HONNE SENSE

LEADERSHIP AND INNOVATION THAT INSPIRES,
TECHNOLOGY THAT CONNECTS

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EDITORIAL

The start of a new academic year always brings a sense of change and opportunity. While for students it means returning to the classroom, for universities it represents a key moment to rethink strategies: retaining more students, optimizing resources, and accurately anticipating enrollment demand. In our main article, we share how data analytics and artificial intelligence can become the formula not only to face these challenges but to get ahead of them.

In Advisory, we address a critical topic for any organization: cybersecurity. We show how a structured approach, based on frameworks such as ISO 27001, not only protects but also strengthens institutional resilience against increasingly sophisticated threats.

In Build, we explore the potential of AWS Workspaces to transform how organizations provide access to work environments. Desktop virtualization is not just a trend—it is a pathway to gaining flexibility, security, and cost control in any industry.

And in Run, we reflect on the "control trap" in technology operations. Strategic outsourcing does not mean losing control, but rather regaining it at a higher level, freeing teams to focus on innovation and growth.

Each article in this volume is an invitation to see technology as a partner to move forward with vision, anticipate scenarios, and act decisively. Because every beginning—whether of classes or projects—is the perfect opportunity to think differently, challenge what we take for granted, and dare to build the future we want.

Claudia Cantú
Marketing and Strategic Alliances
Honne

THE EQUATION OF LEADING UNIVERSITIES: AI + ML + DATA + HONNE

EXECUTIVE SUMMARY

Reducing university dropout rates, analyzing financial performance by campus, and predicting enrollment are now critical challenges for universities. In this context, technology emerges as a strategic ally and a major opportunity for the education sector.

- In Latin America, approximately half of young people entering university do not manage to graduate. This represents a dropout rate far higher than in developed regions.

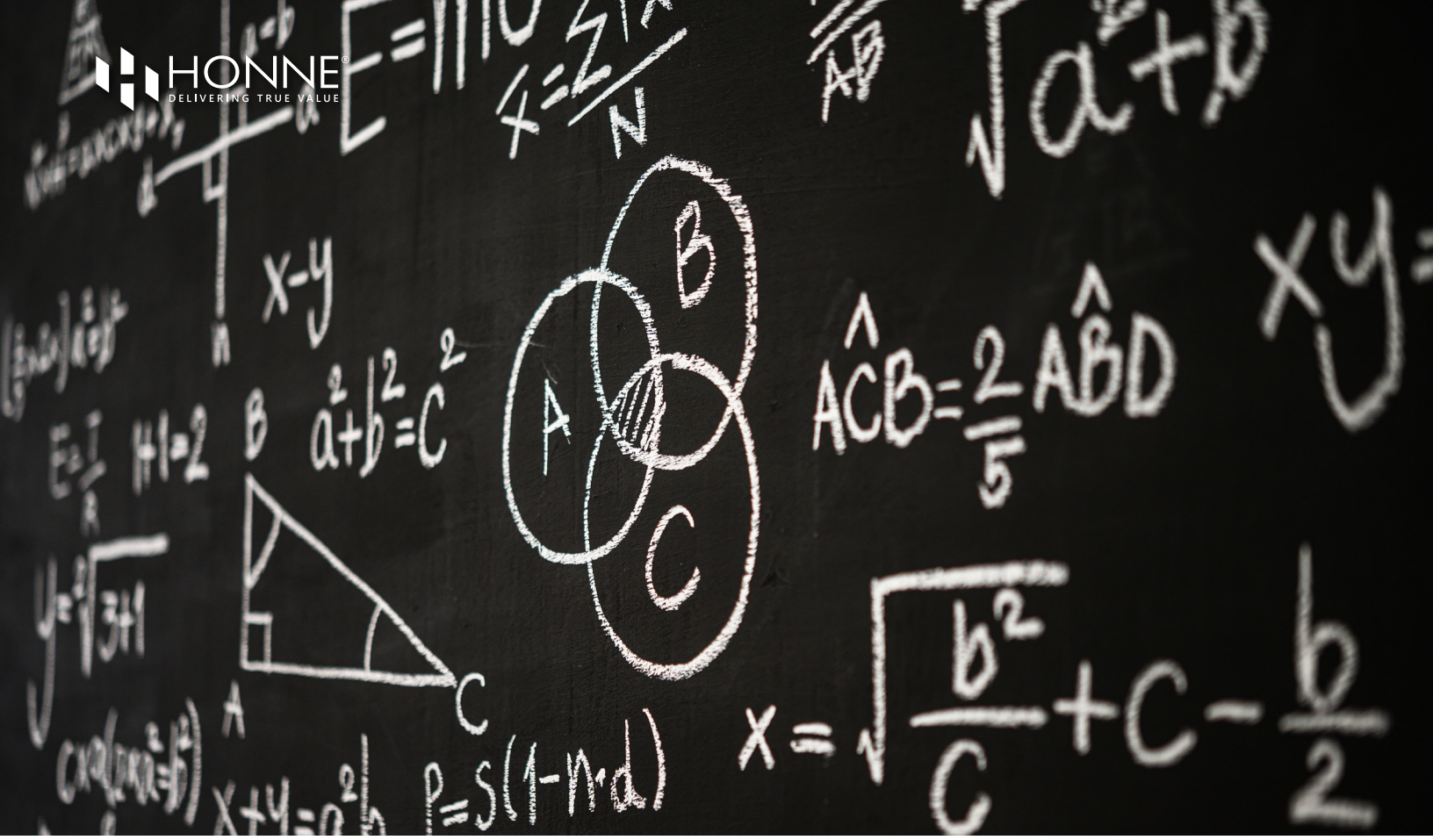
- In the United States, around 39% of undergraduate students do not obtain their degree even within 8 years, and as many as 35% may drop out during their first year of study.

