



MIDYEAR CHECK-IN FOR CLOUD: 2024 TOP TRENDS AND DEVELOPMENTS

As we reflect on an exciting 2024 so far, the cloud computing landscape has been marked by significant transformations and advancements in AI. Also central to these changes are key players like VMware and Microsoft Teams, who have introduced innovative updates and strategic shifts that some IT leaders consider a bit disruptive. These shifts have created conversations for our technology advisors here at Telarus and led to many opportunities. Let's take a look at the major trends and developments that defined the first half of 2024 with a spotlight on AI, VMware, and Microsoft Teams.

1. The Impact of AI as a Service (AlaaS)

AI as a Service (AlaaS) has continued to gain traction in 2024, making advanced AI capabilities accessible to businesses of all sizes. Cloud providers like AWS, Google Cloud, and Microsoft Azure have expanded their AI offerings, enabling companies to test and integrate sophisticated machine learning and data analytics into their operations without significant upfront investments. Outside of the "Big Three", you'll see a lot of AI product development with other cloud suppliers entering the market as well. All of this is because AlaaS is driving innovation across industries, from hyper-personalized customer experiences in retail and banking to predictive maintenance in manufacturing.

With more productization of AI comes the need for education, insight, and skill set to implement the technology. This opens the door for impactful conversations that can convert into real opportunities. With access to top cloud subject matter experts and suppliers in the channel, technology advisors are in an ideal position to help your customers resolve resource and skill set gaps.

2. Edge Computing on the Rise

Edge computing has become a critical component of the cloud ecosystem, driven by the need for real-time data processing and low-latency applications. Investments in edge infrastructure have surged, allowing data to be processed closer to its source. This trend is particularly evident in sectors such as healthcare, autonomous vehicles, and IoT, where rapid decision-making is crucial.



Many organizations are trying to design and define their edge strategy and it is leading to a lot of interesting opportunities whether it be in the form of micro data centers, traditional data center configurations, or on-prem edge devices. Helping them understand the edges creates immense value with end user quality as well as speed to production.

3. Hybrid/Multi-Cloud Strategies Becoming Standard

Who doesn't like the ability to pick and choose based on changing workload needs and scenarios? That is what hybrid/multi-cloud offers. Multi-cloud strategies have become the norm as businesses look to avoid vendor lock-in and optimize their cloud investments. Organizations leverage multiple cloud providers to enhance redundancy, performance, and cost-effectiveness. There is wide adoption of tools and platforms for multi-cloud management, such as Kubernetes and Terraform, that can simplify the orchestration of complex cloud environments.

This continues to be a major trend based on awareness and education provided to organizations. We continue to see that once organizations are aware of the ability to have hybrid or multi-cloud solutions it becomes almost a no-brainer to architect. Again, much like AI, required skill set and resources are lacking with internal teams, opening up the opportunity for you to advise and secure more business!

4. VMware's Strategic Shifts in 2024

One of the most significant changes for VMware in 2024 has been the transition from perpetual licensing to subscription-based models. VMware Cloud Foundation (VCF) and VMware vSphere Foundation (VVF) are now the core offerings, designed to provide comprehensive, integrated cloud solutions. This shift aligns with industry trends, offering customers greater flexibility and scalability.

Additionally, VMware has announced the End of Availability (EOA) for several standalone products, integrating them into VCF and VVF. This move simplifies the product portfolio and encourages customers to adopt more holistic solutions. VMware has provided clear migration paths and extended support to ensure a smooth transition for existing users.



The opportunity lies in the disruption. It is said that 80% of organizations use VMware services. You can help customers migrate off VMware or optimize to the new environment. There are many options and programs available to help align to the best solution for each organization. The first and most important step is to ask your customers how this change might be affecting them.

5. Microsoft Teams: Integration of AI and Automation

Microsoft Teams continues to evolve as a leading collaboration tool, with significant enhancements in AI and automation in 2024. AI-driven features such as real-time language translation, sentiment analysis, and automated meeting summaries are transforming how teams communicate and collaborate. These innovations boost productivity and streamline workflows, making Teams an indispensable tool for modern businesses.

Expanded Third-Party Integrations

Microsoft has expanded the Teams ecosystem with numerous third-party integrations, allowing businesses to customize their collaboration environment. Whether integrating CRM systems, project management tools, or industry-specific applications, Teams offers a unified platform that meets diverse business needs. This flexibility enhances user experience and drives higher adoption rates.

Enhanced Security and Compliance

Security and compliance remain top priorities for Microsoft Teams. In 2024, the company rolled out new security protocols, including end-to-end encryption and advanced compliance tools. These measures ensure that Teams not only meet regulatory requirements but also provide a secure environment for all business communications.

We are at a point in 2024 where there is no shortage of insights you can provide your customers to help them tackle all of the changes in their cloud environment — from new AlaaS opportunities to more options with VMware, Teams, and beyond. Telarus has developed a slew of education resources and sales tools to help you get these conversations started and seize opportunities in your accounts for any of these trending topics!

By Koby Phillips, VP of Cloud Practice, Telarus



Reliability - uptime and failsafe methods like disaster recovery to keep businesses connected

Initial Cost Savings– You do not need to make a large upfront investment by purchasing an office telephone system and there is no need to maintain it. With a Hosted PBX solution, the office telephone system is operated and maintained by your provider.

Ongoing Cost Savings– Typically, a Hosted PBX implementation is significantly more cost-effective over the long run than a traditional PBX. These ongoing savings are in addition to the initial savings on capital outlay.

Local Presence– Hosted PBX systems allow you to get local virtual numbers in cities where you are not physically located which allows you to create a virtual presence or open a virtual office in New York or the UK.

Credibility– For small businesses a virtual system can give them instant credibility by presenting their customers with a professional sounding telephone solution. Traditional telephone systems are generally cost-prohibitive for smaller organizations.

Quick Setup– A Hosted PBX solution can have you up and running very quickly compared to a traditional telephone system.

Ease of Use– End-user management of a Hosted PBX is far more user-friendly than is the case with traditional solutions. Intuitive web interfaces mean that anyone can manage, monitor and make changes to the service at any time, without needing any specialized skills or experience.

Find out how you can improve employee productivity, customer service, and costs by calling us today.