HONNE SENSE

LEADERSHIP AND INNOVATION THAT INSPIRES,
TECHNOLOGY THAT CONNECTS

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EDITORIAL

To our entire tech community:

This month we celebrate an important milestone in our journey: Honne's 7th anniversary! This anniversary is more than just a number; it represents our growth, our evolution, and above all, the strong relationships we've built with every client and partner. At Honne, we don't just commemorate years of hard work and achievements — we also unveil a new brand identity that reflects our transformation, our commitment to excellence, and our passion for innovation at every step.

In this second volume of *Honne Sense*, we reaffirm our commitment to innovation and leadership in the technology sector. In this edition, we explore the importance of implementing **Multicloud DRP strategies**—an approach that combines security and flexibility to help companies achieve their goals. We also include an analysis of how a**gile and strategic IT service management** can be key to maximizing cloud value, optimizing operations, and guiding smart investments. **Deployment automation** plays a critical role by driving agility and reducing operational errors. To wrap up, we share a **comparison of artificial intelligence technologies**, offering a clear perspective to support informed decision-making.

We thank everyone who has been a part of our story.
Together, we continue to build an innovative and successful future.

Warm regards,
Claudia Cantú
Marketing and Strategic Alliances
Honne Services

DISASTER RECOVERY PLAN (DRP) STRATEGIES FOR MULTICLOUD

EXECUTIVE SUMMARY

Companies increasingly rely on Information Technology (IT) to ensure the continuity of their operations. Despite advances in business continuity, technology risks continue to evolve, making it necessary to update protection strategies.

This article explores how a Disaster Recovery Plan (DRP) based on a MultiCloud strategy can strengthen business continuity and safeguard against critical disruptions. We analyze the importance of cloud resilience, the risks of relying on a single provider, and how adopting a MultiCloud approach enhances flexibility and reduces vulnerabilities.

Topics:

Implementing a MultiCloud DRP provides organizations with greater responsiveness during incidents, reduces the risk of data loss, and ensures operational continuity regardless of the affected infrastructure. By diversifying resources across multiple clouds, companies can benefit from increased flexibility and optimize the availability of their critical services—safeguarding both their reputation and financial stability.

1. Introduction

Most companies around the world rely on information technologies (IT) to support their various business processes. Therefore, maintaining availability and ensuring the continuity of these technological services is essential.

While the topic of business continuity has existed for decades, both technology and risks have continued to evolve over time. It is crucial to stay updated on new threats and the solutions available to protect ourselves and ensure business continuity—avoiding operational, financial, and reputational impacts, among others.

2. Business Impact Analysis

Companies can face different types of disruptions that interrupt their operations or the delivery of products or services to customers, ultimately creating a negative impact on the organization. The Business Impact Analysis (BIA) is the methodology used to define priorities based on the business impacts of unavailability or service delivery failures. The goal of the BIA is to ensure that critical business operations can continue after a disruption or disaster.

A BIA provides three key outcomes:

• A set of critical business processes identified and agreed upon by the organization, with defined infrastructure, application, and personnel requirements, as well as other operational dependencies.

• A prioritized list of critical business processes and the dependencies required for their recovery.

• A clear understanding of the potential business impacts if any of these processes experience downtime or unavailability for a given period.

The outcomes of a BIA guide and inform recovery strategies and solutions based on Recovery Time Objectives (RTO) and Recovery Point Objectives (RPO), and also help define a properly prioritized action plan in the event of a crisis.

The BIA is essential for planning and building both the BCP and DRP.

3. BCP and DRP

A Business Continuity Plan (BCP) is a detailed plan that outlines the steps an organization will take to return to normal business operations in the event of a disaster.

A Disaster Recovery Plan (DRP) refers to contingency plans for how companies will specifically protect their IT systems and critical data during an outage.

Together with the BCP, disaster recovery plans help organizations protect their data and IT systems from a wide variety of disaster scenarios, such as major outages, natural disasters, ransomware and malware attacks, and many others.

