloud choices that fit their needs. This hybrid approach enables organisations to achieve a more agile and scalable development environment and accelerate business agility and innovation. It allows organisations to select the best environment for their workloads, considering factors such as compliance, security and performance and cost.

But there are numerous challenges that can stall progress for organisations such as an incomplete cloud networking strategy or inadequate controls for managing costs and performance.

## Poor visibility and insights

One of the main causes of failed cloud adoptions is due to poor decision making due to lack of visibility and knowledge of how applications and services work and are consumed.

## Operational Complexity

Use of multi-clouds can result in a proliferation of cloud management tools, disparate cloud and on-premises environments, as well as range of vendor solutions, increasing operational challenges.

## Cost Management

The move to cloud has often been driven by the expectation of reduction of costs. For many organisations the hybrid-cloud approach is shifting business objectives from cost reduction to cost management.

## Security

Using multiple clouds can be more difficult to secure when applications move from one environment to another – with some applications regularly moving between on-premises and off-premises environments.

The Cloud is a key enabler of **digital transformation**, enabling new levels of speed, agility and experience.

# WhiteSpider's Cloud Solution

WhiteSpider's cloud solution, Alt:titude, helps organisations wherever they are on the cloud adoption journey. Our services are scalable and capable of designing, building and supporting any size or use of cloud activity from individual services to enterprise estates.

WhiteSpider is independent of any cloud provider, and advises on appropriate solutions and architecture approaches whether it be SaaS, PaaS, IaaS, private, or hybrid to deliver on desired business outcomes.

WhiteSpider's Alt:titude is a solution that provides a turn key solution that enables organisations to leverage any major cloud provider along with a scalable on premises platform that enables rapid value realisation. Based upon Industry leading technology from Cisco and VMware, the Alt:titude enables you to leverage cloud without the costly and resource intensive business transformation.

Alt:titude includes full management of the hardware, software and connectivity elements with an array of optional additional features to enable full stack observability, security and workload mobility.



## Your App in Any Cloud - Instantly

The true value of a Hybrid Cloud service is to enable applications to be moved between public and private clouds seamlessly, whether it be for scalability, cost control, security or resilience. Alt:titude delivers this - and more.

Alt:titude's unique capability to be able to instantiate any type of service at any scale in real-time to any of the major clouds. Whether it be a web service, a storage service or a SD-WAN service, it can be built instantly in any cloud - and then moved seamlessly between your private cloud or public cloud to where it is needed.

