



Optimize Cloud Infrastructure with AppDirect

April 2025

ENERGY

EV Charging | Water & Waste
Electricity | Natural Gas | Solar

COMMUNICATIONS SOLUTIONS

Data | Network | Mobility & IoT | Satellite
SD-WAN | SASE | TEM | UCaaS | CCaaS

MANAGED & PRO SERVICES

Network (NOC) & Cloud Monitoring | SOC
Technical Support | Professional Services

HARDWARE & LOGISTICS

PCs | Laptops | Phones | Monitors | Digital Displays
Hardware Services & Logistics

SECURITY

Physical Security | Network Security
Endpoint Security | Cloud Security

INFRASTRUCTURE

Public, Private, & Hybrid Cloud
Data Center & Colocation | Disaster Recovery

SOFTWARE AS A SERVICE

Microsoft | Google | ERP | CRM | Productivity
Business Applications | IT Management | BI

ARTIFICIAL INTELLIGENCE

Large-Language Models | Agentic AI | Copilot |
Gemini | Chat Bots | Customer Experience



Main challenges companies face buying and managing infrastructure



TECHNICAL EXPERTISE

Companies lack the expertise or human resources to discover, procure, implement, maintain, and troubleshoot cloud infrastructure



MARKET KNOWLEDGE

It's time-consuming and complex to understand all of the tools that are offered by infrastructure providers, as well as which are the right fit for their business.



SECURITY CONCERNS

Companies are concerned about data privacy, compliance, security, and control over cloud infrastructure. 52% of SMBs say that stolen data is their biggest security concern.



COMPLEX BILLING & COST

Tracking cloud expenditures is complex and companies need help understanding how cost is incurred and how to allocate those costs across their cost centers, project, or product budgets

AppDirect can help



TECHNICAL EXPERTISE

AppDirect offers professional and managed services to help companies migrate and maintain their workloads in the cloud.



BUSINESS EVALUATION

Our engineers and experts evaluate each business, from their industry, to their size, and considering their unique needs— bringing an array of implementation specialists and consultants, as required.



SECURITY CONSULTATIONS

AppDirect is partnered with leading cybersecurity software and service providers.



COST OPTIMIZATION

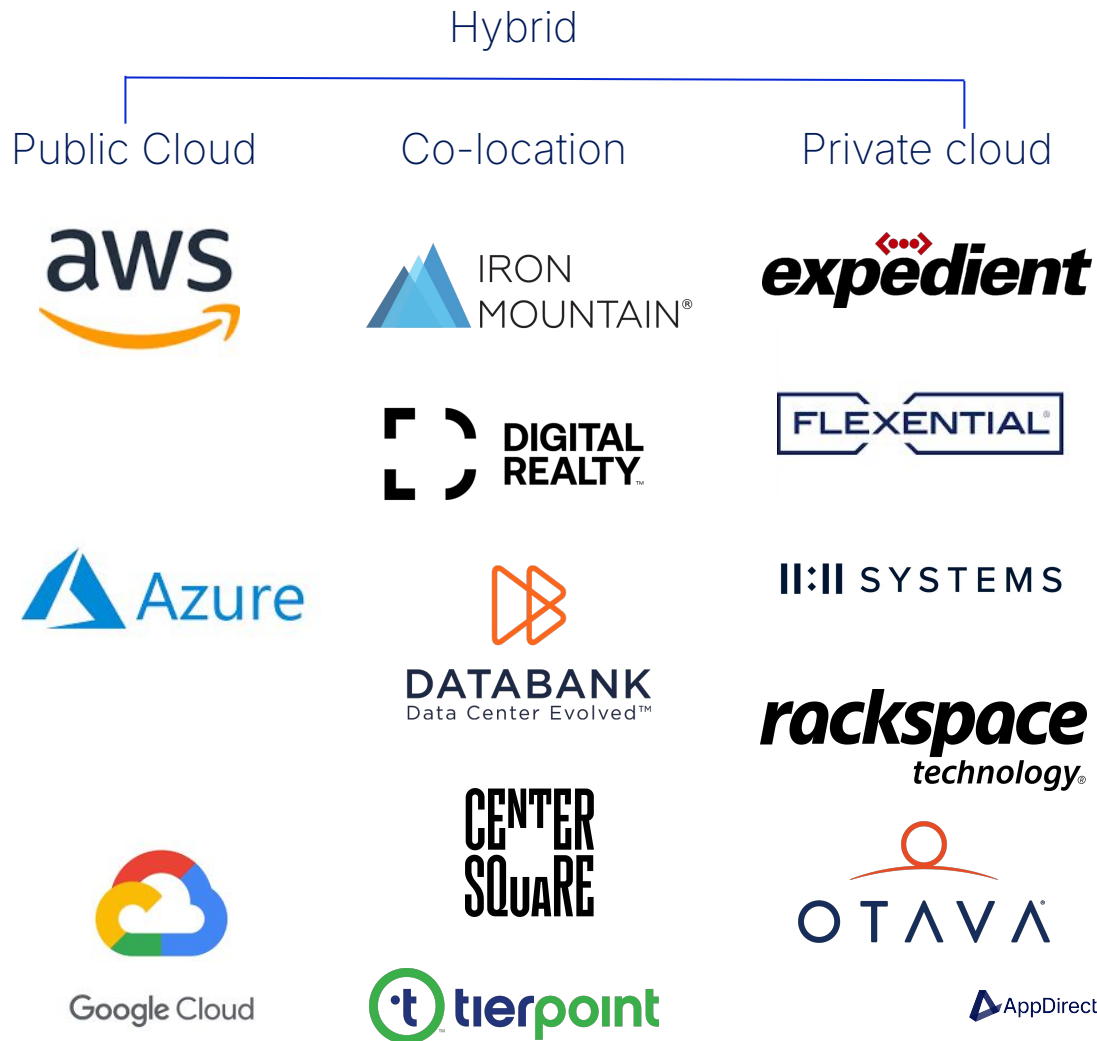
AppDirect evaluates a company's technology processes in search of cost-saving options. Additionally, companies can visualize spend and usage across infrastructure services to inform business decisions and identify cost savings.