4. Cloud Resilience and How to Improve It

Before diving into the topic of MultiCloud DRP, it is crucial to enhance cloud resilience as much as possible—that is, to make our applications more fault-tolerant by leveraging the native tools available within the cloud provider, such as backup systems, different availability zones, redundant architectures, and more.

Resilience encompasses all the preventive actions we can implement to improve business continuity without needing to execute a disaster recovery plan (DRP).

Below are some key principles to consider in order to improve cloud resilience:

• **Business alignment.** Align resilience requirements with business needs (refer to the BIA). Without this alignment, teams may fall short of resilience expectations or overspend on unnecessary solutions.

• **Risk-based approach.** Adopt a risk-based approach to resilience planning that goes beyond catastrophic events and focuses more on common failures that can be mitigated through better control.

• **Dependency mapping.** Address the system as a whole. Consider the resilience of all cloud components used in your solution—not just the "server" equivalents (e.g., all middleware components, databases, cloud services, orchestration tools, and configuration tools).

• **Continuous availability.** Most cloud failures are too brief to justify triggering disaster recovery plans. While disaster recovery should not be ignored, architects should limit the impact of failures and focus on continuous availability, especially for mission-critical applications.

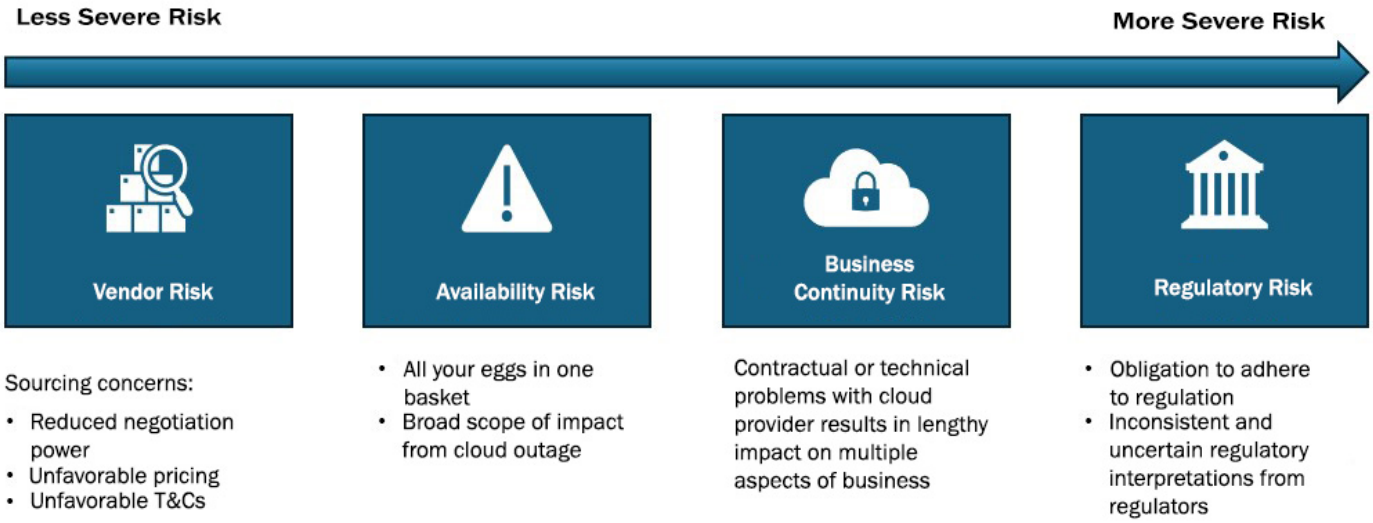
• **Resilient by design.** Cloud infrastructure and services are generally reliable, but you should not rely solely on them to deliver the level of resilience your users require. Applications should be designed using stability patterns and be capable of withstanding transient failures or performance degradation.

• **Resilience standards.** Adopt resilience standards beyond architecture. Ensure that expectations around quality, automation, and continuous improvement are established across the entire application lifecycle.

