

Journey to the Cloud

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DIUC22

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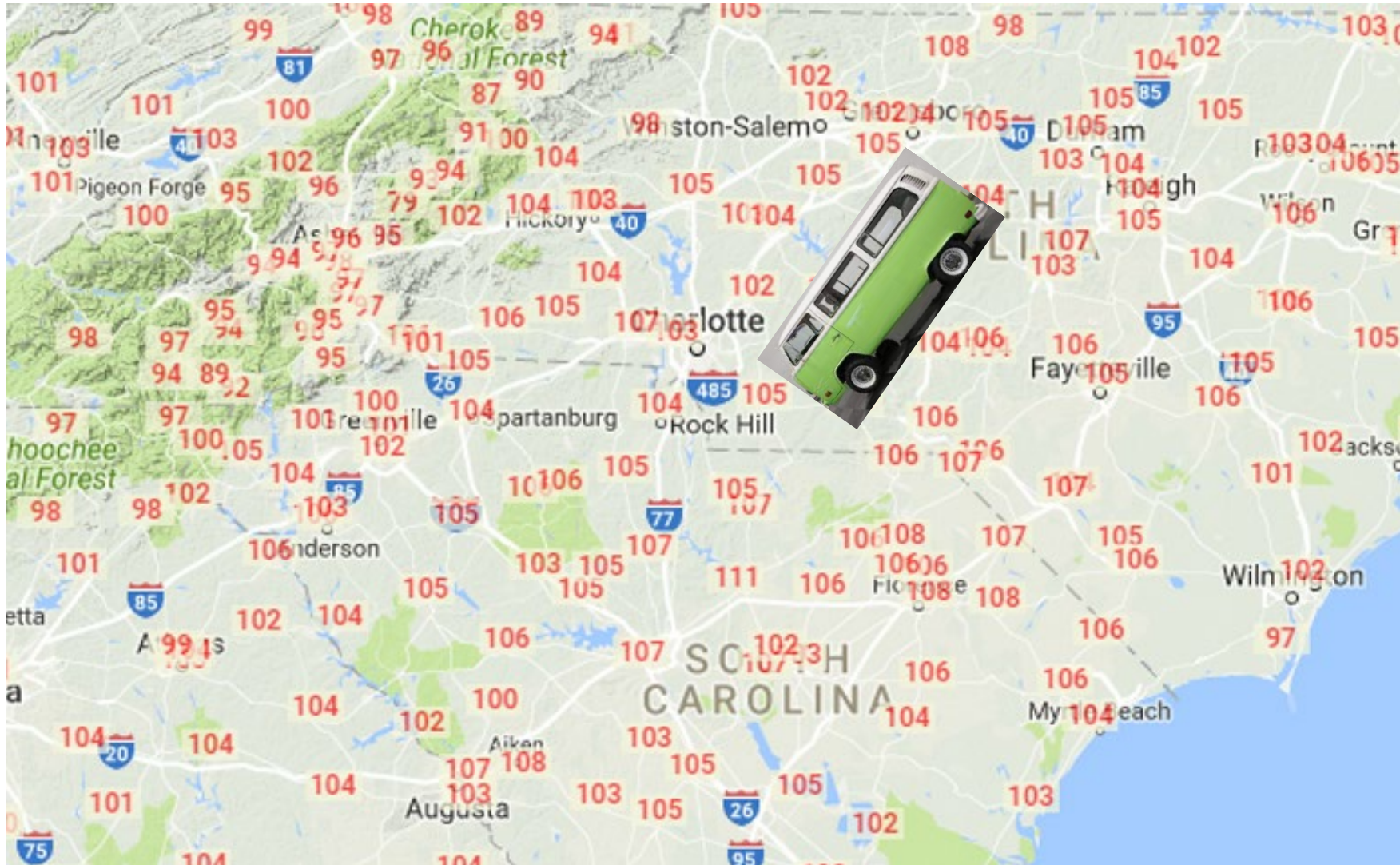


Migrating from on-premises DI applications to a cloud-based model.

Agenda

- ▶ About Empire Distributors
- ▶ State of Empire Pre-Cloud
- ▶ Migration to Cloud
- ▶ Benefits of DI Cloud Model

A Trip to Remember (or Forget?)