- In Europe, the situation varies: Spain, for example, records a 26% university dropout rate (21% drop out of higher education entirely, and 12% switch programs).

These figures affect not only students but also the institutional mission and the resources of universities, making planning more complex. This is why higher education institutions need new strategies to "do more with less" and adapt to a changing environment.

In the face of these challenges, Honne proposes solutions based on data analytics and artificial intelligence (AI). These solutions enable universities to move from simple data collection to the generation of actionable information and insights directly applicable to decision-making. In other words, they make it possible to evolve from descriptive analytics—understanding what happened—to predictive analytics—anticipating what will happen and preparing for future scenarios.

The following sections provide an in-depth look at each case, outlining current challenges, explaining in detail how Honne's AI-driven solutions work, and presenting the results, followed by a section on general strategic benefits.



CASE 1: REDUCING UNIVERSITY DROPOUT RATES

The Challenge

High university dropout rates negatively affect both the future of students and the sustainability of institutions. Many universities lack tools to identify at-risk students early, preventing timely preventive actions. Dropout can be due to academic, economic, or psychosocial factors, and is often concentrated in the first years of study.

Honne Solution

The goal is to implement a data analytics platform with AI-based predictive models (early warning system). This solution should comprehensively analyze multiple variables to detect patterns associated with dropout, such as:

- Academic history: grades, course failures, attendance, progress in the study plan.
- Student behavior: class participation, use of virtual platforms, assignment submissions, on-campus interaction.
- Socioeconomic factors: socioeconomic level, need to work, financial aid/scholarships, family context.
- Emotional and psychological well-being: satisfaction surveys, use of counseling services, involvement in extracurricular activities.

Through machine learning, the system learns from historical data of both students who dropped out and those who continued, identifying combinations of risk indicators (e.g., poor performance in key courses, low credits earned in the first year, late payments, etc.). Each student receives a dropout risk score that is continuously monitored.

Once high-risk students are detected, the system alerts the corresponding staff (tutors, advisors, coordinators) to activate intervention protocols. For example, if a student shows recurring absences and poor performance in early exams, the platform flags them, triggering actions such as tutor calls, additional academic support, or psychological assistance.

AI can also suggest probable causal factors: if many students in a certain program drop out after failing basic math, it can infer the need to strengthen that course or its remedial module. Thus, beyond predicting who might drop out, analytics help understand why, revealing structural causes (economic hardship, gaps in prior education, lack of motivation, etc.) that the university can address at an institutional level. This enables proactive measures such as adjusting curricula, creating first-year preparatory courses, or expanding scholarship and mentoring programs for vulnerable groups.

Results

Educational institutions benefit from:

- Significant reduction in dropout rates.
- Timely, personalized interventions focused on at-risk students.
- Optimization of resources and scholarships, offering support to those who truly need it to continue studying.
- Increased student engagement and improvement in institutional indicators (retention, graduation, satisfaction rates).

CASE 2: FINANCIAL ANALYSIS BY CAMPUS AND PROGRAM

The Challenge

Institutions—especially those with multiple campuses and programs—often lack granular visibility into their financial performance by campus and program. Without adequate tools, it is difficult to answer questions such as: Which faculties or programs operate at a deficit? Where are resources being wasted? What is the actual cost per graduate in each program?

Critical decisions—like opening or closing a program, merging departments, or allocating budgets across campuses—end up being made blindly or based solely on political criteria, risking efficiency and educational quality. However, cutting costs without clear criteria can seriously compromise the academic mission, so it is vital to accurately understand the financial health of each academic unit before acting.

