

# Unlocking the full potential of Cloud:

Elevate business agility and cost-savings through cloud-native infrastructures





Let's step into  
**the groundbreaking  
landscape of Cloud!**

In today's fast-paced world, businesses need more than just a competitive edge - they need a turbocharged engine for growth. That's when Cloud technology comes in, transforming the global business landscape with its unmatched agility, efficiency, and resilience.

Picture this: real-time collaboration, lightning-fast development cycles, and cost-saving opportunities that are turning out to be the key for success. With Cloud solutions, it's not just a dream - it's a reality. But this guide is more than just a roadmap - it's your ticket to unlocking the endless capabilities of success in the digital age. We will dive deep into Cloud top trends, discover captivating business outcomes, and uncover insider tips and insights to leverage Cloud across various industries.

**Are you ready to unleash the full potential of Cloud and take your business to new heights? Keep reading, the adventure begins here.**



# How can businesses leverage the power of Cloud to skyrocket their success across diverse industries?

By gaining business agility, optimizing costs, and enhancing security and reliability. With Cloud solutions, organizations can facilitate rapid innovation, streamline operations, and adapt to market dynamics swiftly. Moreover, Cloud technology offers substantial cost-saving opportunities, eliminating the need for on-premises hardware and maintenance while providing flexible pay-as-you-go models. It's not just about staying afloat; it's about thriving in the digital age.

Ready to unlock the sky-high potential of Cloud for your business?



## MUST KNOW:

# Cloud trends that are driving business success.

Cloud infrastructures are becoming innovation powerhouses, driving business initiatives to new heights. As companies worldwide aim for excellence, optimizing Cloud costs becomes crucial, just like unlocking efficiency and resource utilization. Security remains paramount and Cloud technology offers robust protection against cyber threats, fortifying digital fortresses.

Explore these transformative trends as we reveal how they can revolutionize your business:



### Rise of Cloud platforms

By 2027, more than 50% of enterprises will use industry Cloud platforms to accelerate their business initiatives, up from less than 15% in 2023.



### Cost optimization through Cloud

61% of businesses plan to optimize Cloud costs in 2024, reflecting a proactive approach to maximizing efficiency and resource allocation.



### Security enhancement through Cloud

An overwhelming 94% of companies have witnessed significant enhancements in online security following their adoption of Cloud technology.



These transformative highlights showcase the pivotal role that adopting Cloud solutions plays in revolutionizing modern business operations.

Sources: Mckinsey, Zippia



# Unlocking innovation and cost savings through Cloud

Drawing upon the insights gained from our exploration of these transformative trends, we now shift our focus to actionable strategies that enable innovation and cost-effectiveness through Cloud solutions.

## 01

Drive innovation and gain business agility

Facilitate rapid innovation by providing real-time collaboration, quickly experiment with new ideas, develop and deploy applications faster, and adapt to changing market conditions more easily; this will give you competitive edge to stay ahead in the fast-paced industry landscape.

Applications

- Process optimization
- Real-time decision-making
- Accelerated development
- Streamlined deployment
- Agile adaptation

## 02

Optimize costs

Reduce expenses by eliminating the need for on-premises hardware and maintenance through Cloud services on a pay-as-you-go model; these can easily be scaled up or down based on demand, allowing you to efficiently manage resources and avoid over-provisioning.