About **Empire Distributors**

- Alcohol Distribution (Spirits, Wine, Beer, Non-Alc)
- 82 Years/3 Generations - Founded in 1940
- Joins Berkshire Hathaway – 2010 (McLane)
- Operating in 4 States: GA, NC, TN, and CO
- 9 Warehouse Locations/14 sales offices
- ~750 users of Dimensional Insight tools





State of Empire **Pre-Cloud**

Georgia

- SAP ERP
- DI ProDiver

Tennessee

- Memphis – KIA ERP
- Knoxville – Great Plains ERP
- Nashville/Chattanooga - Infor ERP
- DI ProDiver

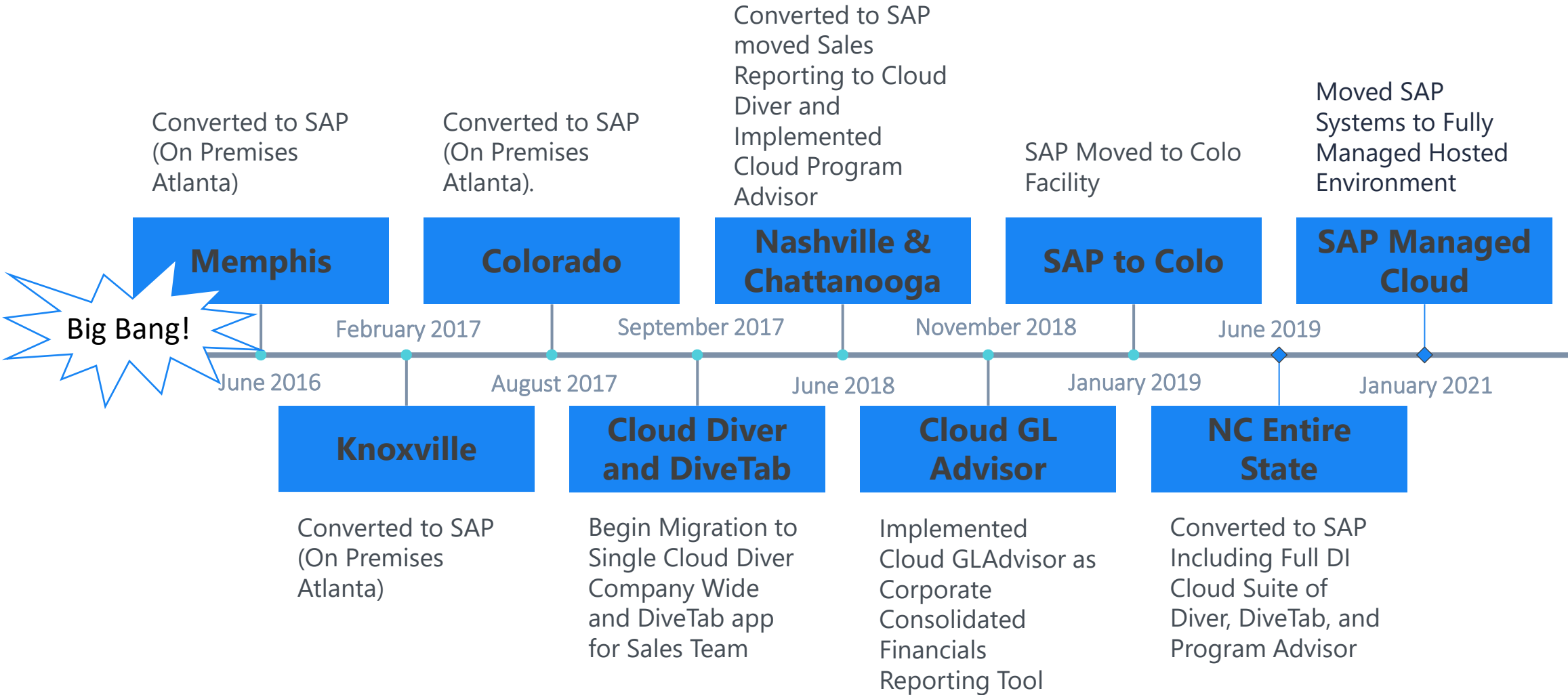
North Carolina

- KIA ERP
- DI ProDiver

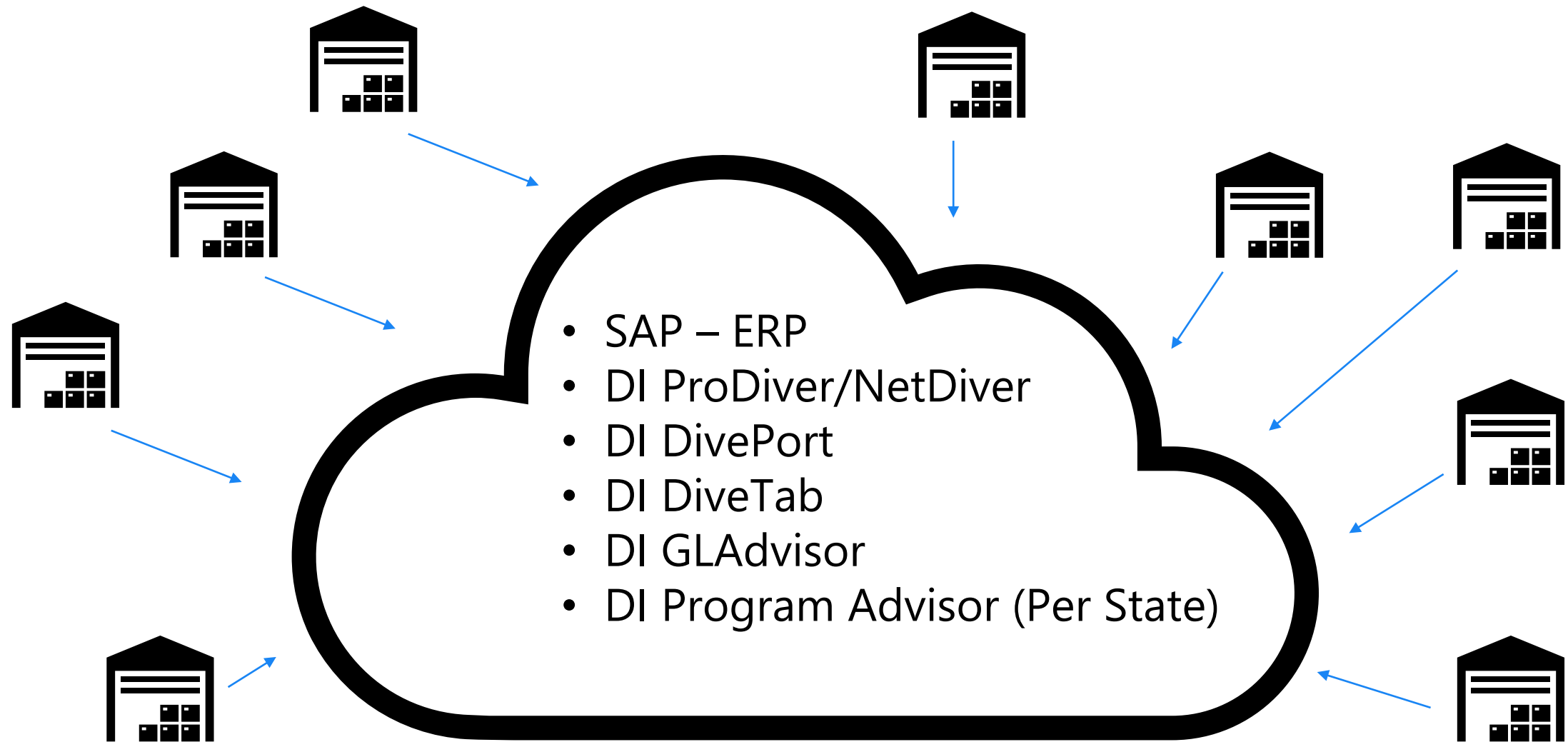
Colorado

- Great Plains ERP

Migration to Cloud



State of Empire **Post-Cloud**



