

# Building a cloud broker function

## HPE Cloud Broker Consulting Service

### Insights

- By 2017, 50 percent of total IT spending will be outside the formal IT organization—Gartner, April 2015<sup>1</sup>
- Today, many business units go outside to meet their digital needs helping them execute faster to meet their needs. There is potential risk—is it known and accepted, or mitigated?

Start your journey to becoming a cloud service broker by defining and establishing a formal broker function, and reduce the time to achieving business value.

### Managing the digital enterprise **Moving forward: Establishing the broker function**

#### **Do you know the services your business is using?**

Understanding where the business goes when seeking IT sourcing outside of the enterprise provides insights into the potential gaps in the internal IT portfolio. The reason that organizations use these outside services can be good ones—fast access to support a business need, simple usage model, and flexible pricing. The downside comes from the risks to the business from uncoordinated security policy, compliance capabilities, and inconsistent service performance. Or, just the cost of buying services one at a time with potential duplication.

#### **The right IT solutions, from one of the best qualified suppliers, at the appropriate cost**

As business increasingly goes digital, there is a pressing need to change the scope and delivery models of existing IT organizations. Hybrid IT—traditional, private cloud, and multi-source cloud environments require an objective, informed structure for arranging the buying and selling and provisioning of IT solutions at the speed of business.

The broad trend for IT delivery organizations to move to a hybrid delivery model is a journey that should be paired with the development of a cloud broker function. Many organizations are finding that this is best constructed as a business function provided by IT, but with a charter across the organization.

The foundation of a cloud service broker function is built on:

- Governance—aligned business and IT policies
- Established IT service lifecycle management process
- Formalized service portfolio management
- Formalized service risk management
- Defined roles and responsibilities of the broker, and the authority to execute the role

For those organizations who have achieved best practices in the foundational areas, transitioning to a Cloud Service Broker Function is timely. For those who feel a need to strengthen their foundation, Hewlett Packard Enterprise can provide a clear, concise, and timely path to Cloud Service Broker capability.

<sup>1</sup> Gartner, Why Bimodal Matters to IT Services Providers' Strategies, 08 April 2015

## Becoming a cloud service broker with Hewlett Packard Enterprise

The HPE Cloud Broker Consulting Service can help you successfully build your cloud brokerage function. Beginning with discovery, analysis, and planning a clear roadmap, to revising and automating request fulfillment processes—to contracted managed broker services, as well as designing and implementing new services from IT, Hewlett Packard Enterprise can help you at any point in the process.

### Getting started: Defining the broker function

#### Understanding the current state

HPE Cloud Broker Discovery module collects cloud traffic data and provides an analysis specific to the business goals of the customer and the patterns of business behavior around external cloud services—assessing potential risks and business impact.

#### Comparing external and internal capacity

The cloud service broker discovery includes a comparison between internal applications and external traffic providing a view of overlapping or duplication of services, and providing a basis for more informed business decisions on right source selection.

#### Integrating cloud service brokering into the larger IT transformation to hybrid IT

Hewlett Packard Enterprise brings a patented transformation reference model to the practical work of developing a tactical roadmap of projects, to achieve the desired future state as effectively as possible.

Customized to your business culture, future vision, and defined business goals, the HPE Roadmap Services enables you to work on first things first, reducing re-work, and increasing the time to realizing business benefits.

#### Implement, support, and continue

Once you have the roadmap in place, building the brokerage is a combination of putting the organization and policies in place, and building out the tools and process that will be used. The cloud service broker implementation delivers a robust catalog of services, with costing and governance, to easily provide services to the organization. With Hewlett Packard Enterprise, you have a choice. You can move to the HPE Managed Cloud Broker service, turning over the execution to HPE. Or you can build your own broker in-house using HPE Cloud Broker software. Support the brokerage as you do the rest of your IT environment, with one accountable partner, and continue to design and implement new services quickly and at the right cost.

### Our experience so far

Hewlett Packard Enterprise has been working with a number of customers who are blazing the trail of cloud service brokering. As a result, best practices are emerging and enabling Hewlett Packard Enterprise's continuous improvement cycle.

#### Key critical success factors identified in the field:

- A cloud services broker should be a separate, objective function within enterprise IT, but outside of the IT delivery organization.

- Many leading enterprises develop and maintain the capacity of the IT department to serve as an architect and integrator of internal and external IT and cloud solutions.

#### Adding cloud service broker function to your hybrid IT transformation:

- Strengthens the IT-business relationship, resulting in better business outcomes
- Further develops digital leadership capabilities, enabling agility and speed in producing business solutions

### Ways that Hewlett Packard Enterprise can help

Hewlett Packard Enterprise has extensive experience successfully navigating the IT transformation journey. We continue to transform our own IT organization, using the knowledge gained to help customers across industries take their own journey. We leverage the digital masters' experience and knowledge to bring the proven consulting, services and technologies to our customers.

- Hewlett Packard Enterprise operates in 170 countries
- Has helped customers in over 90 percent of the Fortune 100 list
- Owns unique transformative intellectual property

Learn more at [hpe.com/services/cloud](https://hpe.com/services/cloud)



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