• **Favor native cloud solutions.** Avoid added complexity and cost by leveraging the native resilience capabilities of your cloud provider, which can be used for both cloud-native and non-cloud-native applications.

5. Risks of Concentrating Everything in a Single Cloud

There are several risks associated with concentrating most workloads in a single cloud. Two of the main risks are cloud availability risk and business continuity risk due to a potential failure of the cloud provider or a commercial disagreement.



Cloud vendor risk: Relying on a single cloud provider can lead to reduced bargaining power, resulting in unattractive pricing or unfavorable contractual terms and conditions.

Availability risk: There is a significant business impact risk if the organization heavily depends on a cloud provider that experiences an outage (the classic "putting all your eggs in one basket" problem).

Business continuity risk: The risk that many applications or business functions may become unavailable for an extended period due to issues with the cloud provider (whether contractual or technical), which threatens the organization's ability to continue operations.

Regulatory risk: Some institutions may perceive relying on a single service provider as a risk, potentially putting the organization at risk of non-compliance with regulatory requirements.

6. MultiCloud DRP

As we've seen in the previous sections, many risks can be mitigated using native cloud tools or redundant architectures across different availability zones. However, when a higher level of protection is required due to the criticality of your applications, it is advisable to prepare for a major incident caused by a general failure of the cloud provider or a commercial disagreement that could impact business continuity.

Implications of a MultiCloud DRP

A DRP across different availability zones or regions within the same cloud provider is already complex, and a MultiCloud DRP is even more complex—but perfectly feasible and suitable for critical scenarios in which the business impact would be significant due to the complete unavailability of the cloud provider where your applications reside.

It's also important to consider that you may face limitations when implementing a MultiCloud DRP if you rely on proprietary services from a specific cloud provider. Additionally, you'll need an advanced level of operational maturity to manage the DRP and execute it effectively when needed.

For such an initiative, you should rely on the Business Impact Analysis (BIA) to determine the criticality and impact of application failure in your business processes, and to justify the time and effort investment required for this solution.

Use Cases

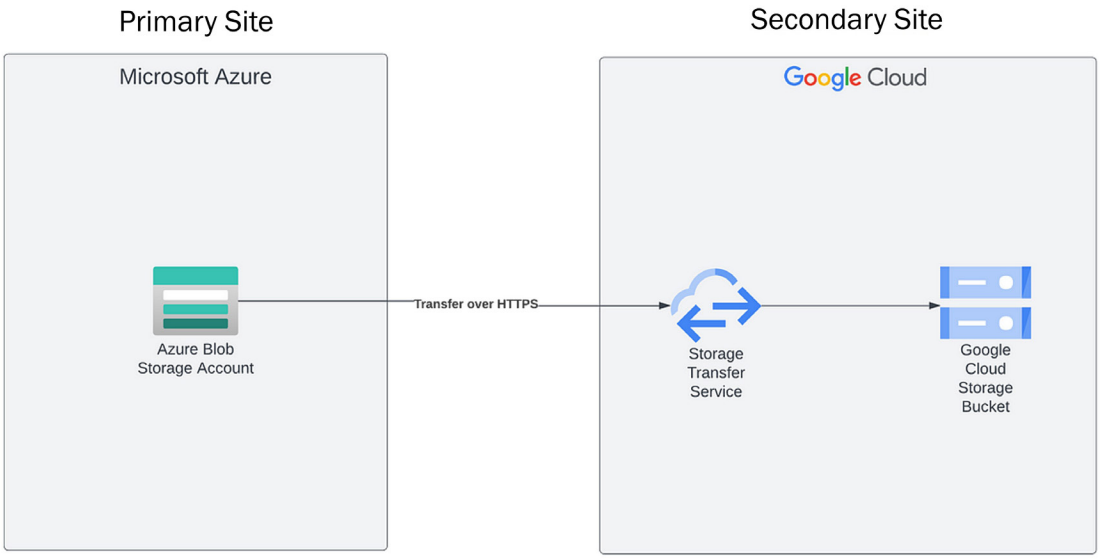
Use cases may vary widely and range in complexity. Some of the most practical use cases include:

- Deploying infrastructure as code in another cloud in case of an incident.
- Replicating object storage across clouds.
- Replicating databases to another cloud.
- Creating backups in another cloud.
- Application portability across clouds (e.g., containers/Kubernetes).

