# 3 Reasons, 3 Pain Points,

## One Purpose-Built Solution


The advent of cloud computing has brought about a transformative shift in the IT landscape. It has delivered unparalleled scalability, flexibility, and cost efficiency to businesses, worldwide.

However, over the last few years, with rapid adoption of general-purpose cloud several challenges have also become evident. Issues such as unpredictable costs, performance and latency problems, vendor lock-in, and data security & sovereignty concerns have prompted enterprises to start exploring alternate solutions for their cloud presence.

## Top 3 Pain Points of Customers and How a Purpose-Built Cloud Solution Can Solve Them

PAIN POINT 1

### Performance & Cost Issues

Customers often face performance bottlenecks and resource contention on general-purpose cloud platforms, which can lead to inconsistent performance and suboptimal application behaviour. Additionally, these issues can result in increased costs due to inefficient resource utilisation.

### Solution with Purpose-Built Cloud:

**Optimisation**

By fine-tuning resource allocation to match your specific workloads, you can achieve superior efficiency and faster response times.

**Cost Savings**

Optimise costs by utilising only the resources you need.

**Performance Monitoring**

Advanced monitoring tools provide real-time insights into resource usage and performance, allowing for proactive adjustments and optimization.

Optimise your cloud solution

PAIN POINT 2

### Security and Compliance Concerns

General purpose cloud environments can pose significant security and compliance challenges, as businesses must navigate shared responsibility models and ensure their data meets stringent regulatory requirements.

### Solution with Purpose-Built Cloud:

**Compliance Assurance**

Built-in compliance frameworks ensure your cloud environment adheres to relevant regulations, reducing the risk of non-compliance and potential fines.

**Data Sovereignty**

By allowing data to reside in specific geographic locations, purpose-built clouds help meet local data residency requirements and enhance overall security.

**Enhanced Security Measures**

Purpose-built clouds implement robust security protocols specifically designed to protect sensitive data and meet industry standards.

Make your cloud solution secure

PAIN POINT 3

### Lack of Flexibility and Scalability

While general purpose cloud offer scalability, the one-size-fits-all approach may not provide the flexibility required to meet unique business needs. Customers often struggle with adapting to changing demands and integrating with existing systems.

### Solution with Purpose-Built Cloud:

**Custom Scalability**

Purpose-built cloud solutions are designed to scale in line with your specific business requirements, offering the flexibility to grow and adapt seamlessly.

**Integration Capabilities**

Enjoy the freedom to integrate with various platforms and systems, avoiding vendor lock-in and ensuring greater flexibility for your business needs.

**Future-Proof Technology**

Invest in a cloud infrastructure that evolves with technological advancements, ensuring long-term adaptability and relevance.

Explore a flexible cloud solution

For more information, visit us at : [Cloud Solutions | Enterprise Cloud Services | Tata Communications]

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