



Reaping the benefits of the cloud without being locked in

While more and more companies in Australia and New Zealand are deriving incredible value from their cloud adoption projects, managing the costs and complexities can be a challenge.

While organisations today see the cloud as a business disruptor imperative in helping them foster resilience, innovation, growth and scalability, they also have to manage the costs associated with utilising services from the major cloud service providers. It's therefore no surprise that many will turn to discount programmes offered by those cloud providers, in a bid to manage their cloud expenditure.

However, these discount plans come with another price: a multi-year commitment that imposes restrictions and the potential to lose flexibility in the control of their data. This is especially pertinent for companies in heavily regulated industries like healthcare or finance, as there can be strict requirements for their data to stay on infrastructure that they control.

Companies are also turning to third-party managed cloud providers in order to simplify the management of their cloud infrastructure and services. Such services typically act as a management service, reducing the technical complexities of cloud service management. These services in most instances will be the 'front end' and will bill the company for the service, including the cloud service infrastructure it manages. However, in this case the company is unable to leverage the cloud service provider's discount plans.

Optimising cloud costs with BYOC

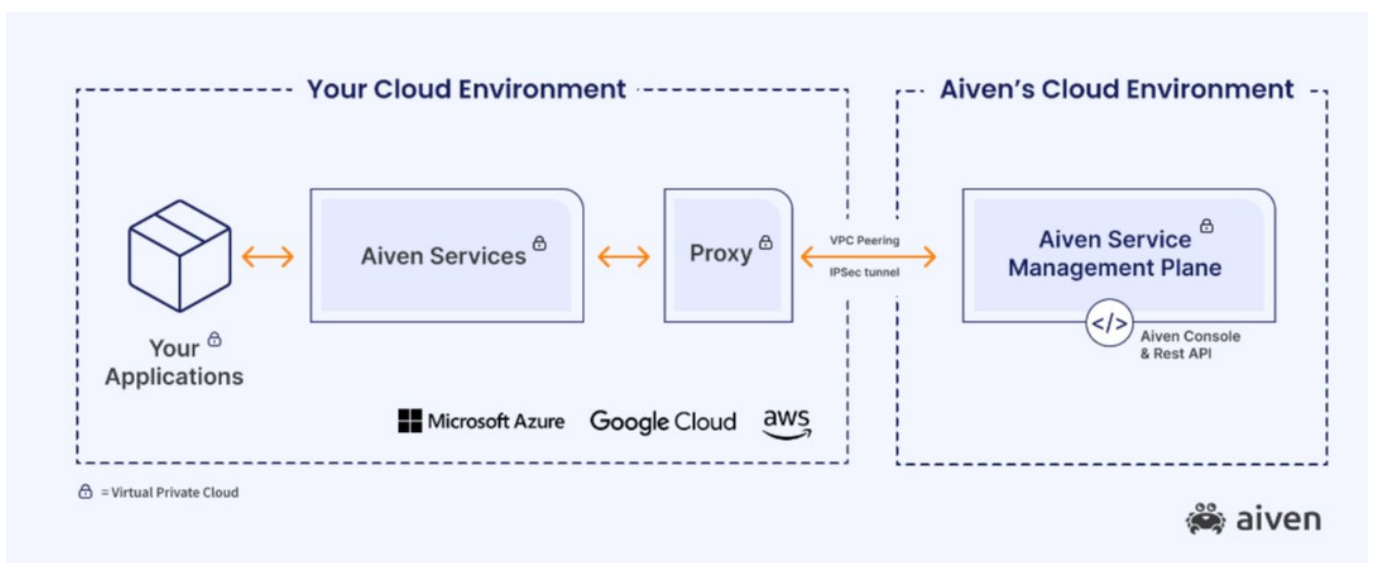
In order to provide the same comprehensive cloud management services but help organisations better manage their cloud costs, Aiven has introduced its Bring Your Own Cloud (BYOC) solution. BYOC provides companies with the ability to take advantage of cloud provider discount plans while continuing to enjoy the benefits of Aiven's services, and at the same time maintain total ownership and control over their data.

Using BYOC, organisations gain the advantage of being able to future-proof their data capabilities and move at speed, within the environments that they have already adopted, all on the cloud of their choice. This allows them to realise the advantages of consolidation with a cloud provider while retaining the agility and vendor portability that fully-managed open-source technology from Aiven provides. Aiven's BYOC users have been known to reduce their overall cloud spend for data services by an **average of 30%**.

BYOC with managed services for data compliance

One of the common arguments against public cloud is the issue of security, sovereignty and compliance. Regulations such as GDPR and data residency restrictions mean that many organisations must keep the data in the region they are operating in.

In order to take advantage of the public cloud's benefits and to comply with data residency regulations, BYOC offers a solution for companies to use open-source services within their own cloud account in the public cloud and the region of their choice. With Aiven's BYOC managed services, businesses can layer additional security or compliance controls that are specific to their region or industry – a critical component in today's business environment of data sovereignty and privacy requirements.



Aiven's BYOC solution enables businesses to move their databases and services around in different clouds of their choice across different regions while remaining industry compliant. This helps them address data sovereignty issues and to choose where data is processed.

The flexibility to utilise multiple cloud services

In today's multi-cloud environment, cloud solutions that enable any business to utilise multiple clouds, from different providers, and gain all the benefits and functionality of a multi-cloud infrastructure while ensuring compliance, security, and cost savings, are immensely valuable. These solutions are highly sought after.

Because Aiven's BYOC supports all major hyperscale cloud providers, it empowers companies with the freedom, flexibility, and choice to fully control their data security and processes. Aiven simplifies the provisioning and management of services across cloud services, providing round-the-clock monitoring and the assurance of a 99.99% uptime service level agreement (SLA).

Find out more about Aiven's Bring Your Own Cloud approach by clicking [here](#) for more information.