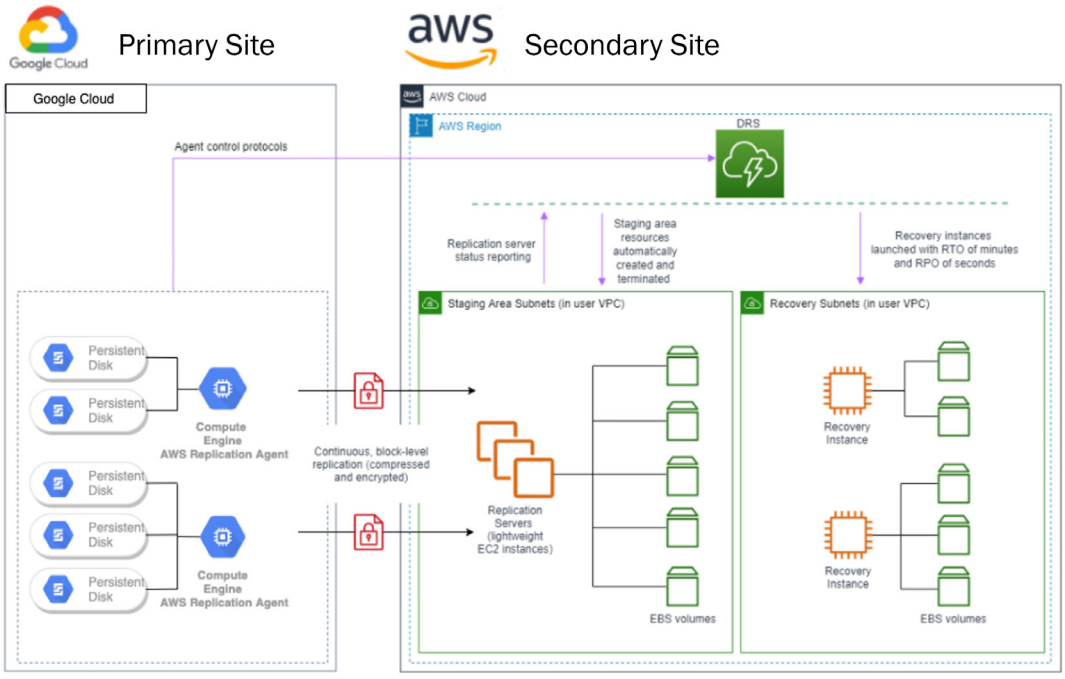
Architectures

Below are examples of MultiCloud DRP architectures:

A) This use case involves replicating object storage from Microsoft Azure to Google Cloud. A practical application of this scenario is replicating stored backups from one cloud to another. In the event of a disaster in the primary site, this allows data and operations to be recovered in the secondary site.



B) In this use case, a real-time disk block-level replication system is implemented. That is, any changes made to the primary site's server disks are mirrored to the secondary site. The architecture also includes an orchestration system that, in the event of a primary site failure, can automatically activate the secondary site by updating IP routing and performing all necessary configurations. This solution is recommended for business-critical processes that require fast disaster recovery.



7. Conclusions and Benefits

A MultiCloud DRP strategy is suitable for companies seeking to minimize business continuity risks.

It is essential to perform a Business Impact Analysis (BIA) in order to determine the appropriate business continuity strategy for different applications or business processes. These solutions can range from local backups to a full MultiCloud DRP—and everything in between.

A MultiCloud DRP can offer significant benefits for customers who need to reduce the risk of operational disruptions caused by a general failure in the cloud hosting their critical applications, or by a lack of continuity due to a commercial disagreement with their current cloud provider.

