

The Hosted Cloud Service

Removing barriers to an enterprise content services platform

By Michael Genovese, Director of Product Innovation, Systemware

The move to cloud-based technologies has been discussed in boardrooms long before the rise of Covid-19, but the pandemic has certainly created an increased awareness. The recent high-volume demand for digital access came without much warning and has been a wake-up call for many organizations. Software, equipment, services, and even the employees themselves have received an unexpected stress-test, causing a shift in priorities as the global crisis continues to shine light on company vulnerabilities. Among those, is content services.

As director of product innovation at [Systemware](#), I focus on ways to improve how content is being efficiently accessed and managed for our clients. One of those options, is the move to a cloud-based service. Most times this is referred to as SaaS, or Software as a Service, but we define SaaS to mean [Systemware as a Service](#).

A hosted cloud service provides a complete solution for large-scale content applications and compliance for businesses. Gartner predicts that up to 60% of organizations will use an external service provider's cloud-managed service offering by 2022¹. Let's take a look at some of the benefits of a hosted cloud service to better understand why it has become such a hot topic.

Why Choose a Hosted Cloud Service?

We hear the term "cloud-first" a lot these days but many large organizations are still very reliant on legacy environments. As a content services provider, we see this all the time. Organizations are aware of the risks associated with outdated systems, but barriers to modern platforms stand in the way—barriers such as infrastructure and cost, just to name a few.

Cost and Infrastructure

Organizations have varying circumstances and need personalized choices to best fit their unique business initiatives. For example, your compliance department may be very conservative and require on-premise solutions utilizing current infrastructure, but you may want to capitalize on outsourcing the service and support to an experienced content management provider. In a case such as this, a managed or outsourced service would be of benefit, as your provider manages the software regardless of where your information resides or where your solution is deployed. Additionally, you have the flexibility to only pay for services you need instead of a boxed solution tailored to "one size fits all." Or perhaps you need the provider to host and

manage the solution and keep only your information on-premise. A managed service would provide these flexible options as well.

A total outsourced hosted cloud service addresses all of the above. This option eliminates the need to maintain costly on-premise infrastructure and resources altogether, as the solution is managed by the provider and deployed seamlessly in external cloud platforms such as AWS, Microsoft Azure, IBM Cloud, Google Cloud, and more. A key advantage to services utilizing a hosted cloud is the elastic scalability. A hosted cloud not only enables companies' access to virtually limitless secure and compliant processing, capacity, data storage, and server availability, but also offers the advantage of utilizing only the amount of resources necessary to meet demand. In short, providing server capacity to rapidly scale resources up for volume when needed, and scale back down for cost savings when not.

"With a hosted cloud service, systems are automatically kept up to date with the latest technology enhancements, advanced security, and governance features. Many organizations have resources that spend countless hours maintaining patch levels on their servers, justifying exceptions for system vulnerabilities, and providing remediation plans to address these risks."

System Updates

With a hosted cloud service, systems are automatically kept up to date with the latest technology enhancements, advanced security, and governance features. Many organizations have resources that spend countless hours maintaining patch levels on their servers, justifying exceptions for system vulnerabilities, and providing remediation plans to address these risks. In a hosted environment, changes like these would be handled by your provider, transparently implemented behind the scenes without disruption to business processes. This delivers an improved user experience with the latest updates while freeing up resources to focus on growing the business through new innovation objectives.



Michael Genovese

Michael Genovese serves as the director of product innovation at Systemware. He has a unique ability when working with clients to analyze and understand their business needs, then designs creative technical solutions that solve for these needs. With a continual focus on win-win solutions for the highest customer satisfaction and a specialization in information and vendor management for financial services firms, Genovese is frequently called upon to solve for any number of client requests.

Security and Business Continuity

A common concern with any cloud-based service is security. Organizations are very wise to consider such risks when deciding to trust a business partner to host critical information assets. Enhanced protection features such as data masking and encryption help mitigate the risks of security breaches and privacy threats, while failover systems and recovery plans on the hosted service ensure business continuity in the event of a disaster.

Privacy and Regulatory Requirements

Recent legislation such as the CCPA and GDPR have brought consumer data privacy center stage. With a hosted cloud service, these regulations are adhered to as part of a service level agreement (SLA) and the responsibility for maintaining the software to meet industry standards falls on the provider. This ensures proper data protection laws are always being followed and represented in the best interest of your organization, and also eliminates the added stress of regulatory concerns.

Moving Forward

There are high hopes across all industries to return to "business as usual" sometime very soon, but until then we are all making the needed adjustments. With information being a critical asset, it is probably not a bad time to check in on your systems to ensure they are being properly managed to not only sustain your business during these uncertain times, but also maintain a competitive edge in a rapidly evolving digital landscape. If not, what's holding you back? ■

Sources: [Gartner research](#)

Who is Systemware?

Systemware has been helping many of the world's largest, and most highly regulated organizations manage critical business information for the past four decades. Our content services platform, Content Cloud, helps organizations modernize their content management, connect with a range of repositories, and enable content for business intelligence. Explore our case studies at [Systemware.com](#) to see how we have helped others in their digital transformation journey, and how we can also help you.