



Plan and Perform

Define your cloud strategy and then deliver on your IT initiatives with Thrive's cloud foundations

An effective strategy is not about picking the shiniest tools or most complex technology. There is an art to choosing what not to do. To ignoring buzzwords and focusing on reality. Your cloud strategy should be unique to your culture, IT resourcing, and business objectives.

Your "cloud strategy" is really reflects your application strategy: identifying the right location, with the right performance requirements, with clear cost management and intelligent lifecycle management.

Thrive provides the cloud infrastructure – covering different cloud technologies and support services around networking, security, and data – that is designed to achieve your unique target goals.

What Is a Cloud Strategy?

A cloud strategy is a deliberate plan that explains why you are using cloud services and the criteria on selecting which service for a given purpose.

While it's easy to jump straight into technology specifications, that misses the point of the strategy. According to Accenture – even after 20 years of cloud computing – not even half of organizations are hitting their cloud objectives. A humbling 39% have actually seen cost-savings from cloud.

	2022
Cost savings	39%
Speed (e.g., introduction of new products or services, etc)	42%
Business enablement (innovation, data access and analytics)	45%
Improved service levels (e.g., provisioning)	43%
Resilience/Business continuity	42%
Average	42%

So, for an effective cloud strategy, start with the outcomes in mind.

- What are challenges that your different teams are facing?
- What are your strategic objectives (e.g., faster product delivery, increased customer engagement, or better employee productivity)?
- What are your current, specific, IT challenges?

From there, you can start defining 3-5 goals for your cloud strategy, along with identifying ways to track progress.

(continued)



What Is a Cloud?

Despite the name, cloud computing still requires physical hardware – the difference is in how teams interact with that hardware (and who manages it). Cloud computing allows for self-service, meaning users can select from a catalog of pre-defined configurations and deploy a system automatically.

The type of cloud depends on who is owning or managing that underlying hardware.

- **Public cloud** providers own and manage all the hardware and make a large of catalog of configurations available. This is great for ease of access and scalability but can run into cost overruns and administrative tasks like logging, auditing, and integration can be challenging.
- **Private cloud** is devoted to a single organization but has a similar delivery mechanism as public cloud. There are organization-defined catalogs and users can select and deploy instances easily. This is more stable for cost and performance but can be more difficult to scale.
- **Virtualization** is the foundation for cloud computing. There is a single, central physical system (the hypervisor), and then virtual machines are added (kind of stacked) on the hypervisor, each isolated and running their own operating systems, applications, and versions. Virtual environments can be simpler for smaller teams to manage but may not have the scale of cloud services, and it still requires a physical infrastructure.
- **Software-as-a-service (SaaS)** focuses on the application. These are cloud-based applications that organizations consume as a service. While these aren't true cloud providers, they are cloud services which should be securely integrated in with your other business systems.



Your cloud strategy should define guidelines to decide what type of cloud service to use for any given project or application:

- What is the priority of the workload (applications or services) in accordance with the business objectives?
- What are project-level cost constraints?
- What are performance requirements?
- Are there security or compliance requirements?
- What services does it need to integrate with or rely on?
- How long will it run?
- How variable is demand or how does it need scale?
- How will you manage administrative tasks such as logging, auditing, updates and patching, or backups?
- What is the recovery or continuity plan for the specific workload and data?
- What data sources are required for the workload, and what data will be created and stored?

The idea is not to be prescriptive but to supply guidance that allows new projects to be launched in a methodical, intelligent way – and to avoid being so restrictive that your teams go out on their own into shadow IT.

Creating a Solid Foundation for Cloud IT

The Flexera State of the Cloud Report 2025 identifies several top challenges that continue to plague cloud projects, even as cloud technology reaches maturity:

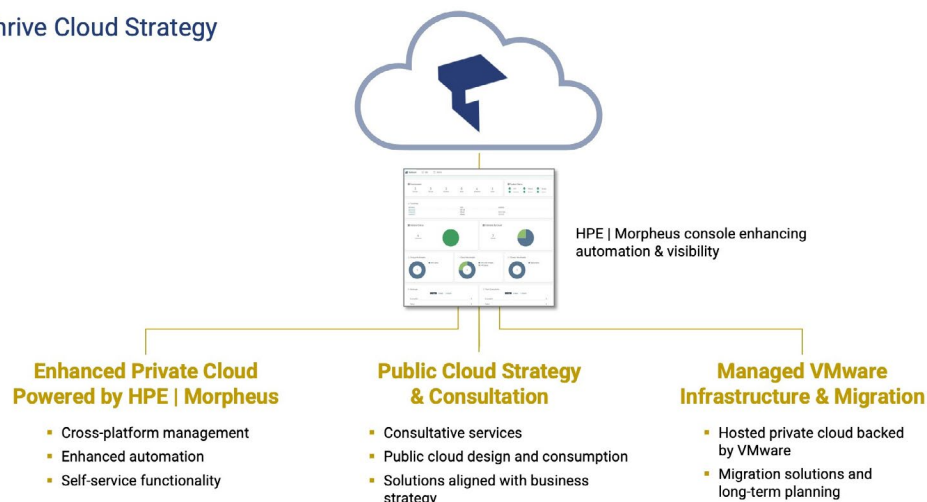
- 1) Managing cloud spending (86%)
- 2) Security (77%)
- 3) Lack of resources (74%)