At Honne Services, we understand the importance of having a robust business continuity and technology resilience strategy. We help companies implement comprehensive solutions that include Business Impact Analysis (BIA), Business Continuity Plans (BCP), Disaster Recovery Plans (DRP), and advanced MultiCloud DRP architectures.

At Honne Services, we are your strategic partner to strengthen your company's stability and resilience, preparing it to face any future challenge.

SUCCESS IN THE CLOUD DEPENDS ON AGILE AND STRATEGIC IT SERVICE MANAGEMENT

By Carmen Alvarado, Change Management and Customer Experience Leader at Honne Services.

IT Service Management (ITSM) is the set of practices and processes designed to plan, deliver, and improve the technology services that support business activities. By implementing an ITSM strategy, organizations can better manage IT resources, ensuring services are effective, reliable, and aligned with company goals.

In the cloud context, IT service management becomes even more critical. The cloud enables companies to access scalable and flexible IT solutions without the need for their own infrastructure—but this flexibility also requires a structured management approach. ITSM allows organizations to monitor and coordinate these cloud services, optimizing resources, avoiding interruptions, and ensuring services meet expected quality levels.

Key Benefits of IT Service Management in the Cloud

Establish a new operating model and a clear strategy

A cloud-adapted operating model allows companies to define how they want their IT services to be managed, providing clear direction and facilitating the maturation of their processes. With ITSM, the organization can lay the foundation for structured growth, continuously improving service management.

Align IT services with business objectives

By formalizing IT services, ITSM helps ensure they are aligned with the needs of each business area—transforming IT from just a technical support function into a strategic partner. This alignment ensures that technological solutions deliver tangible value and adapt to the goals and challenges of each area.

Enhance operational efficiency

Optimizing and standardizing the working model allows IT teams to operate more efficiently. ITSM encourages the adoption of proven, common practices that prevent duplication of efforts, accelerate problem resolution, and simplify service maintenance—especially important when services are cloud-based.

Improve service delivery quality and consistency

ITSM helps ensure services are delivered consistently and according to established standards, which is essential to meet customer and user expectations. This consistency ensures that users experience a reliable and predictable service.

Facilitate communication and coordination between areas

One of ITSM's strengths is that it establishes a common language for IT teams and business units, improving understanding and collaboration across departments. This harmonization facilitates planning, tracking, and executing services, creating an effective collaborative environment.

More agile and organized incident resolution

Incident management within ITSM ensures that each incident is resolved in a structured and timely manner. This agility improves the user experience and minimizes downtime—vital for cloud-dependent operations.

Flexibility and adaptability to technological changes

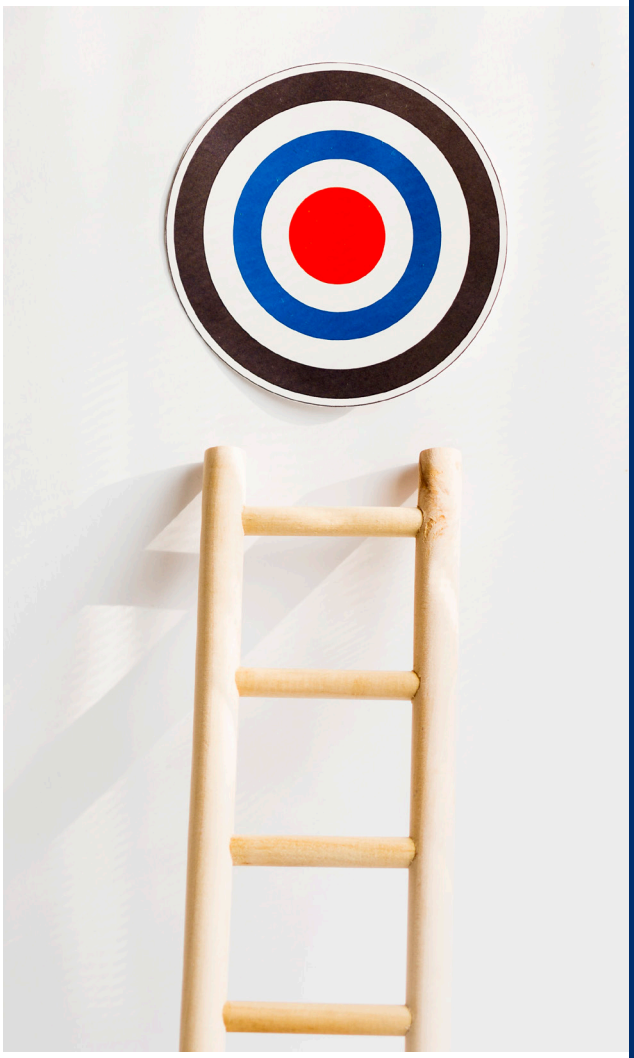
Cloud technologies evolve quickly, as do business needs. A well-implemented ITSM system enables rapid adaptation to these changes, integrating new tools or adjusting the service model as needed.