Benefits of **DI Cloud Model**

- Merged multiple instances into one instance
- Consolidated sales and financial reporting available in single place available from any device
- Greatly enhanced our console panel to include >125 dive-able dimensions from ~50 dimensions
- Single integration service supported by DI



The Cloud: My Thoughts

Mike Phillips
Technical Director
Dimensional Insight

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Hosting Options

On Premise

- Office server room
- Your own data center
- Third-party co-location facility

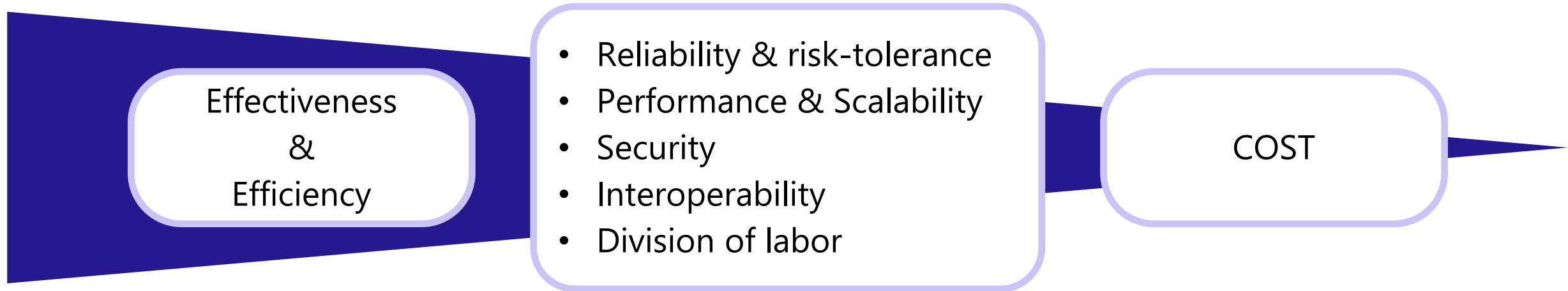
cloud

- Generic IaaS cloud providers
- App-specific PaaS/SaaS providers
- Hybrid approaches



