



We Take ArcGIS® Further



WHITEPAPER:
**HOW TO CHOOSE THE BEST
VIRTUALIZATION PARTNER**



As your organization grows or upgrades software, keeping on top of the IT infrastructure needed to allow for changes can be a huge job, and one most companies don't have designated staff for. When you're running big software like ArcGIS for Desktop and are facing a change in IT infrastructure you'll realize it's time to make some decisions. Either you put together new workstations, more servers and more staff to get where you're going, or you start looking into cloud computing solutions. There's a reason everybody's doing it.



ArcGIS Pro is Ideal for the Cloud

Now the most used GIS platform, ArcGIS for Desktop was not initially designed to be used in the cloud, but its successor, ArcGIS Pro is Cloud ready. With 3D capabilities, ArcGIS Pro is ideally suited for cloud computing environment with more technical specs and more high end requirements like lots of memory, better graphic cards and fast CPUs for the most functional and optimal user experience. Instead of getting whole new workstations, you can prepare for and get a taste of the future by moving your data to the cloud.



If you haven't yet moved your ArcGIS for Desktop to the cloud, doing so will be a great first step to getting used to ArcGIS Pro. Not only can you stop maintaining your own servers by making the move to the cloud, but you can now consider hiring remote employees, easily collecting data in the field, and taking the occasional day to work from home so you don't have to miss that after-school soccer game. All of your data and maps will be accessible virtually anywhere in the world, all you need is an internet connection. This is the future not only of GIS, but of computing in general, and it is quickly becoming the norm.

If cloud computing generally intimidates you, don't worry you're not alone in that. With the inevitability of its place in our future and its growing complexity, it's safer for many reasons to get a handle on the cloud sooner rather than later. The benefits far outweigh your small fears like multiple redundancies, keeping your data safe and your organization connected no matter what the weather, traffic, or other setbacks that might be inhibiting you from working as diligently as possible.

When considering moving this high computing software to the cloud, you might also want to think about whether your other desktop applications will also be suited for remote servers. Are you using similarly large software packages like AutoCAD? The right cloud provider can not only get you the right amount and kind of server space whenever and wherever you need it, but they will go as far as planning out and providing your entire IT infrastructure. The benefits of having a consultant reassess your infrastructure when you move to the cloud are endless, and will ensure that all of your IT is optimized to work with and around your big software like ArcGIS.



Cloud Providers

There are two kinds of cloud providers out there. On the one hand you have huge companies like Amazon, Microsoft, and Google offering limitless space at the drop of the hat. These companies pioneered cloud computing, and their solutions work for organizations of all shapes and sizes. Unfortunately they often come with next to no customer service and no management. Unless you have IT experts at your whim, working with these companies will be a stretch. On the other hand you have small hosting companies who do everything custom, have great customer service and management, both of which you'll notice from the higher price on your bill. Without the resources of the larger companies, they just can't compete strictly on hardware costs. It's hard to know which way to go when you're coming up on this kind of change, and the middle ground is hard to find.



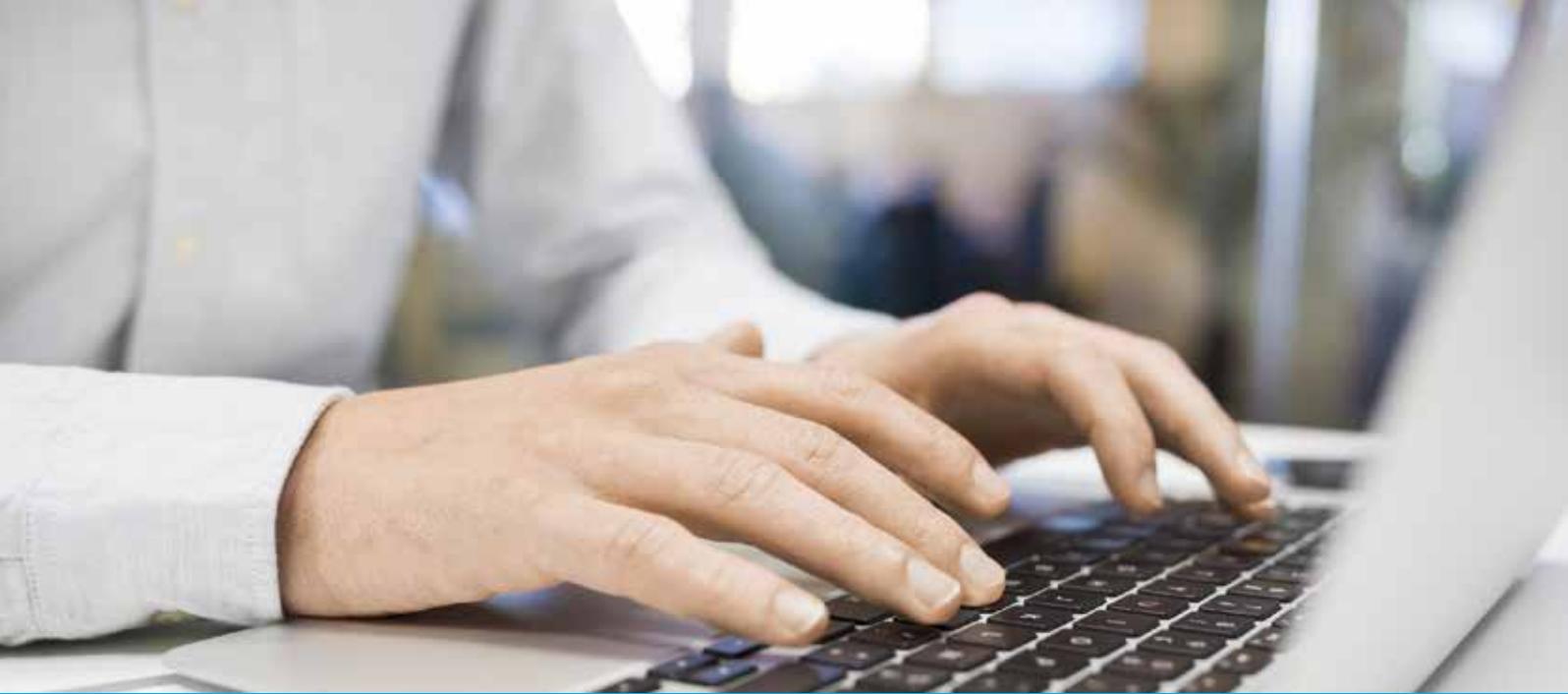
Amazon, Microsoft and Google are for You if...