What does Cloud Infrastructure consist of?

Public Cloud	Private Cloud	Hybrid Cloud	Co-Location	Disaster Recovery
<p>Computing resources are shared by multiple organizations making it a cost-effective and scalable solution.</p> <p>Top providers: AWS, Azure, GCP</p>	<p>Computing resources are dedicated to a single organization or entity, providing increased security and control.</p>	<p>Combines private cloud with public cloud resources, allowing organizations to leverage the benefits of both while addressing specific needs and constraints.</p>	<p>A service where a company rents space in a data center facility to house its servers and other IT equipment.</p>	<p>A process designed to minimize the impact of a disruptive event on a business's operations and data.</p>

The leading providers

Position Cloud
Infrastructure solutions that
are **vendor-agnostic** with
experts to guide you.



IaaS benefits



Cost savings

No need to invest in expensive hardware. Pay only for the resources you use, often on a pay-as-you-go basis.



Scalability

Scale resources, like computing power or storage, up or down depending on demand.



Flexibility

Deploy applications and services quickly without the long lead times needed for hardware procurement and setup.



Maintenance-free

Since the cloud provider maintains the physical hardware, you don't have to worry about managing the underlying infrastructure.

Case study

Our solutions are a good fit for:



Companies looking to optimize overall infrastructure spend, for a forklift upgrade, or to rapidly scale their capacity



IT teams lacking resources to understand, implement, and maintain infrastructure and speciality workloads



Companies that require robust security measures and adherence to industry regulations



Industries: IT & Telecom, Retail & Ecommerce, Healthcare, Government, Higher Ed, Manufacturing

Key IaaS Case Study

\$156K ARR for CTG who helped chemical manufacturing company shift from private to public cloud

Challenge

Wanted to transition from private to public hosted cloud but had challenges:

- Navigating the shifting channel landscape, aiming to introduce cloud to customers
- Decoding cloud complexity, including complex licensing from providers
- Balancing multiple priorities, limited time to build Microsoft expertise

Solution

- CTG engaged AppDirect specialists to introduce cloud solutions
- Introduced Azure Virtual Desktop alongside exploring additional licenses

Results

- Unblocked potential revenue of **\$13,000 MRR** or **\$156,000 annually**

Thank You