Honne Solution

Implementation of a comprehensive financial analytics system that unifies accounting, operational, and academic data to evaluate the profitability and sustainability of each campus, faculty, and program.

• Integration of all income sources: tuition by program, service fees, public subsidies and funds, donations, research, continuing education, etc.

• Integration of all expenditures: operating costs per campus, faculty salaries and hours by program, facility maintenance, administrative costs, awarded scholarships, investment in laboratories and equipment, etc.

• Calculation of key metrics: net result by program/campus, cost per enrolled student and per graduate in each program, subsidy dependency rate, operating margin per faculty, etc.

• Dynamic dashboards to compare the financial performance of academic units, identifying those that contribute positively to the budget versus those that generate losses.

• Scenario modeling with simulation tools: for example, projecting the financial impact of closing a low-demand program, merging nearby campuses, reducing dropout by 10% in a given program, or increasing the proportion of online classes.

The system connects to existing financial and academic systems (ERP, academic management systems, HR, etc.), periodically extracting relevant information.

With consolidated data, AI can perform analyses ranging from descriptive (e.g., departmental expenses over the past year) to predictive (e.g., projected tuition revenue for the next five years by campus, or long-term savings from closing a low-demand campus). A powerful aspect is hypothetical scenario simulation: using predictive models, the platform allows decision-makers to virtually test strategies before implementing them in reality.

For example, one could simulate: "What happens if we increase the student-to-class ratio from 30 to 35 in Faculty X?" or "What savings could we achieve by consolidating two small campuses into one?" The simulations show the impact on the total budget, net income, and even academic indicators (graduation rate, student-to-teacher ratio, etc.), helping evaluate trade-offs.

Analytics can also incorporate benchmarks and best practices: it can compare university indicators to national or regional averages (e.g., cost per student vs. industry average) to provide context. In multi-campus systems, these models facilitate equitable resource allocation: governing bodies or rectors can distribute budgets considering performance and local needs (e.g., more funds for campuses serving vulnerable populations), recognizing that retaining certain profiles may cost more.

Results

Using such tools provides tangible benefits:

- Identification of profitable vs. deficit programs or campuses, helping inform decisions on expansion, restructuring, or closure.
- Reduction of unnecessary expenses by exposing inefficiencies (duplicate low-enrollment courses, underused facilities, etc.), allowing cost cuts without harming quality.
- Greater long-term efficiency and sustainability by aligning academic offerings with real demand and available resources.
- Better investment decisions: data-driven evidence prioritizes funding for high-impact areas (e.g., strengthening strategic or high-demand programs instead of sustaining minimal-enrollment ones).
- Transparency and objective justification: leadership has data-based reports to support difficult measures (e.g., staff adjustments, academic reorganization) before the university community, reducing resistance to change.

CASE 3: ENROLLMENT FORECASTING

The Challenge

The strategic planning of a university (available slots, faculty hiring, opening new programs, building dorms or classrooms, etc.) largely depends on accurately projecting the number of students who will enroll in upcoming cycles. Traditionally, many decisions are based on manual estimates or linear historical trends, which prove inaccurate in the face of today's rapid changes.

An error in the projection can leave the institution with idle resources (if demand is overestimated and there are excess slots, faculty, or infrastructure) or, on the contrary, with insufficient capacity and missed opportunities (if interest is underestimated and there are not enough class sections or student housing).

This challenge is now intensified by demographic, economic, and social fluctuations: in some emerging countries, education demand has surged (forcing the rapid creation of new universities), while in some developed countries, the youth population is shrinking drastically. These unpredictable trends make traditional manual planning obsolete. Universities need tools to anticipate change and adapt their offerings in advance—or risk being forced into reactive measures (for example, cutting budgets on short notice or overcrowding classrooms).

Honne Solution

In this context, the development of an AI predictive model by Honne for enrollment forecasting requires bringing together a wide range of variables and data sources—beyond simple historical trends. This model must be fed with:

• Historical enrollment data from the institution itself (number of applicants, admitted students, and enrolled students by program, semester, and year, segmented by geographic origin, etc.), identifying seasonal patterns and growth or decline rates.

• Current dropout and retention indicators, since the number of continuing students impacts total enrollment: the model considers how many current students are likely to stay versus how many will graduate or drop out.

• Regional and national demographic trends: projections of university-age population, high school graduation rates, student migration flows, etc.

• Economic and employment trends: the economic situation affects education demand (in recessions, graduate enrollment may rise as people seek to improve skills, while undergraduate enrollment may drop due to inability to pay). Variables include GDP per capita, youth unemployment rate, availability of credit/scholarships, salary returns by career, etc.

• Digital interactions of prospective students: big data analysis of web and social media activity to detect signals of interest in the institution or its programs (e.g., visits to the admissions site, inquiries received, mentions on social networks, search trends for certain majors in the region).

