# The essential cloud
# connectivity checklist —

Finding the right cloud connectivity solution can be a challenge for businesses, not least because there are multiple options available in the market. That's why we've put together this handy checklist to demystify some of the complexities decision makers face when assessing their cloud connectivity.

But first of all, let's consider the different ways businesses can connect to the cloud:

### 1. Public internet
The easiest and probably cheapest way to connect your WAN to the cloud is to use a public internet connection to a cloud service provider. But while the **public internet** is convenient and affordable, it does not meet many requirements around security, reliability, and performance.

### 2. A direct connect service from your cloud provider
There are lots of security and performance benefits from using a **direct connect service** from your cloud provider, but some drawbacks in terms of service provisioning and vendor lock-in.

### 3. A Network-as-a-Service (NaaS) platform
By using a **NaaS platform**, businesses can directly connect to multiple cloud providers and control and manage their networks connections in real-time through a self-service portal.

Now let's take a look at our checklist to help you decide which of the above cloud connectivity options could suit you best.

### Network performance
Substandard performance, or network lag, is much more likely over the public internet.

The limitations of traditional public internet can be particularly apparent when using cloud-based communication tools.

That's why more businesses are considering direct connections to the cloud – which offer **superior network performance** and bypass the best effort public internet.

### Cost control
The perception that cloud offers scalable and cost-effective solutions is not always entirely true. Customers pay for the resources they order, whether they use them or not, which can lead to cost overruns.

By using a PAYG and on-demand model, a NaaS platform helps businesses gain more control over their **cloud connectivity costs** – enabling them to dynamically scale and adjust connectivity to meet the needs of their business.

### E-gress charges
**E-gress charges** are also crucial to consider when analysing cloud expenditure. Data transfer charges may occur when moving data into or out of cloud, known as ingress and egress. To avoid these charges, CSPs sometimes offer incentives to use a direct connection instead of the public internet.

In some cases, a direct connection to the cloud can save up to 50% on e-gress charges.

### Security

Direct connections are a **more secure** option than using the public internet for several reasons.

Firstly, they eliminate the need for sensitive data to travel through the public internet, reducing the risk of data breaches, DDoS attacks, and other security threats.

Secondly, direct connections provide organisations with more control over their network environment – letting you add an extra layer of security by configuring and managing your own network security controls, such as firewalls and VPNs, adding an extra layer of security.

### Data compliance

By using private connections, organisations can ensure they are **compliant with regulations** and secure their sensitive data.

This type of connection allows for the transfer of sensitive data without the need for it to traverse the public internet, thereby helping to protect the data and ensure compliance with GDPR and other regulations and standards.

### Bandwidth availability

If you are transferring large volumes of data between your premise and the cloud, you may want to consider how much bandwidth is available from your service provider.

The advantages of using a NaaS platform is that bandwidth can be dynamically adjusted to meet the needs of your workloads.

### Multi-cloud

More businesses are going with a **multi-cloud** approach. This can be a strategic decision to avoid single vendor over-reliance or more commonly because employees or business units will bypass formal procurement procedures to quickly find and implement off-the-shelf SaaS or PaaS solutions.

Rather than becoming locked into one provider, NaaS provides business with access to all major cloud providers.

### Ease of management

And finally that leads us onto ease of management. If you are accessing multiple cloud providers, how do you maintain visibility and control over your cloud connectivity?

With a NaaS platform like Console Connect, you can manage all your direct connect services through one easy-to-use interface – with the ability to also integrate via API with your own systems.

## Try the Console Connect NaaS platform for free!

Console Connect takes the complexity out of managing direct access to any of the world's major cloud providers.

Sign up for a free Console Connect account today to see how our easy-to-use NaaS platform can help you save costs and improve performance of your enterprise cloud connectivity.

Easy as a click! Try it for free:
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www.consoleconnect.com
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