Improve customer and user satisfaction

Through ITSM, IT teams can measure and monitor user satisfaction levels. This enables timely adjustments that improve the user experience and maintain high service satisfaction levels.

Conclusion

IT Service Management is essential for any company using the cloud, as it provides a solid structure to ensure IT services are delivered efficiently, aligned with business needs, and at the level of quality users expect. By adopting ITSM, organizations not only optimize the operation of their cloud services but also strengthen their competitive position in an ever-changing environment.



Carmen Alvarado, is a consultant with deep expertise in methodologies, change management, and innovation. With over 25 years of experience, she has led service management and organizational culture improvement strategies that have increased satisfaction among both internal and external customers.

MORE AGILITY, FEWER ERRORS WITH DEPLOYMENT AUTOMATION

By Santiago Vanegas, Azure Architecture Lead and Cloud Architect at Honne Services.

Speed and efficiency have become fundamental pillars for the success of any organization. Deployment automation emerges as a strategic response to this need, enabling companies to streamline their processes and minimize the human errors that can occur during manual implementations.

According to the report "Automation as a Driver of Digital Transformation in Latin America", conducted by Everis and MIT Technology Review, it is expected that by 2025, 7 out of 10 companies will have automated their infrastructure. This data reflects a clear trend toward the adoption of technologies that optimize the management of systems and applications, freeing up time and resources that can be allocated to innovation and the development of new solutions.

Key Benefits of Deployment Automation

1. Faster Time-to-Market: By automating deployment processes, companies can launch new features and products to the market more quickly and efficiently. This allows them to respond swiftly to changing market demands and stay ahead of the competition.

2. Error Reduction: Eliminating manual interventions reduces the likelihood of human error, ensuring that each deployment is performed consistently and reliably. This results in greater operational stability and a more satisfying end-user experience.

3. Improved Collaboration: Automation facilitates Continuous Integration and Continuous Deployment (CI/CD), promoting stronger collaboration between development and operations teams. This internal synergy drives innovation and improves overall organizational efficiency.

4. Scalability and Flexibility: Automated solutions make it easy to scale operations, adapting seamlessly to changing business needs. This is essential in environments where demand can fluctuate rapidly.

The Path to Automation

Adopting deployment automation is not just a technological decision—it's also a cultural one. It involves fostering a mindset focused on continuous improvement and the adoption of agile practices. It requires organizations to be willing to constantly review and improve their processes, promoting a culture of learning and adaptability.

Honne: Leading Our Clients' Digital Transformation

At Honne, we understand the importance of this transformation and are committed to driving initiatives that position us at the forefront of technology. Our mission is to accompany our clients on their journey toward automation by providing tailored solutions that address their specific challenges and amplify their strengths.

• **Security as a Priority:** We recognize that in the digital era, security is just as crucial as efficiency. That's why our automation solutions incorporate cutting-edge security practices, ensuring that deployments are not only fast but also secure.

