

Debunking Five Myths about the Cloud

Everything you always wanted to know about the cloud (but were afraid to ask).



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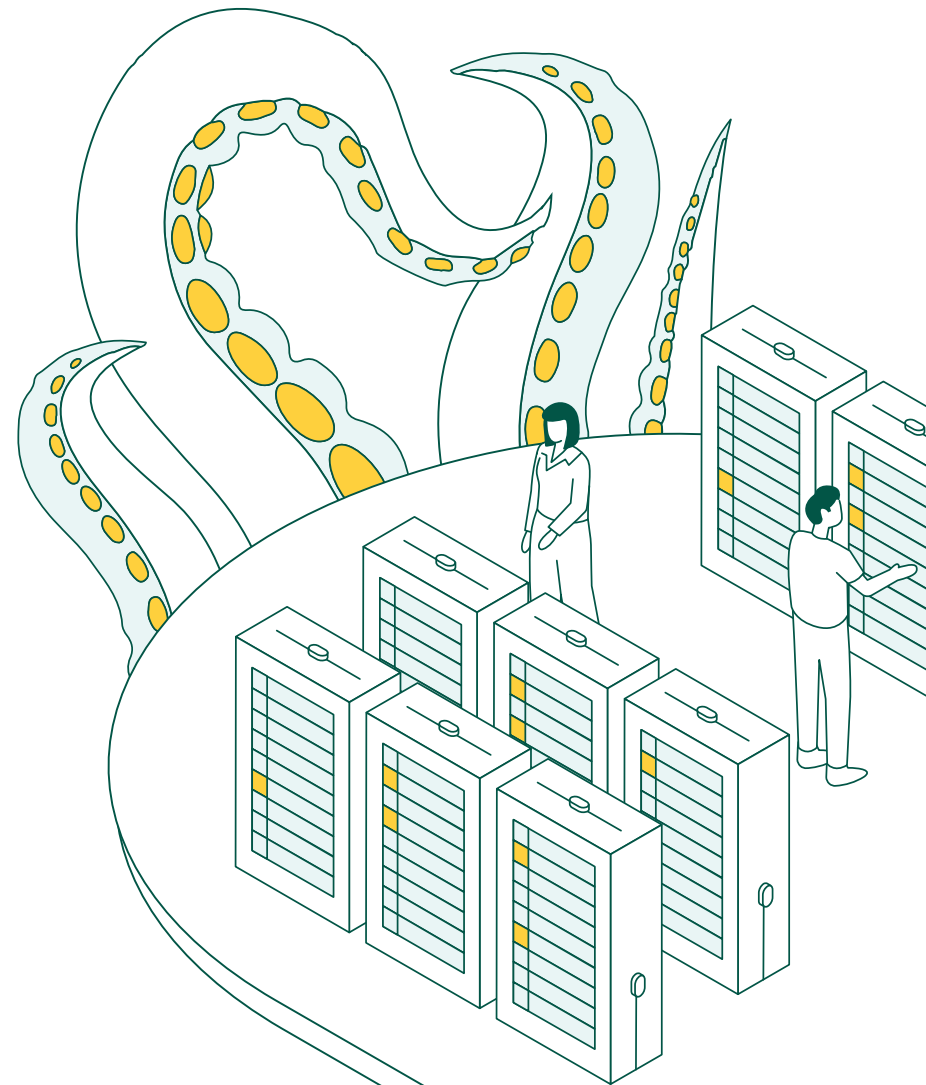