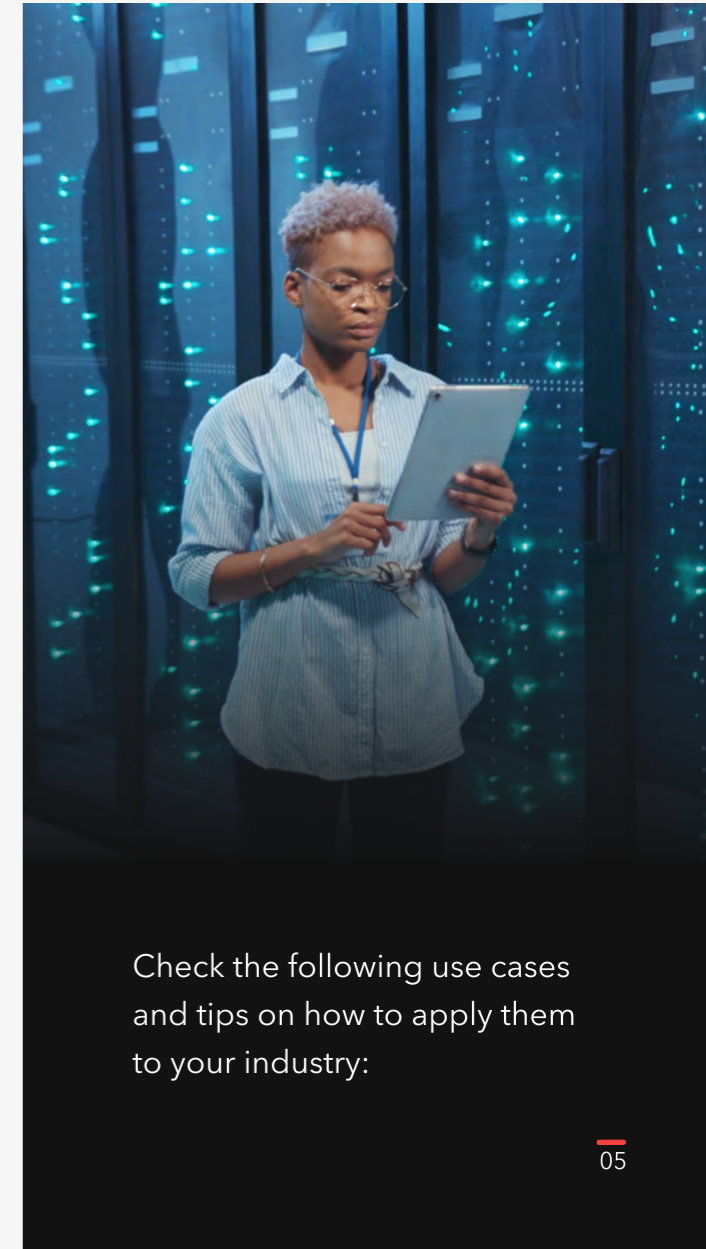
- System modernization
- Cost-savings strategy
- Resource optimization
- Data storage
- Data readiness

## 03

Enhance security and reliability

Leverage the robust security measures that Cloud providers invest in and the distributed data centers with built-in redundancy they offer to protect against emerging threats and safeguard data and applications; this effectively mitigates security risks, provides compliance and ensures data availability.

- Encryption
- Compliance certifications
- Redundancy
- Disaster recovery
- Data resilience



Check the following use cases and tips on how to apply them to your industry:



Drive **innovation and gain business agility** by providing:

- Real-time inventory management
- Streamlined checkout process
- Actionable insights

Ensure real-time inventory availability updates while flexibly managing transactions and customer data from any internet-connected device. Analyze customer behavior to identify trends and optimize pricing and promotions.



Optimize **costs** by offering:

- Hosting platforms
- Databases management
- Processes automation

Implement a pay-for-usage model to facilitate scalability and elasticity for websites. By automating administrative tasks to optimize resource utilization you can reduce manual errors and streamline release cycles for enhanced efficiency.



Enhance **security and reliability** by delivering:

- Supply chain visibility
- Robust security measures
- Security threats real-time response

Enable proactive detection of logistics delays and inventory shortages, while leveraging advanced security services to safeguard customer information and protect data and applications from cyber threats like malware, phishing attacks, and data breaches.





Drive **innovation and gain business agility** by providing:

- Online and mobile experiences
- Real-time decision making

Provide a comprehensive set of services including account management, fund transfers, bill payments, and mobile check deposits while leveraging data analytics to gain insights into customer behavior, market trends, and risk profiles.



Optimize **costs** by offering:

- Modernized applications
- Cost-saving measures
- Database optimization

Modernize your infrastructure by leaving behind legacy systems, improving resource utilization, and increasing scalability. Ensure cost transparency across business units and departments while automating administrative tasks for optimization.



Enhance **security and reliability** by delivering:

- Robust security measures
- Fraud detection
- Task automation

Enhance data security with advanced encryption and threat detection, while streamlining processes to reduce manual effort and mitigate compliance risks effectively.



