

5 Reasons to Consider an Alternative Cloud Services Provider

Enterprises can realize significant savings and performance gains by selecting a cloud services provider that offers the reach of a hyperscaler and the flexibility of a challenger.



The world's hyperscalers are not the only option for distributed enterprises that require the inherent scalability and redundancy of the public cloud. Today, there are alternative cloud services providers (CSPs) that possess the worldwide network of data centers required to deliver truly global cloud services—and they can tackle issues including vendor lock-in, data sovereignty, and the need for hybrid- and multi-cloud platforms.

Five factors make alternative CSPs and the services they offer an attractive option:

1 Price predictability: The right provider doesn't charge ingress and egress fees, and offers transparent rates for compute, storage, and networking to eliminate many of the surprises that make it difficult for CIOs to predict cloud-related operational costs.

2 Flexibility: As organizations increasingly move toward multi- and hybrid-cloud environments, alternative CSPs have the agility to help enterprises match individual workloads to the optimal cloud environment. They can also adjust public and private cloud capacity as needed and provide full visibility into the entire cloud stack.

3 Reliability and performance: Alternative providers offer cloud services that meet the needs of high-performance, low-latency applications, while delivering multiple levels of redundancy and security. Some providers even offer **bare metal cloud servers**. These servers are similar to what is used in on-premises environments or data centers.

4 Automation: The right provider has a robust partner ecosystem with industry stalwarts such as VMware to simplify and automate the operations of multi- and hybrid-cloud networks. These partnerships can also deliver the automation of core cloud services – including for backup, disaster recovery, and security.

5 Innovation: Alternative CSPs can provide specific expertise and support for customers with lean IT teams. Also, they can tap into their partner networks to help companies transform how they work. For example, they support deployments of best-of-breed solutions and enterprise-grade versions of open source projects like Apache Hadoop and Apache Kubernetes to ensure development initiatives run smoothly.

The right alternative CSP

OVHcloud is the largest cloud provider in Europe, with 1.6 million customers across 33 global data centers, and it is growing rapidly in the United States. The company's hosted **Private Cloud** enables enterprises to use the VMware technologies they know and trust, while the OVHcloud **Public Cloud** includes a wide range of services from free, managed Kubernetes deployments to a purpose-built, scalable storage solution. With OVHcloud you can address on-demand capacity, disaster recovery, or back up at a lower cost with no charge for bandwidth usage.

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