• Competitor education data: the opening of new universities or competing programs in the area, admission policies of other institutions (if a selective university lowers its requirements, it may capture more potential students), the availability of globally accessible online education options.

• Impact of policies and external factors: changes in public policies (e.g., free higher education, new immigration laws affecting international students), or extraordinary events (consider the COVID-19 pandemic, which reduced in-person enrollments in 2020). The model incorporates assumptions for various external scenarios.

The AI system processes these variables using machine learning algorithms (e.g., advanced regression models, random forests, neural networks) to predict the number of new and total students the university will have in upcoming periods (next semester, next year, and 3–5-year projections). The model learns from previous years: it is trained on historical data and validates its accuracy by comparing past predictions with actual enrollments, adjusting parameters to improve continuously.

The system is presented as a forecast dashboard where university leaders can view enrollment projections and explore the driving factors. For example, it might show: "1,200 new undergraduate students are projected for 2026 (±50), representing an 8% decrease compared to 2025, mainly due to a smaller 18-year-old population in our traditional market and increased competition from online universities."

The tool also allows manual adjustments and recalculation of scenarios: "What if we increase our scholarships by 20%?" or "What if we open a virtual campus to attract students from other provinces?" The model recalculates how many additional students these initiatives might bring. This enables the university to design proactive strategies in response to predictions. For example, if analytics indicate a sharp decline in enrollments for certain traditional majors, the institution can act before it happens: strengthening partnerships with high schools to attract more applicants, boosting its presence at education fairs, diversifying offerings into more in-demand fields, or even seeking international students to fill the local gap (a strategy several European universities are adopting).

On the other hand, if the model detects a potential rise in demand for a field (say, increased interest in data science), the university can prepare to launch the program or expand capacity to seize the opportunity. Constant updates are key: these models are recalibrated each period with the latest actual enrollment data, fine-tuning their projections.

Thanks to AI, they learn not only from the institution's own trends but also from real-time external variables (for example, a sudden economic change would be detected in the indicators, and the model would adjust predictions up or down accordingly). All of this reduces uncertainty and enables anticipatory strategic management. As the saying goes: "Data is power"—and in this case, it's the power to stay ahead of the future.

Results

An institution implementing this model achieves:

- Highly accurate enrollment predictions, far more reliable than traditional forecasts. This includes estimates by campus, faculty, and program, with confidence intervals.
- Effective staffing and infrastructure planning: knowing in advance how many students to expect allows timely opening or closing of sections, right-sizing faculty hiring, preparing adequate dormitory or classroom space, or postponing investments if fewer students are anticipated—avoiding both shortages and surpluses.
- Indirect reduction in dropout rates, since good planning incorporates retention factors: for example, if a certain percentage of students is predicted to drop out from a given program, preventive measures can be taken to retain them (connecting with Case 1).
- More efficient recruitment of new students: the model can identify segments or regions where recruitment efforts need to be intensified to offset natural declines, optimizing marketing campaigns by focusing on profiles with the highest conversion probability.
- Ultimately, alignment of academic offerings with real demand: the university can launch new programs or formats that the model identifies as opportunities (e.g., growing interest in technology-related fields, or demand for evening/online programs for working adults), ensuring the relevance of its educational offering.

