

Managed Services Fundamentals

Everything You Need to Know About Public vs. Private Cloud Hosting

Why it matters

More asset and fund managers are looking at the option of moving their operational technology “to the cloud.” This can deliver such advantages as increased agility, scalability, and reduced internal IT maintenance. However, the cloud comes in many flavors. It is important to understand the distinction between public and private cloud technology hosting and which is right for your business.

What’s the difference?

Public cloud is typified by large providers such as Amazon Web Services and Microsoft® Azure, though there are many smaller, lesser-known providers. These are the most common, lowest cost cloud deployment options for most businesses. In a public cloud, you share resources with other tenants, and access your services via the public internet.

In a **private cloud**, hardware and software are dedicated to your business. You do not share them with anyone else. Some companies operate their own private clouds in their own data centers, but the term more often refers to hosting in a third-party, off-site data center. You access your resources through a secure private network. Government agencies and business in highly regulated industries (such as financial services) usually favor private cloud deployment for reasons of control and security.

Private cloud hosting for Geneva

SS&C Advent’s Geneva® platform and its ecosystem of complementary solutions are available in a private cloud deployment option through our Managed Applications offering. Each client has its own dedicated Geneva platform, allowing full access to all the functionality, reporting capabilities, and underlying data within Geneva. Unlike third-party hosting services, SS&C Advent owns, manages, and runs our own software. The offering includes a dedicated Geneva-certified support team.

Private Cloud Options for Asset and Fund Managers

For investment firms that have specialized operational requirements and that work with sensitive, confidential client and financial data, private cloud deployment offers important advantages over the public cloud:

Service and support: In a private cloud operated by your technology solution provider, you can expect more personalized service beyond infrastructure and hardware hosting, including ongoing system maintenance and upgrades, as well as 24/7 technical support. Public cloud providers generally do not provide the expertise to run and maintain hosted technology. Users have the responsibility for troubleshooting issues and keeping their systems up to date.

Security: Public cloud providers employ strong security measures. However, they are only responsible for securing the cloud infrastructure. Individual users must assume responsibility for securing their own applications, workloads, and data. Private cloud deployment allows for greater customization, visibility, and control. It is incumbent on the provider to take strong security measures not only for the cloud environment, but also at the product and process level.

Advent Managed Applications and its data centers have earned SOC-1 Type II audited certifications from an independent auditor, as defined by the American Institute of Certified Public Accountants, attesting to the efficacy of its controls for security, availability, processing integrity, and data privacy.

The Managed Applications platform was designed from the ground up to be secure, reliable, and scalable, while providing full integration capabilities, comprehensive backup and recovery services, and 24x7 monitoring of your infrastructure and applications.

Along with technology hosting and support, the Geneva Managed Services option includes a customizable menu of expert-delivered managed operational services to ease the burden on middle and back offices.

Proven technology for the life of your firm

Geneva is a proven solution for asset managers, hedge funds, fund administrators, prime brokers, and mutual funds that require a high level of operational efficiency and easy access to real-time data. Geneva enables firms to manage complex investment vehicles, multiple investment strategies, and tiered fund structures. More than 350 firms worldwide, ranging from under \$100 million to over \$100 billion in assets, trust Geneva for their most complex accounting needs. What's more, SS&C Advent is continually reinvesting in enhancements to keep our clients ahead of an ever-evolving global marketplace.

ABOUT SS&C ADVENT

SS&C Advent helps over 4,300 investment firms in more than 50 countries—from established global institutions to small start-up practices—to grow their businesses, minimize risk, and thrive. We have been delivering unparalleled precision and ahead-of-the-curve solutions for more than 30 years, working together with our clients to help shape the future of investment management.

Find out how you can take advantage of our industry-leading solutions to support your business goals. To learn more about the right solutions and services for you, contact advent@sscinc.com.

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