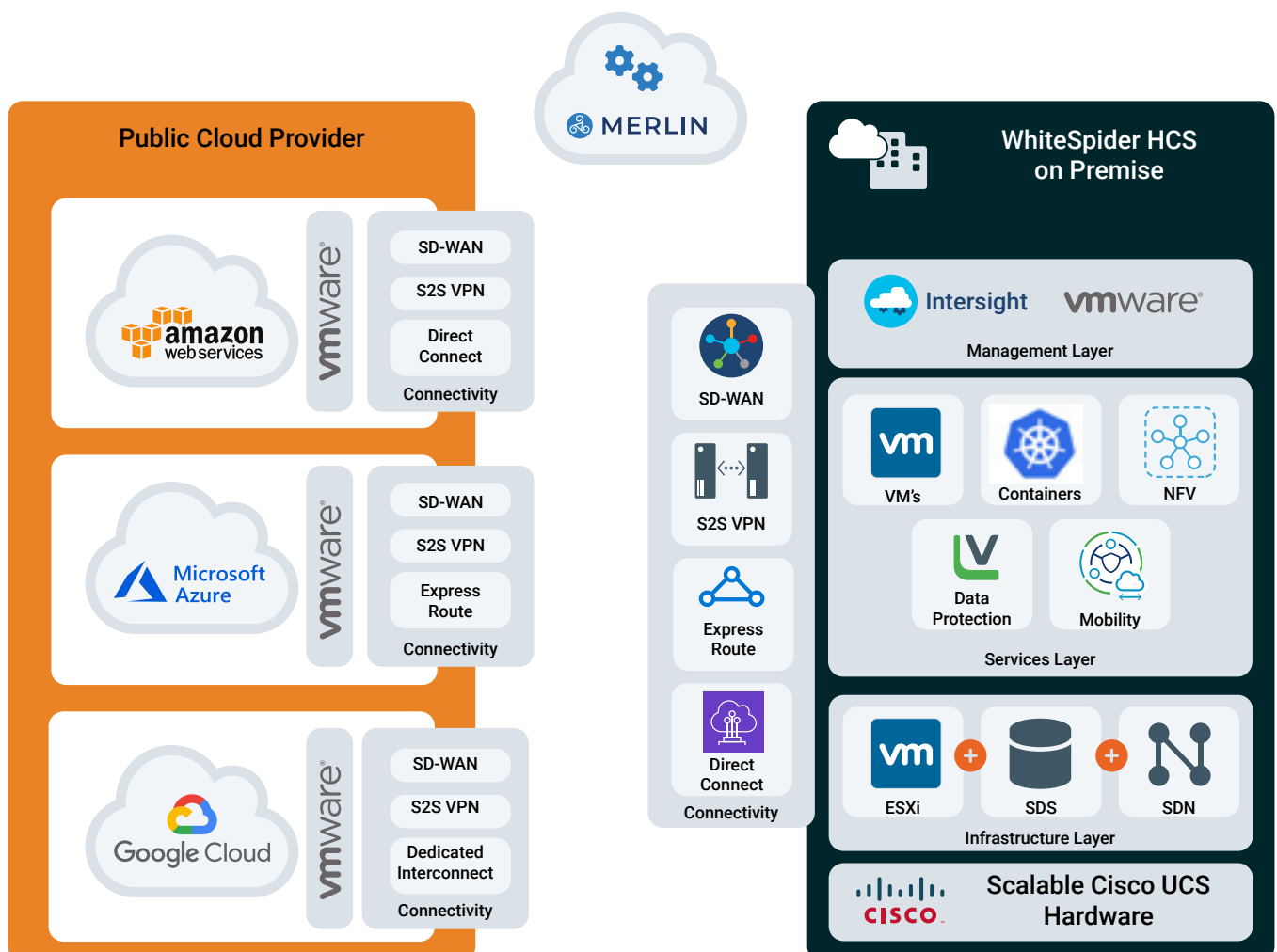
**WhiteSpider's Hybrid Cloud  
gives you a truly agnostic  
platform for you applications**

# Innovative, automated Hybrid Cloud solution

Traditional IT operating models struggle with the complexity of a hybrid cloud environment. Security challenges and compliance requirements are constantly evolving, and differ across cloud platforms. Further, to deliver efficiencies, infrastructure automation is critical to be able to manage growing hybrid cloud complexity.

To help enterprises simplify IT operations, eliminate complexity, and have a consistent digital customer experience, WhiteSpider's Alt:titude is a managed service is a turnkey offering that enables organisations to leverage any major cloud provider, along with a scalable on premises platform that enables rapid value realisation.

Based upon Industry leading technology from Cisco and VMware, Alt:titude enables you to leverage cloud without the costly and resource intensive business transformation. The solution includes full management of the hardware, software and connectivity elements with an array of optional additional features to enable full stack observability, security and workload mobility.



# WhiteSpider's Cloud Services

We help our customers develop the cloud solution that best fits their business needs. We provide a range of services to design, deliver and managed Hybrid Cloud solutions across any industry.



## Cloud Assessment

We provides recommended practices, architectures and design principles for business applications and services to operate in any cloud.



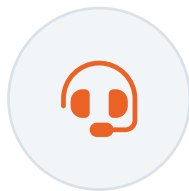
## Cloud Readiness

We analyse your business, applications and infrastructure to determine if you are in a position to embark on a cloud journey with minimal impact.



## Cloud Enablement

We architect and build cloud environments for businesses to deploy or migrate IT applications and services to, shifting IT delivery to a public or hybrid cloud architecture.



## Cloud Management

Our SLA backed management delivers the best of automated manual services to provide viability, security and data protection across the whole Hybrid Cloud stack.