Hosting Considerations

No single right answer



Division of Labor

On-Premise	Infrastructure as a Service	Platform as a Service	Software as a Service
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Your
Responsibilities

Provider's
Responsibilities

Application	Application	Application	Application
Data	Data	Data	Data
Runtime	Runtime	Runtime	Runtime
Middleware	Middleware	Middleware	Middleware
OS	OS	OS	OS
Virtualization	Virtualization	Virtualization	Virtualization
Servers	Servers	Servers	Servers
Storage	Storage	Storage	Storage
Networking	Networking	Networking	Networking

Our Observations

On-Premise

- For **sophisticated IT** teams
- **Control** over hardware specs, architecture
- Hardware is a capital expense
- 3rd party **co-location** generally best

IaaS

- For **sophisticated IT** teams
- Higher-performing hardware costs a **premium**
- Hardware is an operational expense
- **Complex pricing**, may win or lose
- Highly **scalable**
- Reliability issues unless **multiple zones** (\$\$\$)

PaaS

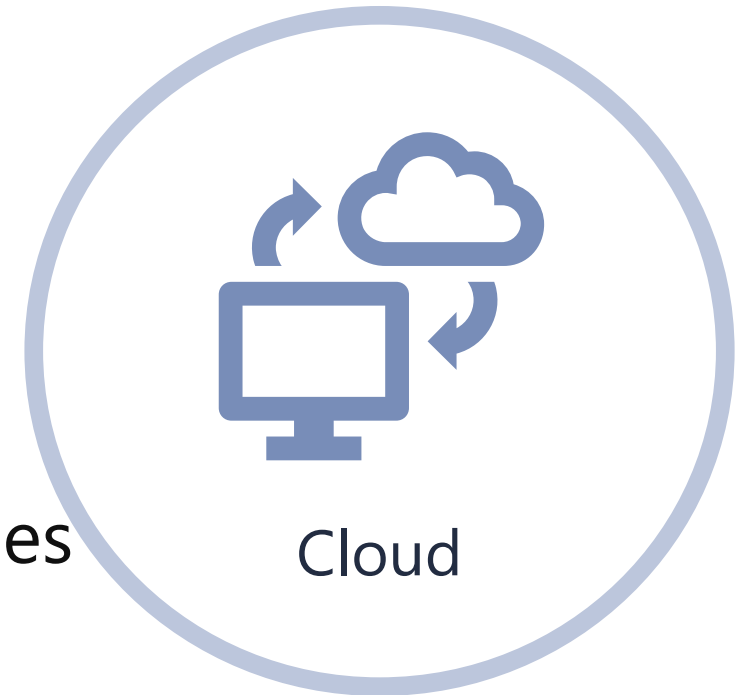
- IT expertise **not required**
- Runs a particular system, not generic
- **Expertise in that system** required
- Service is an operational expense
- Reliability, performance, scalability, pricing **provider-specific**

SaaS

- IT expertise **not required**
- Runs a particular system, not generic
- **Aimed at end-users**, all-in-one package
- Service is an operational expense
- Reliability, performance, scalability, pricing **provider-specific**

An Approach to Moving to the Cloud

- **Categorize** systems, set **goals**
- **Weigh** all the considerations
- Prepare to make **trade-offs**
- Leverage **strengths**
- Be **flexible** - mix and match, work in phases



DI Cloud and InterReport Comparison

InterReport

Software as a Service (SaaS)

Application is managed for customer

- ETL scripting
- Dashboard and report setup
- User management

No need to use
Workbench

DI Cloud

Platform as a Service (PaaS)

Customers use DI software however they like

- ETL scripting
- Dashboard and report setup
- User management

Full power of
Workbench

Hosting Foundation

- Server hardware
- OS installation and maintenance
- Diver Platform software
- DI Application installation
- Monitoring & backups
- 99.5% uptime
- ISO 27001-certified datacenter
- Redundant power, network, and cooling
- Technical Support
- Access to Consulting resources



DI Hosting **Advantages**

- Safety, reliability, and cost effectiveness of a cloud-based solution
- Proven environment for 20+ years
- Tailored to host Diver Platform
- We wrote the software
- Easy access to DI technical experts
- Transparent, predictable, consistent pricing

Thank you!