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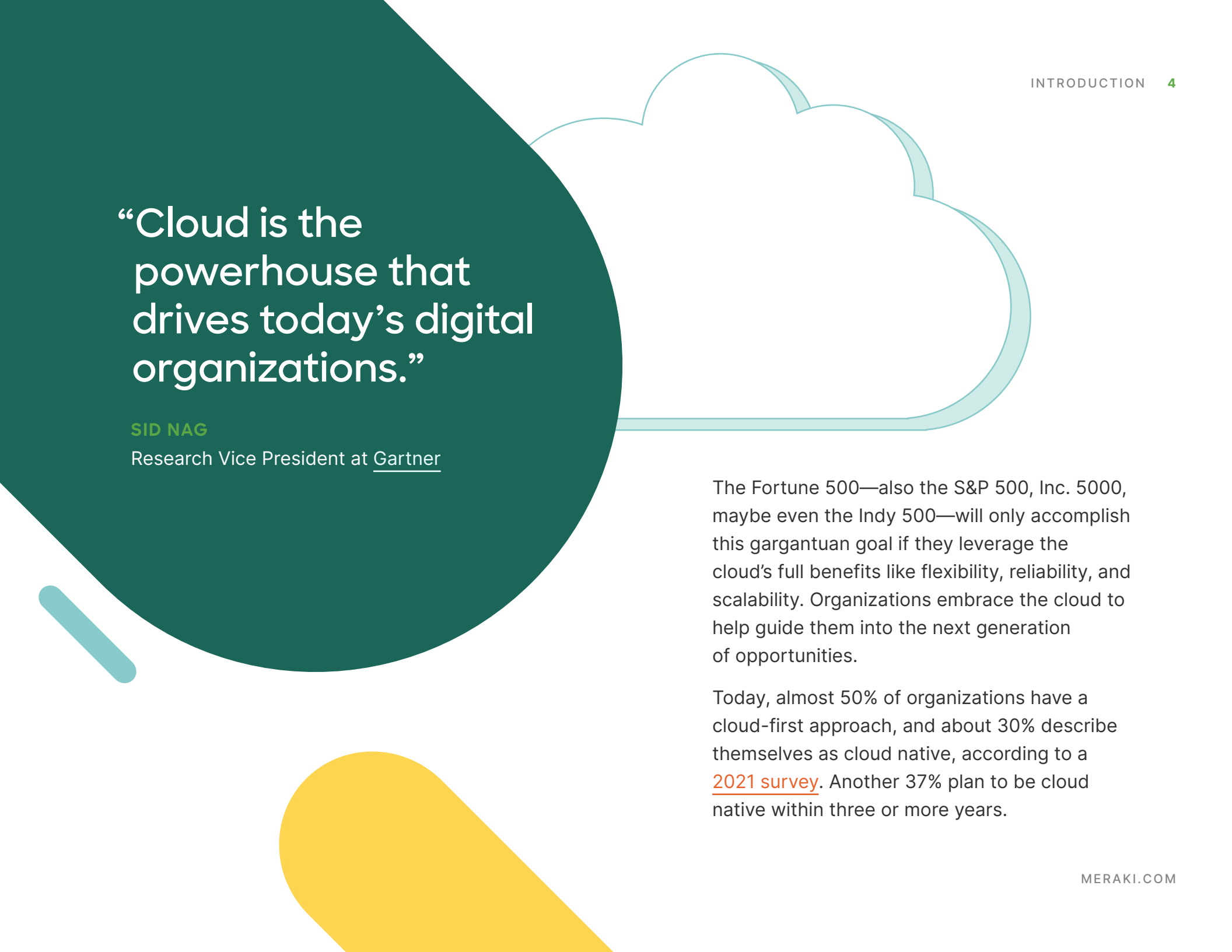
Perhaps you enjoy ancient myths of mortals battling fire-breathing dragons, navigating oceans of flesh-eating monsters, and outwitting multi-headed serpents lurking in labyrinths.