STRATEGIC BENEFITS OF AI AND DATA ANALYTICS IN UNIVERSITIES

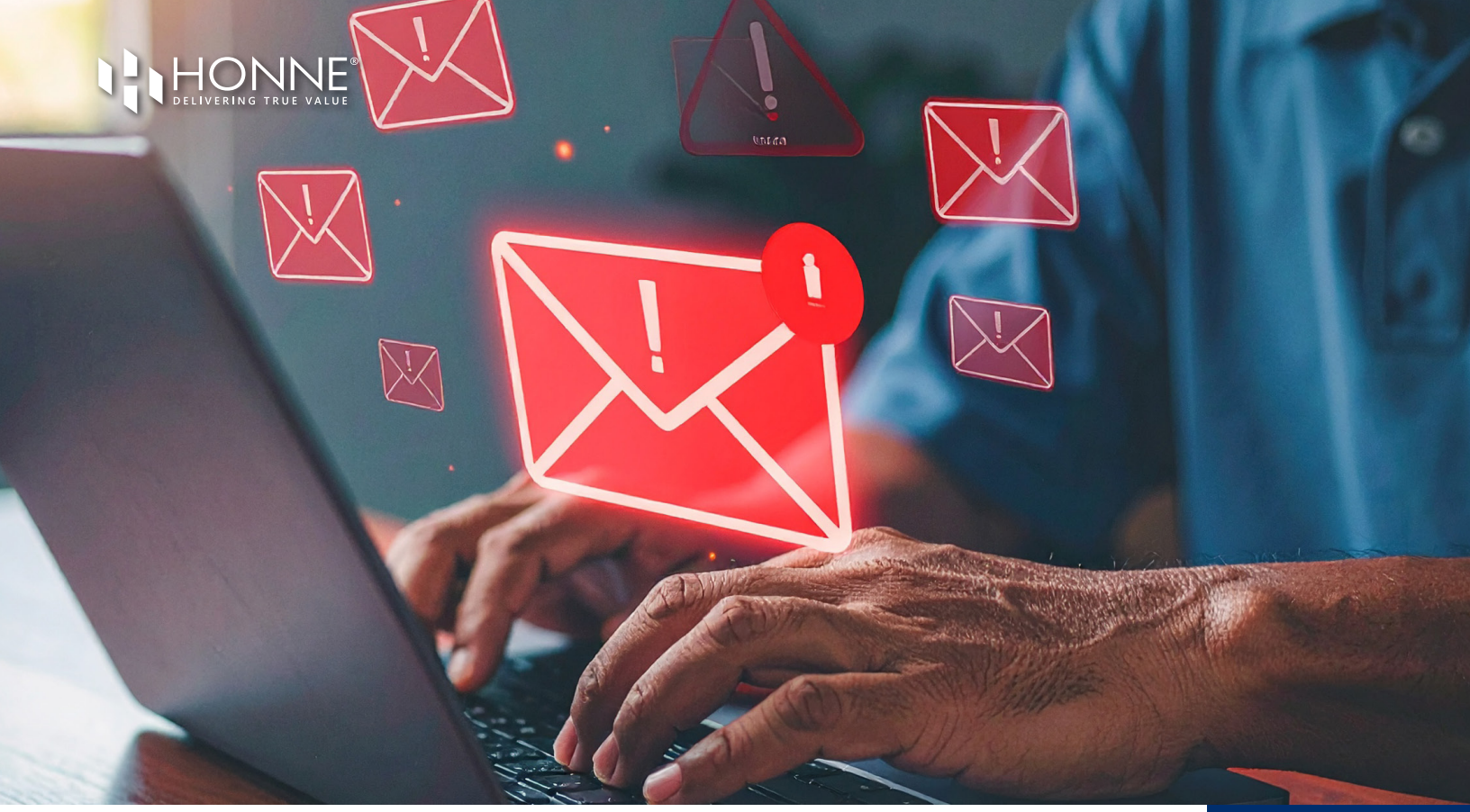
The adoption of artificial intelligence and data analytics solutions provides benefits that holistically strengthen higher education institutions.

- **Enhanced institutional performance:** By reducing dropout rates and increasing graduation rates, universities improve their rankings, prestige, and ability to attract students and funding. This also reinforces accreditation and compliance with quality standards.
- **Financial optimization:** Retaining students prevents tuition losses and enables the identification of efficiencies. Even a small increase in retention can translate into millions in additional revenue. Furthermore, understanding the profitability of programs enables smarter and more sustainable budget management.
- **Data-driven culture:** Data-based decision-making replaces assumptions, strengthening governance, transparency, and responsiveness. Leaders can justify strategies with evidence, building trust among students, faculty, and regulatory bodies.
- **Institutional agility and resilience:** Access to predictions and simulations enables universities to anticipate demographic, technological, or economic changes. Institutions can adapt quickly—for example, by promoting online programs in response to declining enrollment—avoiding operational crises.
- **Academic and social relevance:** Tools help identify student challenges and anticipate labor market demands, enabling universities to offer relevant and up-to-date programs. This reinforces the institution's purpose and provides a competitive edge.
- **Efficient use of infrastructure:** Forecasting prevents underutilization or overcrowding of facilities, enabling expansion planning based on actual needs, optimizing investments, and improving the educational experience.
- **Attraction of external funding:** Improved outcomes and management capacity make universities more eligible for government support, donations, and international grants, which increasingly require concrete evidence of impact.

The incorporation of data analytics is not just a technological tool—it is a transformative strategy that drives universities toward smarter, more efficient management aligned with their educational mission. It enables them to train more and better professionals, optimize resources, and respond swiftly to environmental challenges.

This creates a virtuous cycle of continuous improvement: better results generate more trust, more resources, and greater opportunities for innovation.

At Honne, we help higher education institutions turn their data into decisions—and their decisions into real impact. We design data analytics solutions that combine technology, strategic vision, and sector expertise, enabling each university to chart its own path toward excellence.



CYBERATTACK PREVENTION WITH A STRUCTURED APPROACH

By Josué Garnica, Cybersecurity Leader at Honne.

