



The Power of Portability:

5 Business Benefits of Going Cloud Native Now

Match the right workload with the right cloud

A cloud-native strategy frees you from dependence on any single cloud provider's platform.

It enables your developers to move workloads across locations and providers, making full use of portable cloud computing architecture like containers, microservices, and serverless.

Cloud architecture choice should enable future growth, not hinder it. Your developers should have the flexibility to revisit your architectural and deployment decisions, and to move workloads to the cloud provider that will deliver the most impactful ROI.

Here are five compelling business benefits of adopting portability as part of a cloud-native strategy.

01

Optimize cloud spend

Due to complex and confusing pricing and billing, businesses can struggle to understand and allocate cloud expenditure. As a result, you could end up paying for compute, storage, database, and other services that you don't need or never use, making it difficult to budget accurately.

You can also spend more when you're locked in to a single cloud provider and have to hire and retain experts to train your staff in that proprietary environment — skills that won't transfer to other cloud platforms. Don't let the provider determine your cloud strategy. With transferable developer skills based on open source tools, you can lower and better control your costs, and pass those efficiencies to your customers.



02

Improve customer experience

Your customers expect consistency and instant access that drives the best possible customer experiences.

If your business fails to provide these needs, your customers will find them with a competitor.

With cloud-native development principles, your teams can move core workloads to a cloud closer to your customers, wherever they are in the world. Portability can also help your business quickly free up and reassign cloud technology and resources — for instance, to speed up entry into a new market, country, or region.

03

Boost cloud agility

If all or most of your data and workloads get hard-wired into one cloud platform, you risk stunting your business growth potential. You limit your organization's flexibility when you are locked into the choices of your cloud provider, such as when they mandate platform-specific tools, or when their support and locations do not extend to all regions. Cloud-native development allows your teams to scale your cloud resources and reassign them as necessary, so your business can adapt quickly in near-real time to changing customer preferences and market conditions.

When workloads are portable, you can also work with a cloud provider to leverage unified security controls at the edge rather than spending the time and resources to replicate the controls of a platform-centric provider to new regions. In addition to improving your own security posture, you're also boosting security for your customers.



04

Regain cloud control

To determine the best course of action for your customers and your business, you need a cloud partner that provides transparency into cost, performance, and global presence. You can then use those insights to make informed changes. For instance, you could run your more data-intensive workloads on a lower-cost provider if those workloads consistently meet your performance needs. You could then choose another cloud provider for low latency and to meet data sovereignty requirements.

05

Mitigate cloud risk

Consider limiting potential exposure (and that of your customers) by mitigating business, technical, localization, and regulatory risk. If you're locked into a platform-centric provider, you are dependent on that vendor's pricing decisions, privacy policy changes, global presence, and service upgrades. You could also end up with a single point of failure for service outages, whereas a distributed cloud provides greater resiliency and minimizes the risk of downtime.

As countries and regions change their data sovereignty regulations, you want to be ready to adjust your cloud architecture to meet those requirements. Once you embrace portability, if a cloud vendor is not meeting your needs, then you can renegotiate, leave that relationship, or choose another vendor for specific workloads.



How Akamai can help

Using our reliable, trusted, and cost-efficient cloud computing services, your developers can bring or build portable workloads wherever makes the most technical and business sense. They can use their tools and technologies of choice, as well as pre-built packages from [our App Marketplace](#). Deploy workloads on the best-fit cloud based on your customers' changing performance needs and the requirements of your business. Your developers can try Akamai's cloud computing services for free. Send them this [link](#) to register for and receive free cloud credits.



More resources

Hear from analysts, customers, and partners about how Akamai's cloud computing services can support your ability to place the right workload with the right cloud, anywhere in the world.

[Research study: The Great Cloud Reset](#)

A Forrester Research report commissioned by Akamai surveyed hundreds of global IT leaders on how the way apps are built is changing — and how cloud architecture must change to support them.

[Customer story: Leading gaming company keeps players engaged](#)

Akamai provides services and protection in real time to Digital Extremes, a video game pioneer, innovator, and leader.

[Customer story: Portability helps put you and your developers back in the cloud driver's seat](#)

Akamai's cloud computing services cut cloud costs by 50% for Zolvit, a large services platform that helps businesses establish and retain government compliance.

[Partner story: How HarperDB relies on low latency](#)

HarperDB, a distributed application platform, partnered with Akamai for cloud computing — and cut customer query response times by as much as 100 ms.

[Partner story: Bringing innovation to the edge](#)

The CEO of global data network Macrometa says Akamai's cloud computing services “remove latency from the picture” for real-time data access at scale.

[Maximizing return on cloud investments: The 5 questions to ask yourself](#)

Is your workload strategy boosting your cloud ROI? Consider these five questions.