Multi-Cloud Strategy the Cure for AWS Outage Headaches

~ Offis and RightScale allows businesses to avoid costly cloud outages ~

Sydney, June 09, 2016 – Last weekend's major outage at Amazon's Sydney data centre highlights the need for businesses to adopt a multi-cloud strategy to avoid costly downtime. With the right cloud management tools, a multi-cloud strategy may even help some businesses optimize costs, boost productivity and improve efficiencies.

When last weekend's huge storm hit the AWS data centre, many business websites — including Domain, Domino's Pizza, Foxtel and The Iconic —went offline, remaining unavailable for hours. Yet other businesses were able to continue largely unaffected because they had structured their hosting strategies to use more than one data centre or cloud.

"The AWS outage isn't evidence of the cloud failing to live up to its promise, as some critics are suggesting," says Franck Demoiseau, CEO of Offis. "Outages happen. They always will. If it can happen to an AWS data centre—with all of the safeguards and precautions they have in place—it can certainly happen to an organisation's private data centre or server room. How your business survives such an event depends on how you design your architecture to ensure maximum reliability and business continuity."

"Amazon is often the first cloud people use," says Bailey Caldwell, Vice President of Professional Services for RightScale — the leading multi-cloud management platform. "However, many businesses want to use other clouds as well for reasons like data residency and geography. There are also a lot of organizations that won't put all their eggs in one basket. Our RightScale 2016 State of the Cloud Report shows that the trend toward multi-cloud use is increasing; enterprises are using three clouds already on average, and evaluating or testing three more."

SuperChoice, the superannuation and pensions ecommerce business, recently adopted a multi-cloud strategy for pre-production not only to protect the business against outages but also to achieve far greater flexibility and productivity when developing and deploying code. "There are still a lot of issues that people have around security and reliability [in the cloud]," says Ian Gibson, CIO for SuperChoice. "The outage with AWS on the weekend highlights some of those concerns, and they're legitimate concerns. But IT is all about making trade-offs. When you're a small firm that doesn't have the economies of scale, then you need to make those trade-offs [by leveraging the cloud]."

Franck Demoiseau agrees. "Relying on a single data centre or a single hosting or cloud provider is no different to any other single point of failure. There will always be a risk of an outage. This validates the decision by SuperChoice to opt for a multi-cloud strategy."

There are many reasons why businesses don't utilise multiple clouds, data centres or zones—often related to cost, complexity and the challenges of keeping systems and data in sync across multiple locations. Yet tools like RightScale and providers like Offis are making it easier than ever to manage a multi-cloud ecosystem so that businesses can quickly restore services from a different data centre or cloud in minutes. The advantages of a multi-cloud strategy also include the ability to quickly move workloads between clouds to benefit from different cost structures, service different global locations or streamline deployment workflows.

About Offis

Since 1997, Offis has designed and deployed thousands of hosting services for some of the biggest brands in Australia

and around the world. Today, Offis provides customised services and round-the-clock support across the entire cloud hosting strategy—from planning to implementation, management and beyond. Offis expertise and technology manages the cloud infrastructure for high profile Australian and international businesses.

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