

Not All Clouds Are Created Equal

Modern Digital Experience Management

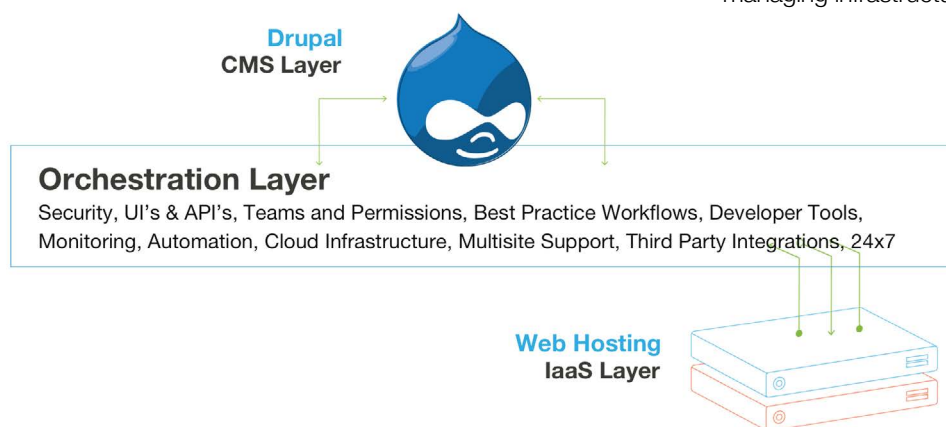
The web has evolved. Those of us who have been on the 'front lines' since the early 2000s have seen this evolution coming and, likely, have participated in it. With the rise of the smartphone, smart watch, smart TV, and smart XYZ-who-knows-what's-to-come, digital experience as a defining term has changed. The traditional method of customers engaging with organizations via web browsers on a laptop or desktop is no more. Organizations need to be proactive in engaging their customers today — continuously providing them access to relevant content at their fingertips through smart devices. These new mediums cannot, and should not, be ignored as they are the future of the digital experience.

So how do organizations keep up? The old-school answer was "build it and they will come", but building a broad digital experience from the ground up that will meet the needs of multiple audiences, internal user groups and stakeholders is no longer realistic. Today, innovative organizations are looking to technologies that evolve with the web, and proactively engage their customers. To keep pace with user expectations, organizations must stay one step ahead and sleep with one eye open — always looking for what's better, what's faster and what's next.

In the mid 2000s, building your own data center was a necessity. On-prem (premise) hosting was accepted as the best way to secure data and manage the infrastructure behind a state-of-the-art CMS (content management system), like Drupal. Organizations dedicated countless resources and time to ensuring these systems meet specific requirements and security needs. Once the infrastructure was built, then progress could begin. An on-prem solution is like buying all the ingredients and making a pizza from scratch in your kitchen — requiring you to put in the time and effort.

Many organizations are now recognizing that on-prem hosting is a thing of the past. There are countless service providers, like Amazon Web Services, that are very good at offering raw Infrastructure-as-a-Service (often referred to as 'cloud hosting') to anyone looking to utilize the cloud for servers, storage and connectivity to run cloud-based solutions. However, IaaS does not offer a complete solution, you still need to build an orchestration layer yourself with features like security, monitoring and failover, tools for configuring environments, and a support team in order to deliver a true Cloud based solution. An IaaS solution is like buying a frozen pizza and then using your oven and utilities to bake it — easier than making it from scratch, but it still requires you to invest time and effort to get the end result.

In today's fast-paced environment, organizations don't have the luxury of waiting for an IT team to piece together hosting environments, infrastructure orchestration and support components. Modern digital experience management requires much more agility, and innovators need the freedom to focus on building the experience and connecting all the systems required to power those experiences, rather than focusing on managing infrastructure.



Illustrates what an IaaS solution might look like and the components of the orchestration layer your team will need to build

Managed Cloud Platform

A managed Platform-as-a-Service (PaaS) is the next evolution of digital experience management. PaaS comes with the orchestration layer pre-built, and provides organizations with a true end-to-end platform stack specifically designed to support digital experiences. This enables organizations to focus on the experience itself rather than the infrastructure behind it. A typical PaaS solution should include the three layers shown in the figure above as one unified solution. CMS, orchestration components and the infrastructure are all engineered to work as one solution rather than three parts stitched together. This type of solution allows organizations to begin building starting on day one, rather than having to wait for the IT team to connect the CMS to the orchestration layer and the infrastructure layer. PaaS is just like picking up the phone and calling Dominos. Your pizza is ready to go minutes after placing the order.

Why Acquia?

Acquia Cloud is a fully integrated PaaS solution consisting of the Drupal CMS layer, Acquia's Orchestration Layer and the Infrastructure Layer. Acquia Cloud is optimized for building, deploying and managing Drupal digital experiences — and to scale from an entry level to an enterprise level solution as needed.

The Acquia Cloud PaaS provides all of the tools and features expected of an enterprise-level PaaS (complete Orchestration Layer, 99.95% uptime, etc.) but also goes above and beyond other PaaS offerings in several ways:

Scalability

Acquia Cloud has the ability to service a wide range of organizations, from small government agency websites with several hundred visitors per month to large multi-national sites with several million visitors per day. Acquia's team constantly monitors your websites to make sure they scale up and down to meet legitimate [traffic spikes](#).

Security

Security is built into the core of the Acquia Cloud platform through the combination of advanced technology and an elite team of security professionals. Members of the Acquia security

team are recognized experts in the field, obsessive about digital security and plugged into the Drupal community. Acquia is heavily represented on the Drupal security committee with 11 out of the 39 members Acquia employees. The Drupal Security committee is charged with ensuring security for the Drupal community at large, issuing patches and recommending resolutions. Acquia takes this responsibility very seriously and works in lock step with the Drupal security committee to keep the Acquia Cloud platform up to date on all security releases.

Developer Tools

The Acquia Cloud Platform is made by developers for developers, with ease of use critical to the success of Acquia clients. Acquia's developer tools enable development teams to monitor and troubleshoot existing websites more efficiently, while speeding up the process of building, testing and deploying new websites. This allows Acquia clients the ability to quickly meet business goals and customer needs.

Support

Acquia is the industry expert when it comes to drupal. Some of the best drupalists in the world are Acquia employees and are dedicated to bringing their knowledge and expertise to Acquia clients. Beyond Drupal expertise, Acquia is the only vendor to offer 24x7 support, Drupal application support and a 99.95% uptime SLA for the platform, and Drupal applications. Acquia is here to help clients succeed every step of the way.

The Acquia Cloud PaaS is an end-to-end solution going above and beyond the typical cloud PaaS. The complete integrated solution helps clients solve day-to-day problems by delivering a solution which provides:

- 1. Effortless Hosting** — Not just infrastructure to host websites on, but also an end-to-end platform optimized for your applications
- 2. Accelerated Web Development** — Speed time to market with world class tools that allow your team to build, test and deploy websites much faster
- 3. Unparalleled Reliability** — Platform stability and scalability combined with tools to monitor and troubleshoot your application layer to ensure uptime and high availability

With [Acquia Cloud](#), your teams can focus on building and developing digital experiences that meet the needs of your customers faster.