Most likely though, your life as an IT decision-maker isn't like that (except maybe on Mondays).

But modern myths may prowl your data center and office hallways, swirling around cloud conversations and preventing your organization from reaping the cloud's many benefits.

The power is clear. The cloud transforms, with innovators and pioneers set to reap more than [\\$1 trillion](#) in run-rate EBIDTA across Fortune 500 companies alone in 2030.





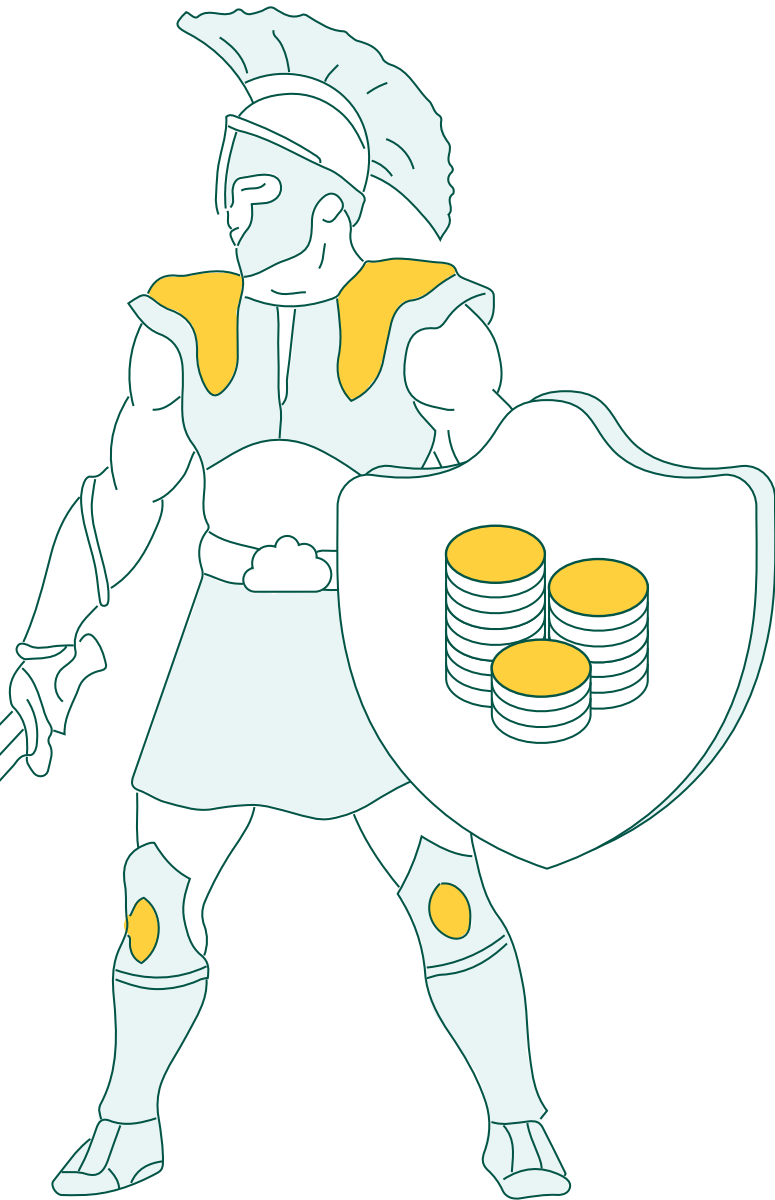
“Cloud is the powerhouse that drives today’s digital organizations.”

SID NAG

