



# **One Purpose-Built Solution**

**Performance** 

& Cost Issues

Lack of Flexibility and Scalability

Security and **Compliance Concerns** 

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.



### Optimise costs by utilising only the

resources you need.



### 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

businesses must navigate shared responsibility models and ensure their data meets stringent regulatory requirements.

significant security and compliance challenges, as

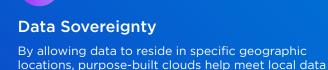


**Solution with Purpose-Built Cloud:** 



### Built-in compliance frameworks ensure your cloud environment adheres to relevant regulations,

reducing the risk of non-compliance and potential fines.



# residency requirements and enhance overall security.

**Enhanced Security Measures** 



### protocols specifically designed to protect sensitive data and meet industry standards

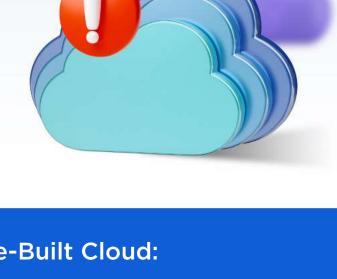
Make your cloud solution secure

Lack of Flexibility and Scalability

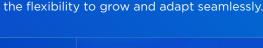
PAIN POINT 3

### 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:** 







# platforms and systems, avoiding vendor lock-in and

**Custom Scalability** 

ensuring greater flexibility for your business needs.

Purpose-built cloud solutions are designed to scale in line with your specific business requirements, offering

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

**Future-Proof Technology** 

Explore a flexible cloud solution 7









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