In an environment where a single click can compromise an entire organization, cybersecurity has become a strategic priority. Organizations face an increasingly sophisticated threat ecosystem: ransomware, social engineering, and phishing remain the main attack vectors threatening both operational continuity and data integrity. In this landscape, adopting a structured approach based on internationally recognized frameworks not only strengthens defenses but also provides a clear roadmap for proactively managing risks.

ISO 27001 as the Foundation for a Solid Strategy

The ISO/IEC 27001 standard offers a set of controls that, when properly implemented, create protective layers against common threats. One of the key controls is **Information security awareness, education, and training**, considered the first line of defense. This stems from the recognition that the human factor is both the greatest vulnerability and the most valuable asset in any cybersecurity strategy.

The effectiveness of this control is not achieved through one-off training sessions. It is essential to establish structured and sustained programs that include phishing simulations, social engineering workshops, and regular awareness level assessments. These actions not only identify knowledge gaps but also foster a security culture as a shared responsibility.

Other essential ISO 27001 controls must also be updated to address current threats:

Protection against malicious code: Requires more than traditional antivirus tools. Adopting advanced solutions such as endpoint detection and response (EDR), behavior analytics, and sandboxing is key to identifying zero-day threats and fileless attacks.

Web filtering: A critical barrier against ransomware and phishing. Implementing reputation-based filtering, real-time URL analysis, and secure browsing policies enhances prevention.

Backup management: Against sophisticated adversaries, a 3-2-1-1 strategy is recommended (three copies, two on different media, one offsite, and one immutable), along

with regular restoration tests and response plans for total compromise scenarios.

Privacy management: With the rise of double extortion, data loss prevention (DLP) controls, encryption, and monitoring of anomalous transfers are now indispensable.

Maturity Assessment: The Starting Point

The effectiveness of controls directly depends on the organization's level of cyber maturity. Frameworks such as **CIS Controls v8** and the **NIST Cybersecurity Framework** provide structured methodologies to assess and scale that maturity. The prioritized approach of CIS Controls enables sequential implementation of basic, foundational, and organizational safeguards, adjusted to risk and available resources.

Simulations and Vulnerability Analysis: Practical Validation

Implementing controls is not enough without validating their effectiveness. **Incident response simulations** and **penetration testing** should be part of an ongoing program simulating realistic scenarios (credential theft, lateral movement, data exfiltration). Likewise, continuous vulnerability analysis, combined with automated patch management and attack surface monitoring, provides visibility and enables prioritization of corrective actions based on business impact.

Strategic Recommendations for Sustainable Cybersecurity

Approaching cybersecurity as a continuous process — not as a project with an end date — is key. Below are some recommended steps to build a comprehensive strategy:

Initial maturity assessment: Use recognized frameworks to establish baselines that include processes, people, technology, and governance.

Implementation roadmap: Prioritize controls based on business risk, with iterative implementation and ongoing validation.

Evolved awareness programs: Move beyond annual training and include regular simulations, communications about current threats, and effectiveness metrics.

Ongoing validation exercises: Systematically include response simulations, vulnerability analysis, and penetration testing.

An effective cybersecurity strategy requires more than technical controls: it demands defined processes, organizational commitment, and a culture where everyone understands their role. Just like any other transformation process, protecting critical assets is not a one-time effort but a discipline that combines focus, measurement, and continuous improvement.

And if you're looking for a partner on this journey, at Honne we're here to help you strengthen your cybersecurity posture with proven methodologies and disciplined execution.

Josué Garnica has over 25 years of experience in ICT product development, digital transformation, project management, and service portfolio leadership. He currently leads digital transformation and cybersecurity solutions at Honne, driving innovation and security across enterprise environments.

THE DESKTOP, NOW IN THE CLOUD WITH AWS WORKSPACES

By Arturo Rodríguez, AWS Solutions Architect at Honne.

Many companies are looking for new ways to provide secure access to their work environments, without relying on physical devices or complicating operations. Virtual desktops have gained traction as an agile and efficient alternative, especially in contexts where flexibility, cost control, and security are priorities. In this article, we explore AWS WorkSpaces, Amazon's virtual desktop solution, which has become a robust option for organizations looking to scale without losing control.

Although it was launched over a decade ago, AWS WorkSpaces has remained relevant thanks to continuous improvements. Today, it is a solid solution that enables the replacement of physical desktops and the scaling of virtual environments in minutes. During the pandemic, many organizations sought flexible and secure alternatives for their teams, without depending on local devices.

WorkSpaces is a fully managed Desktop as a Service (DaaS) solution that allows organizations to provision cloud-based virtual desktops without having to manage physical hardware. This simplifies IT operations, reduces costs, and enhances agility.

What challenges does it solve?