Research Vice President at [Gartner](#)

The Fortune 500—also the S&P 500, Inc. 5000, maybe even the Indy 500—will only accomplish this gargantuan goal if they leverage the cloud’s full benefits like flexibility, reliability, and scalability. Organizations embrace the cloud to help guide them into the next generation of opportunities.

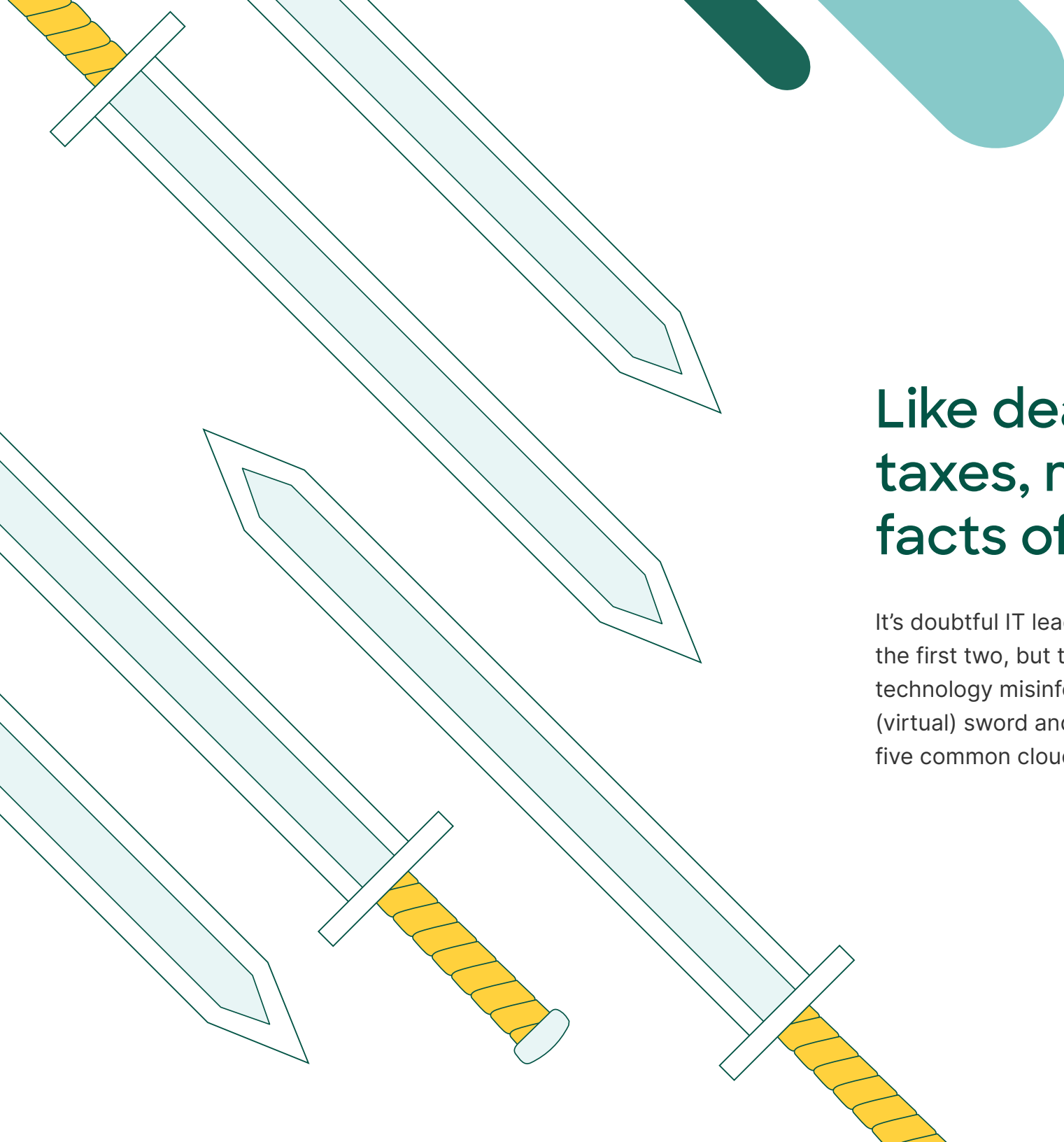
Today, almost 50% of organizations have a cloud-first approach, and about 30% describe themselves as cloud native, according to a [2021 survey](#). Another 37% plan to be cloud native within three or more years.



