



Grant Morgan, Managing Executive for Sales and Marketing, Telkom's Cybernest

Cybernest leveraging the Telkom advantage

In the race to the cloud, many players from different areas of the ICT field are competing for their slice of the pie. None, however, have both the experience and the infrastructure that a fully fledged telco can bring to the table.

Grant Morgan, Managing Executive for Sales and Marketing at Telkom's Cybernest, points out that the century-old telephone system is effectively the original cloud. If you think about it, he says, telephony is all about providing a simple front-end solution to a complex back-end offering; it is a multi-tenant product; and it operates on a pay-per-use basis.

"That certainly sounds like the standard description of a cloud service.

"Cybernest was created from Telkom's hosting business, combined with the company's IT infrastructure division. We look after all of Telkom's internal IT requirements, providing these back to the company as a service. Therefore, we not only have experience at delivering these services, we also have access to Telkom's vast infrastructure resources, which gives us massive scale as a cloud provider," he says.

As part of a telco, Morgan suggests that there are other advantages that set Cybernest apart from the competition. The first of these is that telcos leverage best practices as outlined by ITIL and eTOM. These provide the best process and product development approaches.

"What this means is that while it takes a much longer period to develop a solution, the development is rock solid, because best practices are used throughout. This level of infrastructure lifecycle management is a speciality that very few others in this space have.

"A second advantage we have is our ability to leverage Telkom's greatest asset, its network, to ensure our customers can access cloud reliability. We can offer end-to-end service level agreements (SLAs) and quality of service (QoS) for both the network and IT capabilities. This means security, availability and performance guarantees with total accountability from a single provider," adds Morgan.

Furthermore, he suggests that a further advantage is Telkom's existing client base of around 350 000 businesses that are prime targets for a cloud

offering. In particular, he says that there is a massive market for cloud services in the small and medium enterprise (SME) market.

"Around 60 percent of SMEs are looking for a one-stop-shop for their IT needs – they are seeking big business IT, but on a pay-per-use basis. With SMEs, there tend to be trust issues as far as IT goes, but of course they've dealt with telcos for much longer, so SMEs tend to instinctively trust us more. Added to this is the fact that we offer a full and scalable service with a single point of contact for the client and it means we are ideally positioned to offer cloud services to clients from the largest corporate to the smallest SME."

According to Morgan, what remains probably the company's single biggest advantage in this market is the extensive infrastructure investment it has already made. He says that the company already has the datacentres, systems management and support systems in place, along with the economies of scale needed to deliver a truly cost effective service.

"Cybernest is able to put the client's datacentre at the heart of the network, since we control the access network, the distribution network and the core network. This means reduced latency and faster response times, as well as minimised risk. Furthermore, we offer end-to-end accountability to clients, since there is a single provider owning all the layers – right from the datacentre, through the network and including the security and the SLAs.

"At Cybernest, we have all the underlying pieces needed to make the convergence play happen. We have the skills, the experience and the best practices backing us up, and we have reliable systems, security, governance and processes in place. This means we can ensure that our cloud platform is delivered more cost effectively and securely, and with better economies of scale, than anything our competitors can provide," he concludes.