1. Device Management

Virtualization helps reduce the number of physical devices and centralize management. This not only minimizes security risks but also extends the lifespan of existing devices and enables policies like bring your own device in a more secure and controlled way.

2. Cloud Financial Management

Through cost dashboards, consumption limits, and anomaly alerts, companies can plan and optimize their cloud expenses. This allows for more efficient management aligned with the OpEx model.

3. Agile Desktop Delivery

WorkSpaces speeds up the delivery of ready-to-use virtual desktops, whether in offices, classrooms, or hybrid environments. It can scale quickly based on demand while maintaining a secure, resilient, and standardized environment.

Key benefits of AWS WorkSpaces

Agility and scalability: Deploy hundreds of desktops in minutes, ideal for hiring peaks, contractors, or mergers.

Cost reduction: Eliminates hardware investment and reduces operating expenses; pay only for what you use.

Robust security: Data and applications reside in the AWS cloud, protected by its global infrastructure.

Access from anywhere: Compatible with laptops, tablets, smartphones, and thin clients.

Simplified management: AWS handles maintenance, updates, and patching.

Consistent experience: Reliable performance, even for graphics-intensive tasks.

Common use cases

Remote work: Secure desktops accessible from any location.

Temporary staff or contractors: Fast, controlled access without requiring physical devices.

Education: Preconfigured virtual labs for courses and training.

Call centers and BPOs: Standardized desktops that enable remote and scalable operations.

Development and design: Powerful environments for programmers and designers.

Mergers and acquisitions: Rapid onboarding of new people or teams.

Recognition in the Magic Quadrant

In 2024, AWS was positioned for the first time as a **leader** in the Gartner Magic Quadrant for DaaS. The previous year, it had been recognized as a Challenger. This advancement reflects its ability to offer a wide range of solutions, including license portability (such as Microsoft 365), easy-to-manage interfaces, automation, and global coverage.

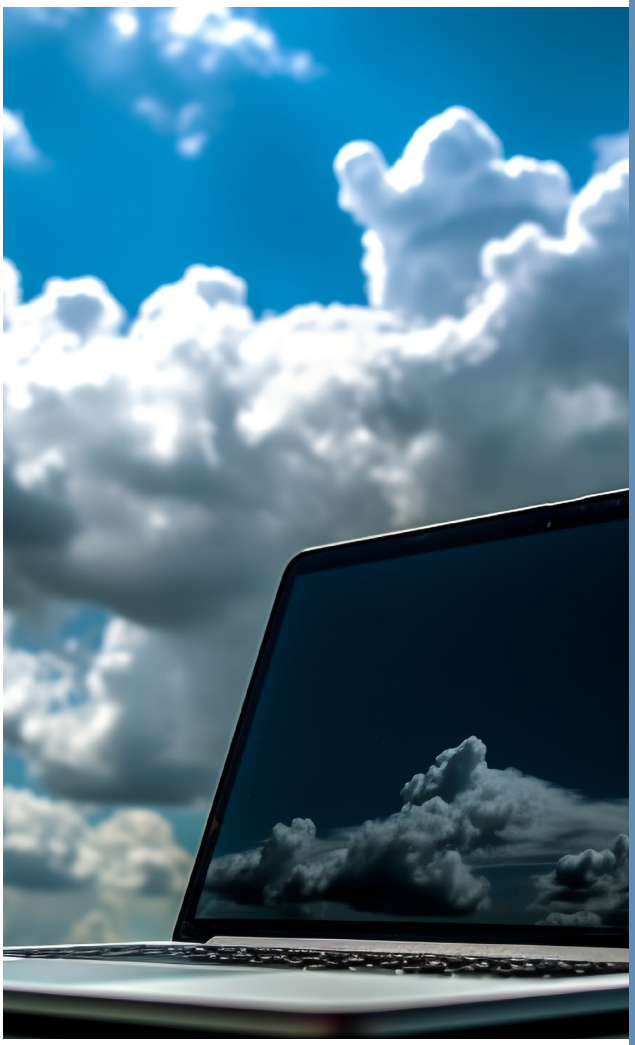
Available protocols

AWS WorkSpaces is available on Linux and Windows systems, with two connection protocols:

PCoIP (PC-over-IP): Ideal for general workloads, zero-client devices, and GPU bundles. Recommended for iPad and Android clients, and scenarios without smart card use.

WSP (WorkSpaces Streaming Protocol): AWS's native streaming protocol, tolerant to latency and packet loss. Supports smart card authentication, webcam functionality, and improved performance on unreliable networks.

Now more than ever, companies need solutions that help them work better—without added complexity. Virtual desktops like AWS WorkSpaces offer exactly that: a practical way to securely give people access, without relying on physical devices or complex processes. It's not a one-size-fits-all solution, but it's definitely worth considering when it comes to scaling, protecting information, and simplifying operations.