Managing costs is a Herculean task for many IT decision-makers, and it's the biggest concern for 30% of cloud adopters. Cloud-based organizations typically save money and other resources in multiple ways. For one, automated software and network updates improve security by eliminating time-consuming, error-prone, and often overlooked manual tasks.

This liberates staff for more interesting jobs, which improves employee experience. Cloud deployments have the ability to drive "substantial efficiencies" across IT, but limiting the cloud's use to IT reduces your organization's ability to capture full value from the architecture.

Companies also move as-a-service-based cloud-based infrastructure costs from CapEx to OpEx. Unlike on-premises data centers (capital expenditures), companies report operational expenditures on their income statements and deduct from taxes in the same year businesses incurred them.

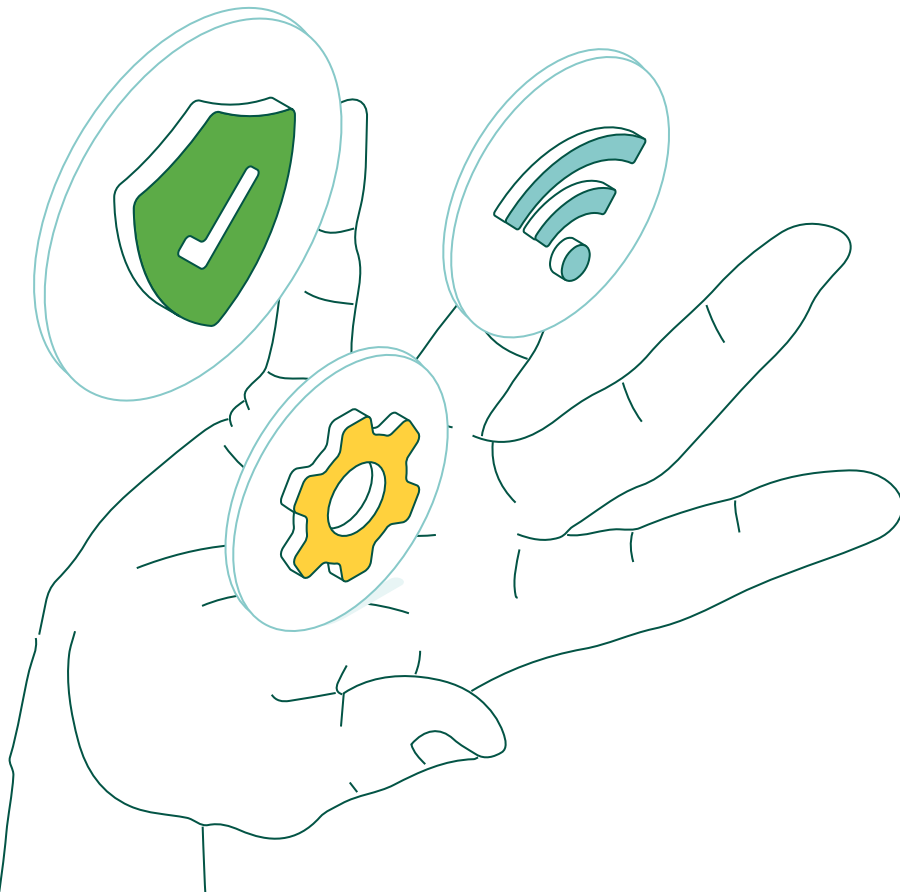


Like death and taxes, myths are facts of life.

It's doubtful IT leaders can do much about the first two, but together we can combat technology misinformation. Grab your (virtual) sword and follow us as we debunk five common cloud myths.

MYTH #1

“With the cloud,
I must give up
control.”



Nope. Not true. While you are leveraging another company’s ongoing investment in data centers, networks, maintenance, training, and expertise, what you gain is additional control and capacity to manage how those resources are used. Most teams who’ve made this leap report more control, more visibility, and more compliance overall.

This is a valuable trade. Instead of focusing your efforts on the basic care and feeding of the infrastructure, turn your team toward more transformational tasks like security, optimization, and planning for what’s next.

In fact, with the Cisco Meraki cloud platform, you own all your data and benefit from partnering with a company that has 23 billion interactions every week, making it the industry’s largest-scale cloud networking service.

MYTH #2

“My environment
is too complex
for the cloud.”



Whatever the level of their infrastructure’s complexity today, by adopting cloud, organizations of all kinds and sizes automatically increase their ability to scale up or down to meet immediate changes in network computing needs, improving agility and innovation and enhancing automation and scalability.

Such benefits prompted organizations to spend almost \$74 billion on cloud infrastructure in 2021, up about 9% from 2020, and by 2026, public cloud spending will account for more than 45% of all worldwide enterprise IT spending, up from less than 17% just five years earlier, according to Gartner.

For years, Meraki has worked with everyone—large government agencies, Fortune 500 companies, Wall Street financial firms, Main Street businesses, manufacturers, universities, you name it—supporting setups ranging from extremely complicated to less labyrinthine systems.

MYTH #3

“Companies in regulated industries can’t be in the cloud.”

Moving data and infrastructure off-site to a partner’s location could sound alarms, especially for those in regulated industries like healthcare or finance, or those that regularly store or transmit sensitive information. Think government agencies with social security numbers or schools with students’ personally identifiable information.

