



The Cloud Journey During a Pandemic

We have been working with organizations for years to provide secure, fast, and reliable remote worker experiences. Many technologies such as Virtual Private Networks, Remote Desktop Services and Virtual Desktops Infrastructure both on-premise and in a remote data center (cloud) have been proven and tested. Typically, these services were for a small subset of the associates then 2020 hit with a vengeance. Most of the workforce must now do their jobs remotely with increased demand of distanced interaction both internally and externally.

These workforces were sent home across many industries and are now facing the challenge of increased demand to provide even more robust services to their customers. This put the burden on IT departments to rethink and modify their IT services to address this new real world. Not many CIO's had asked the question "What is my remote user strategy?" We don't know if the demand for IT services will increase or in many cases decrease during these volatile times. What solutions will provide the scale, flexibility, security, speed, and reliability to roll out organizational systems to keep the business running? The cloud and a mixture of legacy technologies have been proven to meet these needs.

Cloud for SMB in 2020

Most organizations don't need a multi-cloud strategy nor a consulting organization to help them decipher the bill every month. They need a robust solution that will take their cloud-ready applications and essential IT services and run them in a remote data center (cloud) that provides a 100% service level agreement. Many organizations have been running collaboration tools, scores of SaaS based applications over the internet, and networking infrastructure for years, this is nothing new.

- **Data Center Downsizing:** Remote workers are more than an immediate reaction. Does this mean organizations will be using less real estate and demand more services in the future?
- **Disaster Recovery:** Driving business continuity is imperative and can be realized cost effectively. Isn't IT all about risk management and adding value to the business?
- **Reducing Costs:** Cloud costs are consistently dropping and are predictable.
- **Services When and Where:** Deliver to any geo as demanded.
- **Baseline for the Future:** You need flexibility during these uncertain times while also providing scalable and rapid application deployment...multi-factor authentication, SD-WAN, Security as a Service, etc.

The remainder of 2020 will bring more hybrid cloud platforms to SMB's, more demands for IT to help maintain and grow the business while improving security. This cloud story will continue and can't wait to read the next chapter.

WCA's Cloud Expert Profile - *Brian McCarthy*

Brian McCarthy is the Senior Cloud Specialist for Whalley Computer Associates, a prominent Managed Service Provider and Value-added IT system integrator in New England and Upstate NY. He has held sales and management roles in companies like IBM, NetApp, CommVault and Green Cloud Technologies for over 3 decades.

About WCA

Whalley Computer Associates (WCA) is an exceptional technology sales and service organization that partners with customers to reduce their costs and increase efficiency through technology. We accomplish this by providing unbiased presales consultation, exceptional pricing, outstanding deployment, and engineering services throughout North America.

The OEM Division supports customers globally from its headquarters in Southwick, MA and its European Integration and Distribution Center in Nijmegen, Netherlands. WCAOEM supports customer with appliances and services across a variety of industries, including healthcare, retail, cloud storage, network security, digital signage, and manufacturing.

WCA has been a leader in the IT industry for over 40 years, is ranked in the largest one percent of all solution Providers in North America and has been recognized for providing World Class service by all the leading computer manufacturers.

To learn more about WCA click this link <https://www.wca.com/about/the-whalley-difference> to view a short video, visit www.wca.com, www.wcaoem.com, or email our team at wcabiz@wca.com.