



Five Criteria to Ensure You Choose the Right Cloud Provider

Cloud computing has become indispensable for modern businesses, providing extraordinary scalability, flexibility, innovation, and cost-effectiveness. However, with so many cloud providers, choosing the right one for your organization can take time and effort. This guide will explore essential factors to consider when evaluating cloud providers, helping you make an informed decision.

Five things to consider when researching cloud providers

As cloud computing has matured, hyperscale cloud providers have evolved to meet customer needs, with most offering similar features and capabilities.

Here are five things that set cloud providers apart that you should consider when choosing among them.

1. Variety of cost-effective services
2. Reliable security
3. Worry-free infrastructure
4. Generative AI empowerment
5. A vast network of partners

A [recent report by The Futurum Group](#), a global technology research and advisory firm, notes that hyperscalers “have unique ways of building out their infrastructure and services to address the plethora of requirements of enterprises and start-ups alike.” In the past few years, the report finds that hyperscalers “have also developed their own ways to provide specialized capabilities — such as artificial intelligence (AI) and machine learning (ML) — that have become priorities across all types of businesses.” Additionally, the report notes that organizations must consider several factors when deciding which cloud provider to work with: security, performance, availability, and scalability.





1. Do they offer breadth and depth of services that deliver efficiencies for their customers?

Today, organizations face many overlapping challenges, including the need to reduce costs and complexity, operate in a scalable and reliable way, and increase innovation and value simultaneously. Consider the specific needs of your organization and the cloud services that will be most beneficial to you. Look for a provider that offers a wide range of services, including computing, storage, networking, databases, and analytics. Additionally, consider the depth of each service offering. Does the provider offer a variety of cost-effective options to meet your specific needs?

2. Do they focus on securing your data no matter where it resides?

Security should be a top priority for any organization considering a cloud solution. A reliable cloud provider should offer a robust security infrastructure, including data encryption, access controls, and regular security audits. It's important to choose a provider with a proven track record of taking security seriously and continually innovating to stay ahead of evolving threats.

3. Do they make infrastructure management worry-free?

Ensure the cloud provider handles the heavy lifting and manages the complex infrastructure. Do they offer serverless services for compute, storage, databases, analytics, event-driven architectures, and more? Developers should be able to run their code without provisioning or managing servers. Since your business needs will change over time, choosing a cloud provider that can scale with you is important. The ideal provider should offer various services and resources that can be easily provisioned and deprovisioned. This will allow you to avoid paying for resources you're not using and ensure you can handle spikes in demand.

4. Do they give you a choice regarding generative AI?

You want a cloud service provider that can offer generative AI applications that empower developers to create innovative content, reimagine applications, and drive transformative business changes. Since it is still very early in the generative AI era, they invest in a range of models to provide customers with a choice. Some models are better at conversation or summarization, and others are better at generating images from text inputs.

5. Do they have an extensive network of partners to optimize the cloud experience?

Organizations have many choices when it comes to cloud providers. And no single cloud provider can do everything for every customer. However, a strong cloud provider will have a well-established partner ecosystem. This ecosystem can provide access to various tools and services that can help you get the most out of your cloud investment. Look for a provider with partners specializing in the areas most important to your organization.

Remember, while this guide has focused on general considerations for choosing a cloud provider, it is important to remember that there may be additional factors to consider depending on your specific industry or regulatory environment.

Use this checklist to help you evaluate cloud providers quickly before digging deeper into each one:

- **Security:** Does the provider offer a robust security infrastructure?
- **Scalability and Flexibility:** Can the provider scale its services to meet your needs?
- **Breadth and Depth of Services:** Does the provider offer the most efficient and cost-effective services you need, including several generative AI options?
- **Partner Ecosystem:** Does the provider have a robust partner ecosystem?
- **Customer Support:** Does the provider offer responsive and helpful customer support?
- **Compliance:** Does the provider comply with the relevant industry regulations?

Then, once you've narrowed your choices down to a few cloud providers, review them against the following more in-depth checklist:

How does the partner measure...?

- Cost Efficiency
- Scalability and Flexibility
- Innovation and Agility
- Ease of Use
- Security and Compliance
- Total cost of ownership and ROI
- Technical Benefits

How does the vendor improve...?

- Performance Improvements
- Ecosystem Compatibility
- Infrastructure Modernization
- DevOps and Automation
- Risk Assessment

How does the vendor provide...?

- Risk Identification
- Mitigation Strategies
- Contingency Planning
- Implementation Plan

What is the vendor's process for implementation, including...?

- Project Phases
- Partner Network
- Timeline
- Resource Allocation
- Change Management