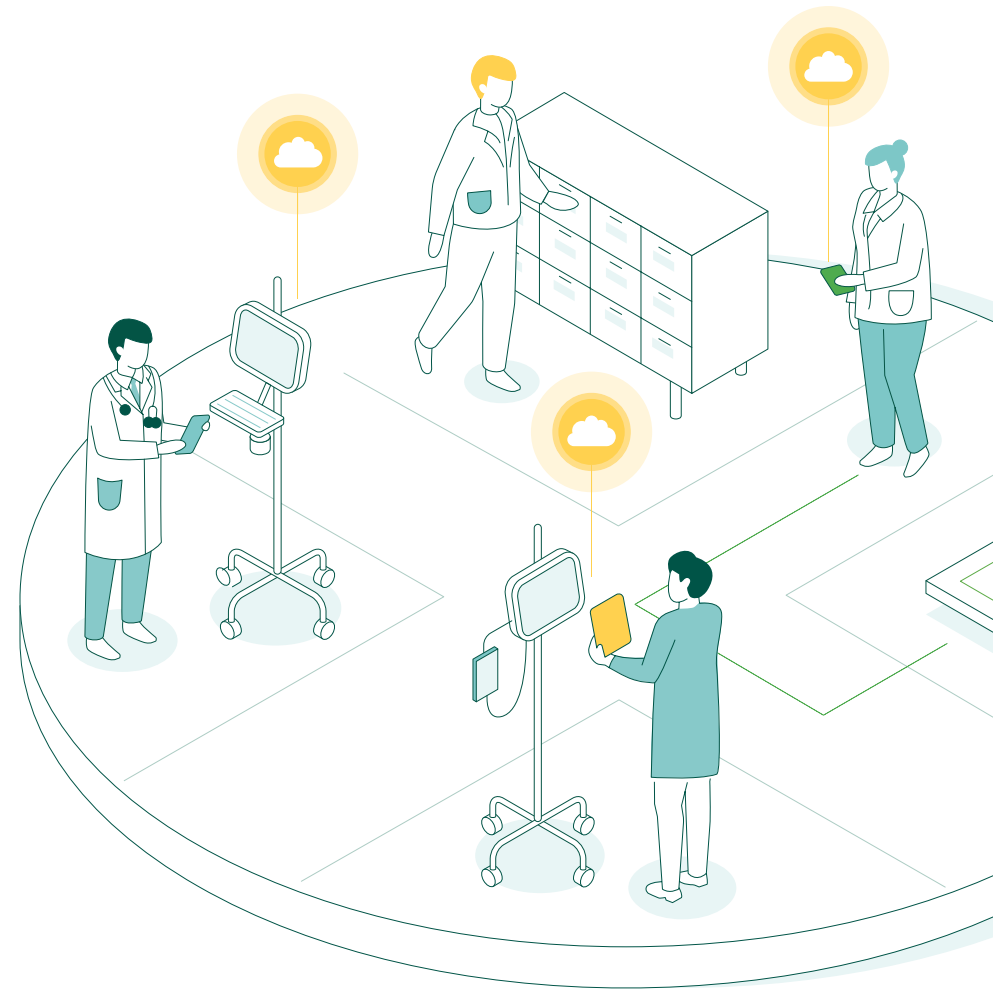
Yet the U.S. federal government was expected spend [\\$8.1 billion](#) on cloud in 2021, versus \$6.9 billion in 2020. Healthcare is [rapidly deploying cloud](#), spurred on by the pandemic, plus cybersecurity wars and quest for talent, wrote Capgemini.

Many Meraki customers are in markets such as finance, government, [healthcare](#), or [retail](#), or operate in the [European Union](#), where they must adhere to strict mandates.

CASE STUDY: KINDRED HEALTHCARE

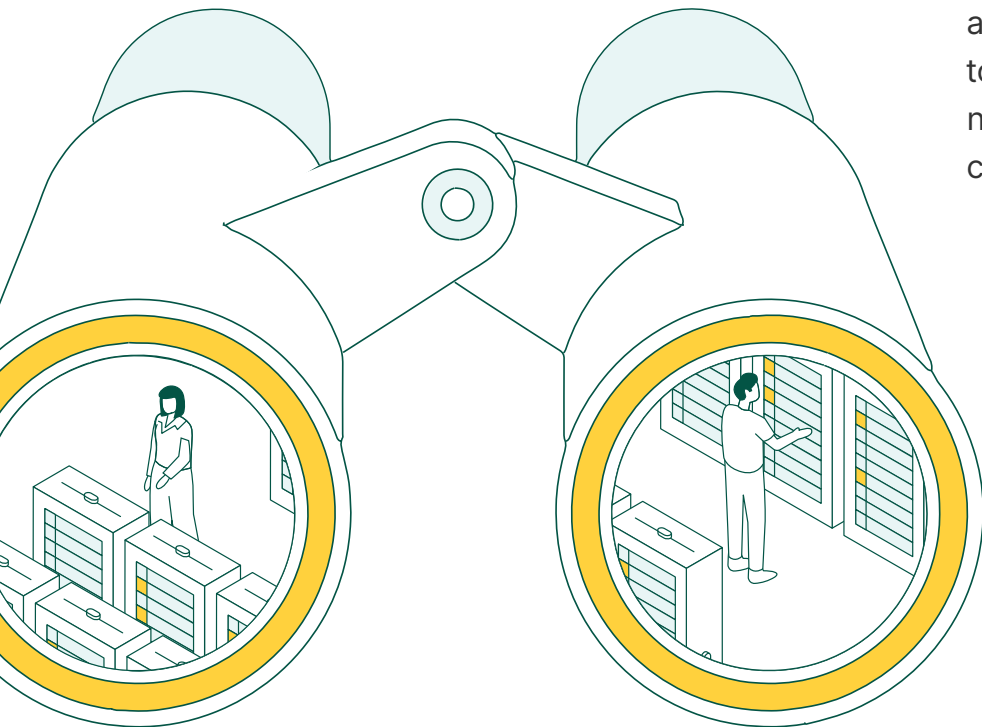
Kindred Healthcare needed to replace a complex network that required on-site configuration across 2,000+ locations. Kindred chose the Meraki platform because it provided a HIPAA-compliant site-to-site VPN. The network featured plug-and-play devices, seamless firmware and security updates, and an easily managed cloud-based network with deep visibility and control over bandwidth usage.