• **Technical Innovation:** We stay up to date with the latest trends and technologies in automation. This allows us to offer our clients modern tools and methodologies that maximize their return on technological investment.

• **Support and Training:** We believe true transformation happens when people are empowered. That's why we provide training and ongoing support to ensure that our clients' internal teams can make the most of the implemented solutions.

Success Story: Transforming Operations with Automation

A clear example of our commitment is the project we delivered for a leading company in the retail sector. They were facing significant challenges with manual deployments that were time-consuming, resource-intensive, and error-prone. After implementing a deployment automation solution:

• **We reduced deployment time by 70%.**

• **We decreased operational errors by 90%,** improving service quality.

• **We increased end-customer satisfaction** by delivering more frequent and reliable updates.

This case reflects how automation, backed by Honne's expertise, can positively transform operations and the overall business.

Looking Ahead

Deployment automation is more than a trend—it's a necessity in today's business environment. As technologies continue to evolve, it's essential for organizations to adopt solutions that allow them to stay relevant and competitive.

At Honne, we continue to innovate and adapt, anticipating the future needs of our clients. We are exploring areas such as artificial intelligence and machine learning to take automation to the next level, offering even smarter and more efficient solutions.

Santiago Vanegas is a technology enthusiast with 14 years of experience in the industry. As an Azure Architecture Lead and Cloud Architect for the past 7 years, he has played a key role in digital transformation projects and in the adoption of new technologies. His greatest satisfaction is helping companies transition to the cloud in a transparent and objective way, promoting innovative processes that drive growth and modernization.

COMPARISON OF ARTIFICIAL INTELLIGENCE TECHNOLOGIES: WHICH IS THE BEST OPTION FOR YOUR COMPANY?

By Dr. Ulises Ramírez, Data Scientist at Honne Services.

Throughout my career in information technology, I've seen how artificial intelligence (AI) has profoundly transformed many companies. What once seemed like a futuristic trend is now a key tool for optimizing processes and making smarter decisions. With so many AI platforms and options available, it can be difficult to know where to start—even for those of us with experience in the field. I'd like to share some thoughts on the main AI technologies, their practical applications, and some tips for choosing the option that best fits your company's needs.

What AI Technologies Are Available?

When we talk about AI, we refer to a set of technologies that enable machines to perform tasks that typically require human intelligence, such as speech recognition, image processing, data analysis, and machine learning.

Machine Learning (ML): A subcategory of AI that allows systems to learn and improve from experience without being explicitly programmed. It is commonly used for fraud detection, product recommendations, and predictive analytics.

Natural Language Processing (NLP): Focuses on machines' ability to understand, interpret, and generate human language. It is essential for virtual assistants, chatbots, and sentiment analysis.

Computer Vision: Enables machines to interpret and make decisions based on images or video. It is crucial in sectors like manufacturing (e.g., quality control) and security (e.g., facial recognition).

Robotics and Automation: By combining AI and robotics, it is possible to automate repetitive physical tasks, such as product assembly or inventory management in warehouses.

Leading Cloud Providers and Their AI Offerings

Major cloud providers such as Amazon Web Services (AWS), Microsoft Azure, and Google Cloud have integrated AI technologies into their platforms, making these tools accessible to companies without requiring in-house infrastructure. Here's a comparison of their key offerings:

Amazon Web Services (AWS): A leader in cloud AI services. It offers **SageMaker**, a full platform to build, train, and deploy machine learning models. Other tools include **Comprehend** (text analysis), **Polly** (text-to-speech), and **Rekognition** (image and video analysis).

Microsoft Azure: Offers a wide range of AI services through **Azure AI** and **Cognitive Services**. These tools enable sentiment analysis, image recognition, and machine translation. A key differentiator is integration with Microsoft 365, which facilitates adoption in organizations already using Microsoft tools.

Google Cloud Platform (GCP): Known for its strong focus on machine learning and natural language processing. **TensorFlow**, its open-source platform for developing AI models, is among the most popular with developers and data engineers. Google Cloud also provides **AutoML**, allowing businesses to create custom ML models without deep expertise.

