



The executive team at CloudOps began at a company called Coradiant. Building solutions for organizations such as LinkedIn and SalesForce.com, Coradiant, currently BMC Software, provides web companies with visibility, performance and availability of the code they are writing.

Technically inclined entrepreneur and Coradiant Director of Engineering, Ian Rae, decided to start a company of his own. Identifying a market for designing web-scale infrastructure with a goal towards minimizing IT costs (and thereby allowing for a greater investment into marketing growth), Ian started Syntenic. A pattern soon became apparent. Customers weren't always right, they always had too much IT infrastructure or too little. The challenge, Ian discovered, was to find the right size infrastructure to fit the company needs. This was not an art but rather an impossibility. Until cloud came along.

Recruiting Marc Pare (Coradiant, Citrix) and Pierre-Luc Bisailon (Dell, McKinsey & Company), Ian founded CloudOps. Sharing a vision and a unique knowledge on cloud technology, the team set out to solve for the US cloud market needs. Cloud technology was early for the Canadian market and few Canadians saw that far ahead of the curve.

CloudOps aims to separate fact from fiction, no buzzwords or complicated terminology. The goal is simple, to help organizations put cloud technology to work for them, rather than the other way around. With a general lack of understanding the complexities of emerging cloud technology, CloudOps helps companies to realize the value of a comprehensive cloud computing model. Fast forward fifteen years and CloudOps has helped hundreds of companies successfully migrate to the cloud.

By recognizing the challenges of transitioning complex environments to the cloud, CloudOps makes it a priority to address this challenge. Working hard to find new ways to help customers transition applications and services to the cloud, while protecting their investments in their existing IT infrastructure. Leaders in the cloud industry, CloudOps presents innovative material at conferences such as the Canadian Cloud Council, Cloud Adoption Conference and AWS among others. CloudOps was also keynote speaker on the Foundations for On-Demand Computing at CloudConnect in Silicon Valley.

The skill that puts CloudOps on the map, however, is their expertise in moving enterprises to the cloud.

With a deep understanding of the migration process, CloudOps believes in a partnership approach, one that works with the customer to fully understand their needs and respects their budget. It is this approach that has garnered the respect and trust of customers across North America. It is a strategy akin to building blocks. Establishing a strong foundation and working with a modular framework, utilizing and configuring only the IT resources that are required. Unlike a demolition and rebuilt model, CloudOps deploys a migration strategy that builds on existing resources and meets both business requirements and return on investment.

Years of successful cloud migration led CloudOps to identify a need in the industry. A cloud solution that offers the financial advantages of a public cloud with the security and privacy of a private cloud. Similar to a gated commuted whereby users have access to a reserved cloud with carefully screened co-tenants. A cloud structure with elasticity and pay-as-you-go economics.

All these factors led CloudOps to a single conclusion. To build a Canadian virtual private cloud offering. Enter cloud.ca, a scalable, reliable and high performing cloud solution for organizations big and small. A lesser expensive cloud solution that offers faster time to value. To do this, CloudOps relied on their years of heavy-lifting delivering managed services and cloud solutions to the global community.

Applications or workloads not built for the cloud?

If an application is written such that the server underneath it dies, will the end-user notice? In the case of a banking or e-commerce transaction, if there is a hiccup in the system a user could lose their entire shopping card. This frustration could lead to lost revenue. Native cloud applications are designed to take advantage of cloud infrastructure. They are developed to run on several servers in different locations. This means coding with redundancy so the application can withstand any hardware or equipment failure. A design for failure approach also negates the need for over-provisioning hardware and having to plan for load balancing, allowing developers to quickly spin up new servers.

However most businesses didn't write their applications in this way. It is not uncommon for businesses to have applications that pre-date cloud technology. Nor are they left out in the cold. When legacy applications move to the cloud, it requires a different toolbox containing a variety of methods. Experts in cloud migration, CloudOps will recommend a solution that combines the right cloud service with the right provider.

CakeMail, a web-based email marketing application that allows companies to easily create, send and track email campaigns didn't initially design their application with the cloud in mind. Hans-David Giroux, CakeMail's lead IT says, "When the CakeMail application was designed 8 years ago, compatibility with a cloud model wasn't a consideration because it was the first iteration. However, with new applications we are always thinking of coding with the cloud in mind."

Whether migrating legacy or cloud native applications, cloud.ca can ease transitions with a platform that offers stability and control. The self-service interface is easy to use and allows for full control of virtual machines. cloud.ca is stable, predicable and can be adjusted on-demand.

Location, location, location.



Why is server location relevant to the cloud? When considering data security, the location of data centers could have a large impact on your business. Privacy or data protection laws differ from country to country. When using cloud services, companies need to be aware of the legal differences between storing data in say, the US versus China. Securing data right here in Canada brings a simplicity and peace of mind to Canadian companies. Knowing their data is not subject to overseas laws and regulations. Giroux agrees, “Cloud security is important for us and our clients, especially because of the US legislation known as the Patriot Act. By hosting in Canada, other countries will not be able to access our clients' data.”

Standing on the shoulders of CloudOps, cloud.ca is poised for success. Tapping into the needs of their customers, cloud.ca offers companies the features they need to host their applications and grow on-demand. Eliminating the need for enterprises to carry the heavy costs of IT hardware and maintenance allows companies to allocate funds to other areas, enabling them to grow faster. CakeMail's Giroux puts it this way, “One feature we consider when hosting on the cloud is not needing to manage hardware, or anything related to hardware. The more we can let the cloud provide and manage, the better and easier it is for us. And with that objective in mind we are able to grow faster and change our applications faster.”

For more on cloud.ca visit www.cloud.ca or connect on [Twitter](#) and [LinkedIn](#).