Now, Kindred customizes access, provides zero-touch deployment, and connects remote branch locations securely from one central dashboard, saving time and money and eliminating needless complications and site visits.



MYTH #4

“If I can’t see it in my data center then it’s not reliable or resilient.”



As we’ve established, the cloud doesn’t mean shifting everything off-site. You can mix-and-match, choosing to keep your most proprietary data and activities in a private cloud within your data center. Whether or not you ultimately choose public, private, or hybrid, the cloud’s distributed architecture and providers’ hefty investment in metal and silicon [enhances business resilience](#) due to the sheer volume of virtual servers within the infrastructure.

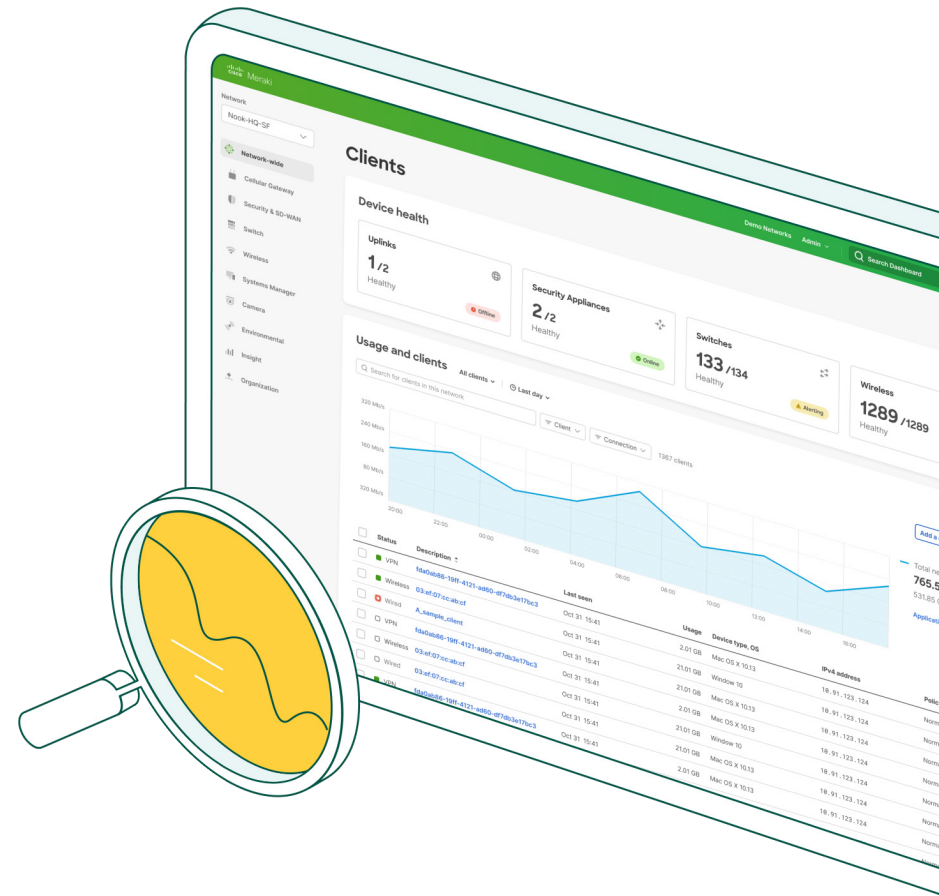
This is designed to withstand surges in demand for computing power and data, while also allowing for massive usage of devices by employees or customers. Service-level agreements don’t control reliability, but are a contractual tool for oversight. Dashboards that give visibility across the network and devices provide early alerts into any areas of concern, thereby improving reliability and performance.



THE MERAKI DASHBOARD

At Meraki, we're all about shining a light into all devices across the network. Our dashboard gives you visibility and control into your distributed network with customizable alerts for your connected devices, including sensors, access points, and smart cameras.

