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# Moving to the Future with Pay-As-You-Go Cloud

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## Nowadays, moving to the Cloud is a matter of 'when', not 'if'

The myriad of different cloud options available, however, is leaving CIOs confused and concerned. The choice between public, private, and hybrid cloud can be extremely daunting. Add the question of up-front costs vs. a Pay-As-You-Go subscription model into the mix, and the options become even more overwhelming.

# 72%

of CIOs believe that selecting the right cloud payment solution is complicated\*



But moving to the Cloud shouldn't be a daunting task. The benefits of cloud are so vast and varied that organisations and CIOs shouldn't be put off. With the right education and support, moving to the Cloud can be seamless and stress-free.

As for which payment model to opt for, education once again is key. Whilst many cloud providers are still pushing contracts and multi-year commitments, a Pay-As-You-Go model is where the future of cloud lies.

Moving to the Cloud isn't an overnight process. A CIO doesn't make the decision to move to the Cloud one day, implement a solution the next, and start using cloud-based solutions right away. Moving to the Cloud is a journey – and journeys take time.

Why, therefore, should customers pay at the start of their cloud journey for something they're not going to use until the end of their cloud journey? The answer, of course, is: they shouldn't. That's why Pay-As-You-Go models are becoming more popular. With subscription based models, organisations can simply pay for what they use, when they use it.

No more multi-year contracts, no more daunting up-front fees – just simple, accessibly technology; paid for in a simple, accessible way.

Whilst the transition to Pay-As-You-Go models is appealing to many organisations, many CIOs are struggling to move to the future because of out-dated CAPEX budgeting models.



of CIOs believe that dated CAPEX models have slowed the speed at which they can adopt subscription-based cloud services\*

So whilst Pay-As-You-Go Cloud is definitely the future, it seems that many organisations are not quite ready to embrace the Brave New World. That's why here at Trustmarque we support our customers with their cloud journey, no matter their payment method. Our Cloud-ESP platform, for example can help organisations transition into this subscription-based world, whilst also supporting those taking the more traditional route with their cloud spend, management, and support.

\*According to research conducted by Vanson Bourne on behalf of Trustmarque November 2016

For more information about how Trustmarque can help you with your cloud journey, whatever your requirements:

Contact us on 0845 2101 500, or email [info@trustmarque.com](mailto:info@trustmarque.com)

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## About Trustmarque

Trustmarque is a leading provider of end-to-end IT services to the UK public and private sectors; including cloud, professional and managed services, and software solutions.

At Trustmarque we give honest, simple and independent advice that helps customers navigate an increasingly complex world of IT. We simplify business, through a flexible and cost-effective approach that empowers organisations and their people.

With over 25 years' experience at the heart of the rapidly evolving IT market, Trustmarque has established a position as a leading technology provider to private sector, UK government and healthcare organisations.

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