---

# Hybrid Cloud

Very often the promises of speed, security and scale of cloud have not always been seen by organisations as they try to squeeze their requirements into a solution. WhiteSpider's hybrid model gives you the control and flexibility to decide what will operate on-premise and what will be migrated to the cloud. Some compelling use cases for Altitude include:



*WhiteSpider managed the transition smoothly, allowing us to significantly save time, money and resources. Now we can really focus on making IT lead digital change in our organisation*

Craig Reynolds  
Polaris Community. Head of IT

# Hybrid Cloud

## Use Cases



### Cloudbursting

Where organisations have temporary or seasonal spikes in demand, requiring workloads to be expanded. Hybrid clouds are ideal for supporting such applications, where fixed private cloud environments are supported by demand spikes from a public cloud.



### High Availability & Disaster Recovery

A highly available, geo-redundant setup can be expensive with high capital costs. Hybrid Clouds provide a warm recovery environment, where standby public cloud carries low cost and is ready to spin up as necessary.



### Regulatory Requirements

Regulations sometimes dictate that data must reside in a certain location, which often requires the use of a private cloud. With Hybrid Cloud, parts of the application could run in a public cloud to improve performance.



### Digital Transformation

Legacy applications and compliance factors can prevent a full move to Public Cloud for organisations looking to modernise infrastructure. Hybrid Clouds allow part of the infrastructure to the cloud, while keeping some on-premises.



### Test & Dev

Developing and testing applications can be costly. With Hybrid Cloud there is no commitment to full-fledged deployment of a stack so enterprises can explore the ramifications of migrating into and out of the cloud at low cost.



### Cost Optimisation

Public cloud is not always cheaper or cost effective than private data centres. Some services are not suited to public cloud – it more depends on requirement is. A Hybrid Cloud enables organisations to spin up services where they are best suited, optimising, speed cost and performance.



# Managed Services

WhiteSpider Managed Services provides you with cost effective, flexible access to industry leading experts with modern tool sets to support new technologies.

## Proactive, full life-cycle management

Our management system, Merlin, provides full real-time visibility of physical and virtual, cloud and on-premises infrastructure, giving detailed insight into the current and potential performance. Merlin provides unified visibility and analytics to view and manage device performance and life-cycle.

## Analytic, AI driven tools

With an intuitive interface and highly customisable search function, support teams can rapidly troubleshoot faults, identify potential issues and undertake root cause analysis across all infrastructure devices.

## Flexible, usage based models

Whether you have an existing support team and just need intermittent expert support, or if you need a fully outsourced, OPEX model, our tiered services and flexible pricing enable you to consume the service to suit your business needs.

## Expert, personalised support

With our dedicated engineers we align to your business we ensure the first line support has detailed knowledge of your estate, which is backed up by industry leading technical experts with deep solution knowledge.



Aligned to a named engineer



Real-time service management dashboard



Real-time life-cycle dashboard



Net Promoter Score of 84%



85% P1/2/3s identified by WhiteSpider



Resolution against SLA of 99.3%



Response to Requests against SLA: 98%



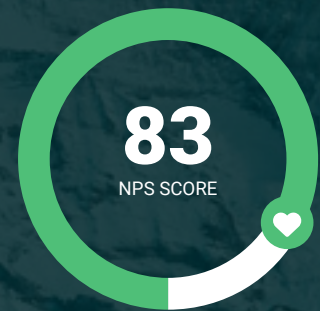
Direct access to an expert (from first call)



# Who is WhiteSpider?

The WhiteSpider ice-field on the Eiger's north face epitomises the daunting challenge of ascending this notorious mountain. Founded by mountaineers, WhiteSpider's name, and DNA, derive from this challenging climb. Created to deliver industry leading IT services, WhiteSpider thrives on challenges few are willing to undertake.

Our Net Promoter Score (NPS) 2022



Managed Service  
Resolution: 99% within  
SLA



## Discover

A series of discovery activities to understand existing organisational capabilities.



## Design

Creation of design artefacts to ensure the solution achieve the desired objectives.



## Transform

Build and integrate the new solution into the existing infrastructure



## Migrate

Detailed planning and migration of data and traffic to the new solution



## Manage

Proactive monitoring and full life-cycle management of the estate



LinkedIn: /whitespider  
Twitter: @WhiteSpiderEA4  
Youtube: @whitespiderea4129

Telephone: +44 20 3773 2380  
E-mail: info@whitespider.com  
Website: www.whitespider.com