After approving the test run of a Meraki MX security appliance and the Meraki dashboard, [Penn Mutual](#) used the dashboard to configure more Meraki MX appliances for its 42 branch offices. It then managed the devices remotely from headquarters. Penn Mutual gained visibility into the new wireless network, as well as reliability and resilience it had lacked from its more expensive telecom provider's traditional VPN offering.



MYTH #5

“The cloud is not flexible enough for my needs.”

The cloud is all about flexibility. It's about flexing your computing and bandwidth muscles upward or downward as your business needs change. It's about flexing your budget, as opposed to buying heaps of servers that sit in your data center using up power and people, whether or not employees or customers require their services.

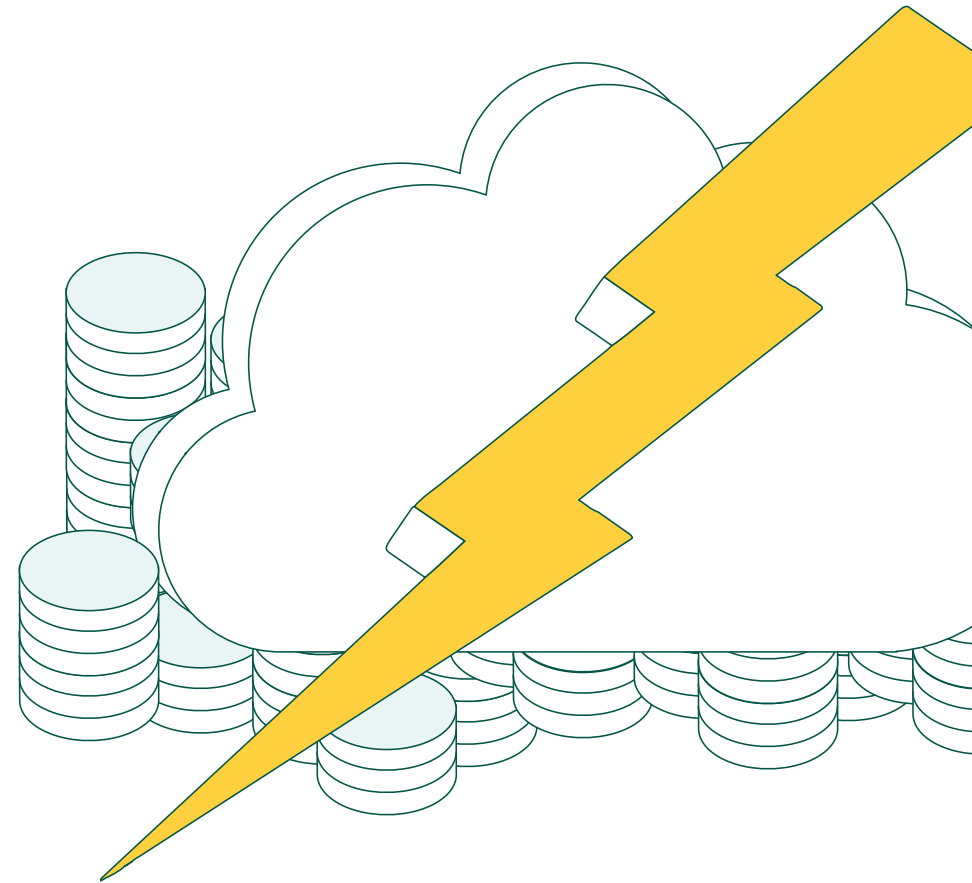
Healthcare providers, for example, recognize they must adopt the cloud if they can attain their main goals, which include keeping people out of the hospital by focusing on wellness, chronic-disease management, and patient experience by using the cloud to [maximize tools](#) such as artificial intelligence, machine learning, and telehealth. Healthcare technology leaders are not alone in recognizing the cloud's flexibility.

At Meraki, we know the cloud is more flexible than on-premises installations—from how it's priced to how you use it. That's why the Meraki cloud platform is available à la carte, as a service, and managed.

Ecosystem partners provide applications to facilitate hybrid work, smart spaces, and collaboration across an array of industries, including financial services, government, education, healthcare, manufacturing, and retail.

The cloud is no Midas: it won't turn everything it touches into gold. Yet when it comes to digital transformation, the cloud is the foundation for change.

Leading that charge, like mythological heroes storming a labyrinth, IT decision-makers can power through the maze of misinformation to discover the truth about the cloud and the power it brings to modern organizations—and reap its many rewards.





**Bust myths. Be
legendary with the
Meraki cloud platform.**

Learn how [here](#).