- If you are occasionally doing high computing tasks that require more server space than you need on a daily basis, these large companies give you the opportunity to scale infinitely and instantaneously. You can buy extra server space for a day or a week for a big project and avoid any hassle of changing your plan, or paying for more than you need. They can charge by the minute.
- These companies are big and geographically spaced, meaning no matter where you are in the world, there is enough server space available, giving you the resources you need to expand your business globally.
- Amazon and friends have a wider variety of hardware able to meet the needs of not only every industry, but every niche within that industry. The options are essentially limitless.
- If you are moving to the cloud and have a full staff of administrators, Amazon is your best bet. You have the people you need to manage the move to the cloud for their self-service model and don't have the need to hire new staff, or pay someone to manage your hosting.
- Most of the large companies also offer opportunities to get free hands-on experience with the platforms before you have to buy anything, making the transition to a new hosting infrastructure even more seamless, especially if you have the people in place to take on the task.



The Middle Ground with ROK Technologies

- While you may think that a bigger company like Amazon is all you can afford due to economies of scale, a small company like ROK actually has competitive pricing. This means that for nearly the same price as the bigger guys, you can get all the hosting you need and knowledgeable management as well.
- ROK offers a host of managed services from code and troubleshooting to launching your new map services for you, taking the headache out of the transition to the cloud. This also saves you from having to take on the expense of hiring new people in-house to manage the service.
- A smaller company like ROK, while they can host any software and applications you are running, are experts in ArcGIS. If you are using GIS software for any aspect of your organization, ROK is the obvious choice, with expertise to make sure your infrastructure caters to this large software deployment. Why go it alone when you can have experts managing your infrastructure for you? Not only will they manage your services, but they will monitor their performance, ensuring that your workflows are always optimized.
- With the increasing move towards the Virtualization of data, software and applications, ROK can move all your desktop services not just your GIS infrastructure.
- If Amazon makes more sense because of the ability to scale up or down in a heartbeat, ROK can also help you manage those servers saving you the time and money it can take to keep the infrastructure machine running smoothly.
- Perhaps the biggest thing ROK offers is impeccable customer service. You will never feel overwhelmed or like you've been left to your own knowledge. ROK is a team of experts who are devoted to and take joy in an excellent customer experience.



Infrastructure is Key

ROK is more than capable of setting up and managing your cloud services, but can actually implement an entire IT infrastructure for you. This infrastructure will be centered around virtualized platforms that are accessible from anywhere in the world, and based on redundant solutions that keep all your data and systems secure. Not only can we handle all your hosting needs and management, but we can also build you custom apps, set up a virtualized desktop, and any ArcGIS related applications you need for ideal performance in your industry.

Things to Consider

If you are you ready to move your hosting to the cloud and enable virtualization, it's time to start thinking about whether you have the infrastructure (hardware, software, management, etc.) you need to make this move feasible. If you are lacking the staff, knowledge and time in restructuring your IT in a way that is amenable to the cloud, ROK has the expertise to help you. Organizations using GIS services are especially suited to ROK's extensive experience providing custom mapping solutions across many industries.



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