

The Differences Between Private & Public Cloud Services

While the differences between **private** and **public cloud services** are numerous, put simply, within a private cloud, your data will be hosted on dedicated infrastructure not shared by any other organisation. But with a public cloud solution, your data is held in shared infrastructure, although data and applications of one customer are hidden and secured from other customers.

It's comparable to renting a room in a house versus renting a whole house. And, as you can imagine, there are advantages to both – the rest depends on the requirements of your business. So let's dive into each in a little more detail.

Public Cloud

Within the public cloud, data is hosted within a shared environment.

This is like renting a room in a house: your outgoings will be significantly lower, and building maintenance is managed for you, but you are still ultimately sharing a space.



Outsourced Cost

Typically, the cloud provider will be able to optimise their use of hardware and human resources due to the nature of the business and having multiple customers at once to split the costs between. In essence, you are outsourcing a significant portion of IT costs to a third party that can efficiently deal with them.



Hassle and worry-free

Another significant benefit of a public cloud solution comes in the form of time saved. Your internal team won't have to spend time managing physical parts of the infrastructure such as servers, networks and even data centres because they'll be managed for you.

In a similar vein, the security of the public cloud is also managed on your behalf, at least at a high level. It's a common misconception that your data is at risk when using public cloud solutions. In fact, large cloud providers have plenty of resources (from tools to engineers) dedicated to the protection of your cloud infrastructure – however, the best security products are often reserved as add-on services.

Furthermore, small businesses might not be able to implement strong security measures themselves. So cyber security is partly outsourced when using the public cloud.



Private Cloud

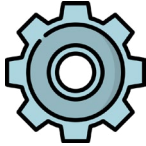
A private cloud is quite like renting a whole house: you can do what you want within the house and have more security for everything within the house. This isn't to say that your data isn't secure with public cloud solutions, but simply that private cloud architecture is dedicated solely to your business.

Because private clouds are hosted on-site or in third-party data centres, you tend to have more control over the infrastructure and your data. If you have an IT department, for example, they can monitor deployment, use analytics, and prevent downtime.

Alternatively, depending on the provider, they could take the ongoing private cloud management off your plate by providing a private cloud as a service.

The Benefits of Private Cloud

Flexibility



The flexibility and scalability of private clouds is of huge benefit to businesses with specific or varying needs.

The level of customisation available means you can comfortably choose storage and networking requirements to suit your individual situation rather than trying to get your requirements to fit to an existing cloud solution.

Performance



The performance of private clouds often exceeds public clouds by quite some margin as individual resources are not capped in the same way as public services are, where performance has to be more evenly distributed.

Particularly when higher performance requirements are necessary, it's much easier to guarantee those performance needs will be met in a private cloud than it is in a public cloud.

Security



The laws and policies around **data protection** become much easier to implement when you have the level of control over the cloud infrastructure that's possible with private cloud solutions.

Due to the private cloud operating within an isolated network environment, accessing security logs and data backups in the event of a breach is a simple process.

Cost Effective

Finally, it's of course important to factor in cost! While shared spaces are generally cheaper, they're often cheaper because you get lower performance, storage and bandwidth. That's not to say higher performance isn't available, but it can come at a considerable additional cost.

This is perfect if you get low volume traffic to your site, but when you need to handle huge traffic – say, at particularly busy retail periods like festive holidays – then the profit-gains from being able to meet demand far outweigh the cost of dedicated server space. Whilst this problem can somewhat be tackled with auto scaling which will adjust resources based on a rule set to meet seasonal demands it's not always the best option and not available for all types of cloud resources.

Public cloud often works well for companies with smaller requirements as they get access to technology they might not otherwise be able to access. However, as requirements grow it can often become a lot more expensive to run a large public cloud than it is a private cloud.

Making the right decision

Which type of cloud is right for you depends on your ongoing business requirements. If you want greater control and customisability, for example, the private cloud might be the option for you. If you simply don't have huge hardware and performance requirements and are looking for a reliable solution at a lower price, choose a public cloud provider you can trust.

You also don't necessarily need to choose between public, private, and even hyper-scale clouds individually. A lot of the best solutions now work on a multi-cloud strategy utilising the best of all the options. That could be private cloud for high performance requirements, public cloud for a small cluster of web servers, and hyper-scale for cyber security infrastructure to support the other environments.

Here at Vinters, we provide both public and private cloud services to guarantee a perfect fit for your business. In addition to this, private interconnects to hyper-scale providers such as Azure Expressroute and AWS Direct Connect.

We work with OnApp to provide high performance and high availability **private cloud solutions tailored to you**, and boast a lightning fast deployment rate.

Our **public cloud packages** are tiered to suit your needs, and you can rest assured you only pay for infrastructure as and when you need it.

Still not sure which option is right for you? That's why we're here. Give our friendly team a call; we'll be more than happy to help you reach the right solution.

