

POINT OF VIEW

Digital Acceleration Is More Than Just Modernizing with Solutions

Licensing Must Match the Speed of Digital Acceleration



Executive Summary

The desire for digital acceleration has compelled organizations to deliver faster and better application experiences. In the process, they have realized that this transformation is extremely fluid and complex because applications can reside anywhere—from data centers to hybrid and multi-clouds to edge compute. Therefore, applications and the security required to protect them must live wherever they deliver the most-optimal desired business outcomes, such as customer experience, performance, cost optimization, and more.

As organizations progress on their journeys, their strategies, objectives, and requirements will evolve. The solutions required, such as those needed to secure digital acceleration initiatives, will also change. As a result, organizations need to think beyond technical solutions and consider how they acquire and license those solutions. They also need to be aware that cost control and optimization are central concerns of many in the C-suite and on the board.

Traditional licensing models in which organizations are locked into a fixed solution or for a specified period are no longer ideal for every organization or every case. Instead, organizations need to consider user-based licensing approaches that offer much-needed flexibility, allowing them to deploy whatever solutions they need, wherever required, and for whatever length of time. Most importantly, they require the ability to turn off what they no longer need without losing the value of their investment. In this way, organizations can achieve their digital acceleration goals at the necessary speed in the most financially optimal manner.

Digital Acceleration Is Fluid, and Your Licensing Model Should Be Too

One key to business success is responding to customer demands and organizational needs as quickly as possible. However, the limitation to a speedy response rests largely on how quickly organizations can acquire, provision, and deploy. At the same time, costs are also a significant concern to many organizations.

Therefore, organizations need to reconsider their approach to procuring solutions required for securing their digital acceleration initiatives. Whenever possible, they should consider licensing approaches that provide both flexibility and agility to deploy the right solutions and services needed, whenever needed, and at the same time, empowers organizations with the ability to optimize their spending for the best ROI.



Over 47% of companies are looking for platform and service flexibility.¹

Challenges and Trends

To illustrate why licensing models matter, consider these key business and operational challenges organizations face on their digital acceleration journeys:



Difficulty in accurately sizing deployments

Organizations struggle to know ahead of time what they will truly need in terms of solutions. Sizing is a difficult task that often leads to organizations oversizing and overprovisioning what they need—or worse, undersizing and underprovisioning.

In the case of oversizing, organizations wind up paying for more than they need, impacting the total costs of a project, both in investments and operations. However, in the case of undersizing, organizations cannot meet demands. It's not uncommon for organizations to be paralyzed and unable to figure out optimum sizing before embarking on their digital acceleration initiatives, such as migrating to the cloud.



Fluctuating demand and utilization

Organizations running in the cloud can experience shifting demands on their infrastructure that require scaling up or down or scaling their deployment in or out. Traditional licensing models cannot support this dynamically. Instead, organizations need to acquire additional solutions needed to scale up and out or incur unnecessary costs for unused resources when they have to scale down or in.



Unpredictable costs

Many organizations are often surprised that they are running over budget on their initiatives, especially those who leverage pay-as-you-go (PAYG) in the cloud. Hourly and monthly payments for cloud infrastructure can add up quickly. Often, organizations have no visibility into their ongoing consumption and don't catch the overspending before it's a problem.



Impact of procurement delays

The delays from waiting for procurement of licenses, services, and solutions go against digital acceleration's very goal. For organizations in highly dynamic environments, such as those leveraging Infrastructure-as-Code or those with increased demands in their cloud or application deployments, delays can result in poor customer satisfaction, loss of revenue, or reputational damage. As a result, licensing must move quickly to match digital acceleration initiatives.



Shifts in requirements

Digital acceleration is a journey. As with any expedition, requirements can change along the way. Organizations that adopt traditional licensing models for fixed terms and quantities are stuck and locked into those solutions for whatever term they originally bought and at the service level purchased.

The Need for Usage-Based Security Licensing

Organizations advancing their digital acceleration journeys via cloud, hybrid cloud, or hybrid mesh firewall (HMF) deployments will encounter some, if not all, the challenges discussed above. Solving these challenges is even more critical when it comes to securing digital acceleration initiatives as safeguarding those deployments and the applications and data running on them.

Traditional licensing models, in which organizations must buy licenses upfront for a fixed term and fixed configurations and services, require procurement to be involved each time additional solutions and services are needed. This introduces complexity and overhead from excessive purchasing cycles as well as lag time to deployment. Moreover, as traditional licenses have fixed terms for subscription length, size, and services based on the time of purchase, they are not ideal for dynamic environments and applications.

Instead, organizations should consider usage-based licensing approaches whenever possible. The idea is simple: pay for only what is needed and used. Moreover, organizations should look for usage-based security offerings that allow them to deploy and scale solutions dynamically in real time. This gives organizations the flexibility and agility to accommodate any requirements at



any time in securing their digital acceleration initiatives while optimizing investments and savings in the process. Equally important, organizations are also empowered to develop and adapt their deployments in a cost-effective manner as their business and requirements evolve and change.

Conclusion

As organizations continue their digital acceleration journeys, they must also speed and modernize how they deploy and use the solutions required to enable and secure their initiatives. This is especially true for highly dynamic environments that require constant changes and scaling. By adopting usage-based solutions, organizations can pursue any application journey on any cloud or hybrid cloud and enjoy the freedom and flexibility to evolve as needed—building on today's investment for tomorrow's journey.



“Software and services will account for 56% of CBM [consumption-based models] spending in 2026, up from 41% in 2021.”²

¹ “Cloud Computing Study 2022,” Foundry, April 6, 2022

² Adrian O’Connell, “Forecast Analysis: Consumption-Based Models Portfolio Opportunity, Worldwide,” Gartner, May 1, 2023.