The responses are slightly different depending on the size of the organization. Both midmarket and enterprises ranked cloud spending as #1 (by far) and security as their #2 concern. But for enterprises, their #3 challenge was tied between managing software licenses and governance, because of the sprawl of their environments. But midmarket identified a different issue: lack of skills and resources, because of the elevated demands on a smaller IT team.

This is where partnership can help fill in those gaps.

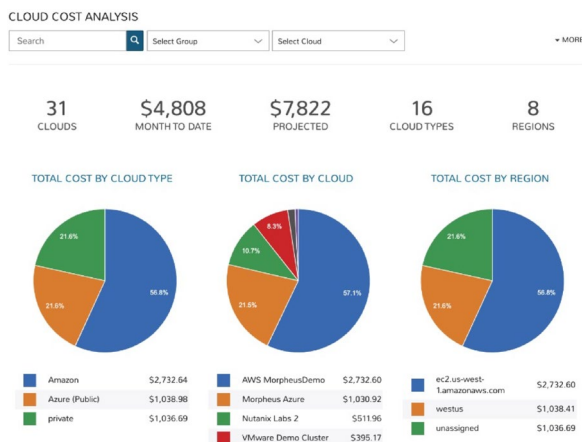
Thrive has a multi-pronged cloud platform that encompasses all major types of cloud computing, from managed public cloud to our own private Thrive Cloud, built on HPE GreenLake. Additionally, we offer managed virtualization platforms such as Microsoft Hyper-V, VMware, and Nutanix. All different environments can be managed through a single management platform, HPE Morpheus. This makes it incredibly easy for IT teams to manage very different computing environments and to coordinate with Thrive support, solutions architects, and engineering teams.

Thrive Cloud Strategy





This foundation directly addresses two of the top concerns for midsized organizations: cloud cost management and resourcing. HPE Morpheus includes cross-cloud tracking of expenses and predicted changes to offer much better visibility into total costs and allocations.



Additionally, Thrive's teams can manage (or co-manage) any of these environments with their clients, so they can supply the required expertise around different types of cloud and virtualization and free up the time and resources on your IT teams.

Thrive also offers services that cover the entire spectrum of IT management, from networking to identity management to disaster recovery. This is part of the holistic approach to security: alongside its security operations center (SOC) and managed detection and response solutions, Thrive advisory teams can evaluate and advise on the mundane systems administrative tasks that can have a profound impact on your security posture. Thrive also provides security management across environments, from vulnerability management to identity and access.

Capable and Strategic Partnership

Your cloud infrastructure is not a simple commodity; it is a strategic choice that can influence how well your business can deliver on its core services. For that kind of choice, you need a partner who deliver a reliable, resilient tech stack so you can focus on your unique strategic challenges.

Only you can define what a successful cloud strategy will look like. From there, Thrive can deliver the complete cloud foundation, skilled resources, and analytical insights to what will help your IT (and core business) teams succeed.

About Thrive

Thrive is a NextGen 3.0 global technology outsourcing provider that empowers small and mid-market organizations to transform their technology into a strategic advantage. Offering a breadth of services from AI and cybersecurity to cloud, compliance, and traditional MSP/MSSP solutions, Thrive's team of seasoned experts develop strategies that standardize, scale, and automate technology to achieve outsized ROI. From advisory services to a 24x7x365 SOC and NOC, Thrive provides end-to-end IT and cybersecurity management so clients can focus on innovation and growth. With Thrive, your business is always supported and always secure. Learn more at www.thrivenextgen.com or follow us on [LinkedIn](#).

The Difference Between Multi and Hybrid Cloud

Multi-cloud and hybrid cloud are often used interchangeably but there are key differences:

- Multi-cloud is defined by some analysts as multiple public clouds, while hybrid includes private cloud or physical systems along with public clouds.
- Multi-cloud tends to be siloed or loosely coupled, with different clouds selected for different types of workloads.
- Hybrid cloud assumes a tight integration, where all environments are treated as a single, unified cloud with a mix of services.
- Because of its tight integration, hybrid cloud is supposed to allow for migration between clouds or back on-premises.

In reality, very few organizations ever achieve the degree of sophisticated orchestration and integration required by hybrid cloud. But, alternatively, virtually no IT departments are using only public clouds with no private, virtual, or physical systems.

Thrive defines our approach as advanced multi-cloud: loosely coupled for easy management, but encompassing public, private, virtual, and physical systems with a unified management platform.