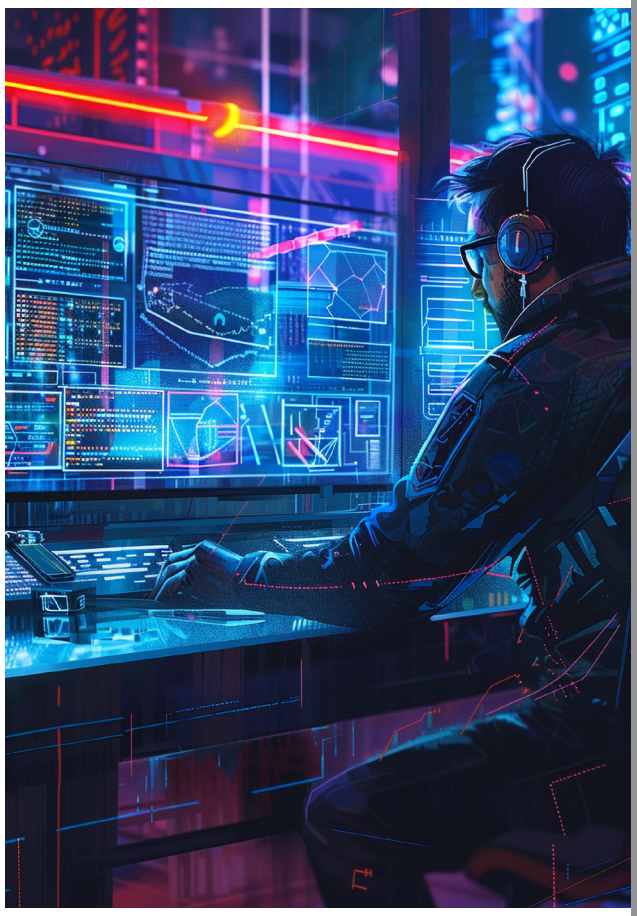
How to Choose the Right AI Technology?

Choosing the right AI technology for your business depends on several factors, including the type of problem you're trying to solve, your existing infrastructure, and available resources. Key considerations include:

Use Case Type: If your goal is to automate repetitive processes, robotics and computer vision may be the best fit. For enhancing customer experience through personalization, ML and NLP platforms are more appropriate.

Cloud Ecosystem: If your organization already uses a cloud platform like AWS, Azure, or Google Cloud, leveraging their native AI tools can simplify integration with your existing systems and data.

Technical Expertise Level: For companies with limited technical staff, platforms with user-friendly AI tools—such as Google's **AutoML** or **Azure Machine Learning**—can ease implementation and reduce the need to hire AI specialists.



AI is radically transforming how businesses operate and discover new opportunities. Unlocking its full potential requires a thoughtful selection of technologies that align with the specific needs and capabilities of your organization. AWS, Microsoft Azure, and Google Cloud offer robust ecosystems for deploying AI solutions that are flexible, scalable, and suited to varying levels of complexity. As you advance in your digital transformation, these platforms will not only ease AI adoption but also provide the environment needed to integrate emerging technologies and maintain competitiveness.

Dr. Ulises Ramírez, is an expert in artificial intelligence, machine learning (ML), and deep learning (DL), with a PhD in automation and emerging technologies. He has developed innovative solutions using foundation models for generative AI in AWS and currently works in the Digital Innovation area at Honne Services.

ABOUT HONNE SERVICES

Honne Services is a leading company that, through its consulting services, implements advanced technological solutions that automate processes, optimize operations, and reduce costs. It provides world-class support and operations through its Cloud Centers of Excellence (CCoE), which operate 24/7/365. Its comprehensive and personalized approach ensures that each client receives solutions tailored to their specific needs, thus boosting their efficiency and competitiveness in the market. With a constant commitment to innovation, Honne Services is dedicated to transforming the way organizations operate and grow in the digital era.

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