Arturo Rodríguez, certified architect with over 11 years of experience in AWS, specializing in disaster recovery strategies, networking, migrations from on-premises environments, and desktop virtualization. He has led complex implementations, optimizing operational continuity and technological efficiency for various organizations.

THE CONTROL TRAP: WHY OUTSOURCING YOUR CLOUD OPERATIONS IS A STRATEGIC DECISION

By Martín Llamas Galindo, Cloud Operations Director at Honne.

History has a curious way of teaching us valuable lessons. In the late 1990s, the world faced the infamous Y2K bug—a technological threat that triggered multimillion-dollar investments in hardware, urgent upgrades, and mass hiring of specialized personnel. Banks, airlines, aerospace firms, shipping companies, and logistics providers rushed to act out of fear of a looming IT catastrophe.

Although the chaos never came, the bill left behind by this crisis was astronomical. Paradoxically, much of this spending could have been avoided—or significantly reduced—with technology partners equipped with established processes for proactive monitoring, automation, and continuous maintenance.

The real risk today is resisting change

Today we face a different reality, but with a common denominator: resistance to change. Many organizations remain stuck in rigid, costly legacy technology models. Running on-premises data centers means constant expenses: white space rental, power supply, HVAC system maintenance, UPS batteries, and ongoing part replacements. Added to this are high payroll costs, overtime, vacation coverage, and extra efforts to support maintenance windows during holidays.

Beyond the financial cost, these models wear down internal technical teams. Operating reactively—constantly "putting out fires"—prevents teams from freeing up time to innovate, differentiate, and create strategic value.

How can you compete without evolving?

While some companies are already implementing artificial intelligence, advanced analytics, and predictive models to anticipate market trends, others are still allocating resources to fix outdated servers and manage tickets.

The key question is not whether we should continue buying hardware, but how to transform that investment into a more efficient, scalable, and value-driven model.

Outsourcing doesn't mean losing control—it means gaining focus

Hiring a strategic partner for technology operations doesn't mean giving up control; it means regaining it at a higher, more strategic and predictive level. The benefits are clear:

Reduced operating costs: By moving from a CAPEX (fixed asset) to an OPEX (deductible operating expense) model, large upfront investments are eliminated and budgets are optimized.

Continuous monitoring and automation: Issues are detected before they occur, minimizing downtime and service interruptions.

Agile and flexible scalability: Technology capabilities grow with your business—no physical or in-house staffing limitations.

Specialized, end-to-end expertise: From security in hybrid and cloud environments to efficient application management and advanced data utilization.

But perhaps the greatest benefit is freeing internal teams to focus on high-value tasks such as innovation, product development, continuous improvement, and customer experience.

The high cost of doing nothing

Running on an obsolete model does not mean stability—it means accumulating sunk costs. Every year that modernization is delayed increases hidden expenses, security risks, regulatory vulnerabilities, and talent burnout. Every day lost is one less opportunity to innovate, compete, and grow.

Traditional operations are like pedaling a stationary bike: energy is spent, but there's no progress.

Examples not to be repeated

Emblematic cases such as Blockbuster, Terra, Todito.com, and even Sony Vaio illustrate what can happen when the need for modernization is ignored. Blockbuster, once the global leader in video rentals, failed to adapt to the rise of platforms like Netflix. Terra and Todito.com disappeared for not updating their digital services. Sony Vaio, though initially successful, fell behind due to its resistance to new technological trends.

These companies clung to traditional models instead of seeking technology partners that would allow them to focus on what truly matters: their customers. The result was irrelevance—or worse, bankruptcy.

Today, outsourcing is no longer seen as a weakness, but as a strategic advantage.

In summary: letting go of operational control to regain strategic control

The Y2K effect taught us that improvising is expensive. Today, resisting change is even more so. Technological modernization is not just about acquiring more servers or expanding IT infrastructure—it's about evolving toward an agile, scalable, and forward-thinking model.

In today's environment, the critical question is not whether you can afford to outsource your tech operations. The real question is:

How much are you losing by not doing it?

Martín Llamas Galindo, PhD, is a Cloud Operations Director with over 24 years of experience leading multicloud environments (Azure, AWS, GCP) and high-performance technical teams. An expert in digital transformation, regulatory compliance (ISO27001, SOC), and cost optimization, he has overseen critical operations such as SAP S/4HANA migrations to AWS and the delivery of virtual desktops in Azure. His approach combines strategic vision, automation, security, and methodologies such as DevSecOps and ITIL, fostering innovation and sustainable growth for organizations.

ABOUT HONNE

Honne 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 is dedicated to transforming the way organizations operate and grow in the digital era.

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