

The Adoption of a Cloud Delivery Model

The traditional application delivery model is based on acquiring and implementing a wide range of physical appliances. For some companies, these appliances are located in a small number of facilities that are in close proximity to each other. In the case of a Content Delivery Network (CDN) provider, these appliances need to be distributed around the world.

One of the limitations of the traditional application delivery model is that it is slow to respond to shifts in demand. Part of the slow nature of the traditional model is technical. Acquiring and implementing appliances are time consuming processes, particularly in certain parts of the world. However, part of the slow nature of the model was influenced by the traditional corporate culture. When the traditional model was developed it was acceptable to take days or weeks to respond to marketplace changes. However, over the last several years corporate cultures have been going through a transformation. The result of that ongoing transformation is that in the current environment organizations are under pressure to respond to marketplace changes in a continually diminishing amount of time.

One of the biggest factors that has caused organizations to rethink how they approach application delivery has been the ongoing success of public cloud computing. One example of that success is the growth in the use of SaaS-based applications. Just 4 or 5 years ago, only a handful of companies used SaaS-based applications. One indicator of the extent of how that has changed is a recent report¹ that stated that enterprise spending on SaaS-based applications is approaching 30% of all application spending and that the spending on SaaS-based applications is currently growing at a compound annual growth rate of 17.6%.

Spurred on by the success of public cloud computing, many organizations have begun to adopt a cloud-based application delivery model. Because this emerging application delivery model is based on technologies such as automation and the virtualization of resources, it is quick to respond to shifts in demand wherever those shifts occur. As is the case with any public cloud computing solution, a characteristic of this emerging approach to application delivery is a pricing model in which organizations only pay for the resources that they use. Other characteristics of the model include a reduction in both cost and complexity.

I am certainly not suggesting that just because there is a growing interest in public cloud computing, that you should take a cloud-based approach to everything you do. However, for the sake of example, let's assume that you are in the process of evaluating CDNs. Given the widely acknowledged advantages of a public cloud solution, why wouldn't you include in your evaluation CDNs such as Teridion's that are based on a cloud-based approach?

¹ <http://dazeinfo.com/2015/07/01/the-future-of-cloud-computing-127-billion-market-by-2018-report/>