Drive **innovation and gain business agility** by providing:

- Centralized reservation system
- Rooms management

Maximize occupancy rates by enabling seamless updates of real-time room availability, rates, and packages, alongside providing availability checks and seamless booking experiences for customers across multiple channels.



Optimize **costs** by offering:

- Loyalty and retention program
- Dynamic pricing
- In-app traveler support

Elevate guest experiences with digital concierge services and personalized check-in/out. Optimize marketing by understanding customer preferences and adjusting pricing dynamically based on demand fluctuations and competitors.



Enhance **security and reliability** by delivering:

- Enhanced data privacy
- Security monitoring
- Multifactor identification

Enhance data privacy with multifactor identification, requiring users to verify their identities using passwords, biometrics, or one-time passcodes. Protect sensitive information to proactively mitigate cyber-attacks.





Industry



Sports & Entertainment



Drive **innovation and gain business agility** by providing:

- Video on demand
- Ticketing and venue management
- Merch management

Efficiently manage global merchandise sales and enhance fan engagement with live events and personalized content. Streamline ticket sales and event logistics for sports games, concerts, and live performances to ensure seamless operations.



Optimize **costs** by offering:

- Content creation collaboration
- Scalable infrastructure
- Content delivery network

Optimize media workflows by editing videos and utilizing live production tools to reduce production costs. Scale resources dynamically to match workload demands and efficiently deliver streaming video, images, and content to a global audience.



Enhance **security and reliability** by delivering:

- Injuries reduction
- Business continuity
- Security features

Optimize team performance by analyzing player data and track metrics while safeguarding fan data with robust encryption and threat detection to minimize downtime and mitigate service interruptions.



Industry



**Manufacturing**



Drive **innovation and gain business agility** by providing:

- Production planning
- Production analysis

Empower your production process by enabling real-time monitoring of status, quality control, equipment performance, and resource utilization, while also analyzing production data to identify trends and gain actionable insights for informed decision-making.



Optimize **costs** by offering:

- Remote monitoring
- Demand prediction

Optimize operations by remotely monitoring and managing production processes, equipment, and facilities. Enable accurate demand prediction, inventory optimization, production planning, and resource allocation for enhanced efficiency and productivity.



Enhance **security and reliability** by delivering:

- Regulatory reporting
- Quality control
- Equipment maintenance

Streamline operations with automated compliance checks, documentation tracking, and regulatory reporting while proactively identifying defects to minimize rework, scrap, and warranty claims. Additionally, optimize maintenance schedules by predicting equipment failures for enhanced efficiency.



# Having gathered invaluable insights and tips,

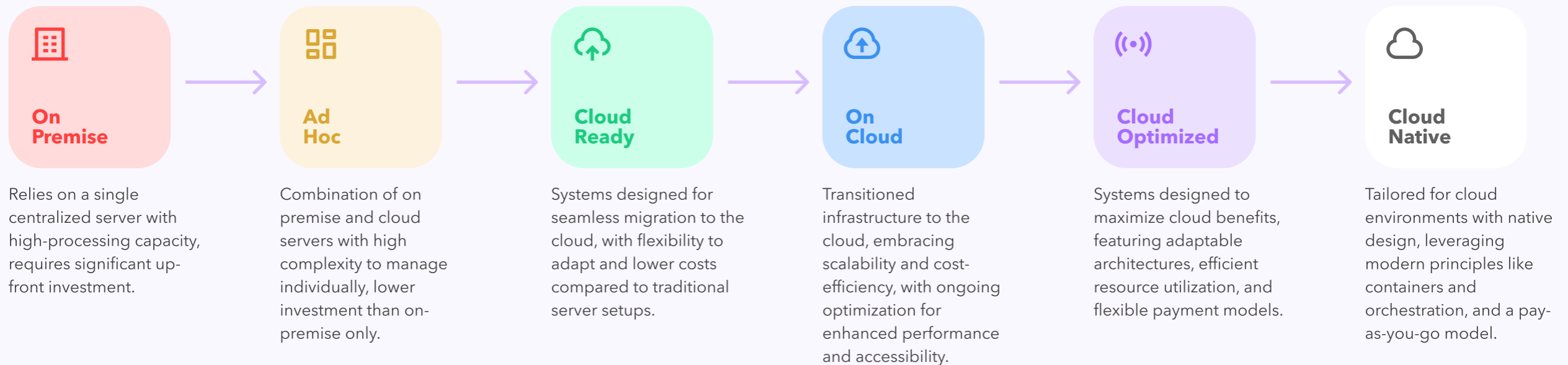
we're now ready to embark on our journey towards crafting effective Cloud solutions.

It all begins with a solid foundation, rooted in clear business objectives and a deep understanding of the problems we aim to solve.

Our Cloud journey unfolds through various stages: from the traditional reliance on on-premise centralized servers onto the seamless migration to the Cloud with systems designed for adaptability, reduced costs, and improved performance.

As we transition infrastructure to the Cloud, embracing scalability and ongoing optimization for enhanced performance and accessibility, we'll unlock the full potential of Cloud.

By tailoring systems to maximize benefits and leveraging modern principles like containers and orchestration for efficient, pay-as-you-go operation, we'll drive innovation, efficiency, and success in our endeavors.



# Client Success Stories

A photograph of three business professionals in a server room. A woman on the left is holding a tablet, and two men on the right are looking at it. The man in the foreground is wearing glasses and a blue suit. The background shows server racks and blue lighting.





# The largest real estate franchise in the US

## OVERVIEW

The largest real estate franchise in the US known for its extensive network of real estate agents and a focus on agent training and development. They partnered with Applaudo to migrate its data from its legacy systems to a modern cloud-based architecture using a serverless approach, with a strong focus on efficient data extraction, data pipeline creation, and microservices management.



*They have been very responsive to our needs, moved with great urgency, and in challenging times they stepped up and shared the pain with us. They are an amazing partner and I'm looking forward to our continued mutual success.*

**VP of Engineering**

## CHALLENGE



## HOW WE SOLVED IT



## RESULTS



**Legacy systems:** High-costs and inefficiencies associated with the use of legacy systems in a growing business.

**Disconnected subsystems:** Managing different systems and data sources across markets as a result of M&A efforts.

**Security compliance:** Ensuring robust data security and compliance across growing business and operations.

- Improved application performance and scalability.
- ↓
- Improved data protection and compliance through data governance and security.
- ↓
- Cost optimization through strategies such as autoscaling management.

**Serverless code:** Applaudo deployed a team of GCP DevOps experts, and Data Engineers with deep expertise in data migration and cloud architecture, to develop serverless codes with a strong focus on efficient data extraction, pipeline creation, and effective microservice management.

**Infrastructure modernization:** The team leveraged the power of Google Cloud Platform (GCP) and microservices like Cloud Functions, Cloud Run, Cloud Composer, Compute Engine, Apache Beam, amongst others, to establish a scalable, secure, and efficient infrastructure.

**Continuous improvement:** A key component of our approach involved implementing Spinnaker as a continuous integration / continuous deployment (CI/CD) add-on, ensuring smooth and reliable delivery processes.

# Cloud fuels the pulse of innovation:

By unleashing the power of Cloud, we can unlock innovation and efficiency as we can gain business agility, optimize costs, enhance security and reliability, and overall drive growth. From streamlining processes to enhancing customer experiences, Cloud solutions provide the agility and scalability needed to thrive in today's dynamic landscape.

With a clear understanding of our objectives and a commitment to continuous improvement, we can harness the full potential of Cloud technology to propel our businesses forward into a brighter future.





# Gain your competitive edge with Applaudo

Applaudo is dedicated to assisting organizations across various industries in delivering exceptional and seamless experiences on a large scale. With our extensive expertise, we comprehend the distinctive challenges and opportunities inherent in engaging audiences, optimizing operations, and maximizing revenue streams.

Partner with us to cultivate unforgettable experiences for your stakeholders, streamline your workflows, and achieve success in the ever-evolving business landscape. Explore the potential of Cloud solutions with Applaudo to drive innovation, gain business agility and cost savings.

**Leverage our expertise today** [APPLAUDO.COM/CONTACT](https://www.applaudo.com/contact)



# Sebastián Blumenberg

## Solutions Architect

Sebastián brings 8+ years of experience in the tech industry with solutions ranging from classic services and sites to data pipelines. He specializes in software engineering and micro services, with strong background in backend services, data systems, data models, and integrations for enterprises. He combines an agile mindset designing and defining implementations that meet customer's unique needs.





