letsbloom

Whitepaper

ACCELERATING CLOUD ADOPTION IN REGULATED INDUSTRIES THROUGH SECURE AND COMPLIANT PAAS

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Introduction

Digital infrastructure is a foundational service critical to sustaining essential operations, especially for organizations in regulated industries such as healthcare, financial services, and government. Yet low trust in the public cloud often slows its adoption.

Traditional cloud adoption and migration approaches focus on building cloud engineering, security, and compliance controls in-house. However, the shortage of cloud expertise and the rapid pace of innovation in the public cloud made it a game of catch-up. To truly accelerate adoption and innovation, we need to leverage best-in-class expertise and democratize the knowledge using paradigms such as **Platform-as-a-Service (PaaS).**

letsbloom is a cloud PaaS that provides trusted digital infrastructure that is secure-by-design and compliant-by-default to build modern solutions. It is **10x faster** and up to **80% cost efficient** for organizations to build, test, deploy, and run their apps on the public cloud with complete security and compliance observability and manageability. It is transforming how enterprises build trust in their digital infrastructure as they move to the public cloud.

If regulated entities want to truly scale their public cloud adoption, then security and compliance should not be an afterthought. letsbloom is democratizing this space and empowering everyone to secure their digital cloud infrastructure efficiently.

Challenges and Solutions

The public cloud has made access to computing ubiquitous, but its adoption still faces significant challenges due to a lack of trust. **Data security is the #1 agenda** of all CTOs and enterprises are rightly worried of the consequences of any breaches on the cloud. How we bridge this trust gap will be key to driving cloud adoption and enabling innovation in regulated industries.

Knowledge Gap

Understanding cyber security and regulatory compliance requirements requires niche skills. Staffing shortage is a chronic and persistent problem in cyber security. On top of that, finding someone with cloud engineering skills in addition to cyber security knowledge is almost out of reach for most organizations.

High Execution and Cyber Risk

Cloud adoption in regulated industries is still relatively new, and there are no consistent and well-established norms for the interpretation of cyber security and regulatory compliance guidelines. This is an emerging space with uncertainty that increases the risk of adoption and going all in cloud first strategy.

Diminished Customer Experience

Lack of skills and high risks lead to delays in time to market which results in diminished customer experience. In a highly disruptive market, businesses need to innovate fast which requires them to focus on building next generation client experiences with built-in security and compliance.

We abstract the complexity of cyber security and let businesses focus on developing next generation services and experiences.

To Address these Challenges, We Built:

1. A multi-cloud PaaS using cloud-native technologies that works with major hyperscale's such as Microsoft Azure, AWS, and GCP. The platform enables organizations to leverage the scale, flexibility, and innovation of the public cloud with effective security and compliance.

2. A deep understanding of technology regulations and industry standards across major geographies such as Singapore, HK, US, UK, EMEA, ASEAN, and Australia. Built a common control objective library that aggregates the control objectives across the major regulatory frameworks and industry standards.

3. An integrated and automated DevSecOps framework that provides secure deployment pipelines and continuous security and compliance monitoring and alerting in line with best practices.

Strategy and Approach

The public cloud is characterized by on-demand self-service, multi-tenancy, broad network access, rapid scalability, and measured service. **letsbloom** aims to add security and compliance to these core characteristics and make it easier for businesses, especially in regulated industries, to adopt the public cloud.

Enterprises can manage their digital infrastructure using **letsbloom** and gain assurance of their security and compliance as per regulatory standards. This will allow enterprises to focus on things that are at the heart of their business – build better products for their clients.

letsbloom provisions a secure landing zone with pre-built bank-grade security and compliance controls on the public cloud for your digital infrastructure in minutes! Be it AWS, Azure, or GCP, with **letsbloom**, enterprises can get a bank-grade secure environment right out of the box. It doesn't stop there - as applications are developed and deployed, platform provides continuous security and compliance, giving a real-time report view of the cyber security posture of your digital infrastructure.

Our goal is to enable enterprises accelerate their digital transformation using the public cloud by embedding security and compliance in a friction free process. It is underpinned by 2 strategic priorities:

- Build, scale, and maintain a platform, which provides bank-grade security and compliance on all major public cloud providers.

- Enable enterprises to securely deploy and manage their digital infrastructure and address cyber threats effectively.

Little things make a big difference, this is especially true in cyber security.

Effective security comes from continuously doing many small things right to stay one step ahead of your cyber adversaries.

Our approach to enable this outcome is to:

1. Monitor the threat landscape to continuously improve our security controls to detect, prevent, and mitigate threats.

2. Keep abreast of all major regulatory requirements, industry standards, and benchmarks to ensure effective compliance.

3. Keep pace with the innovation on the public cloud to enable enterprises to securely adopt cutting-edge technologies in their digital transformation journey.

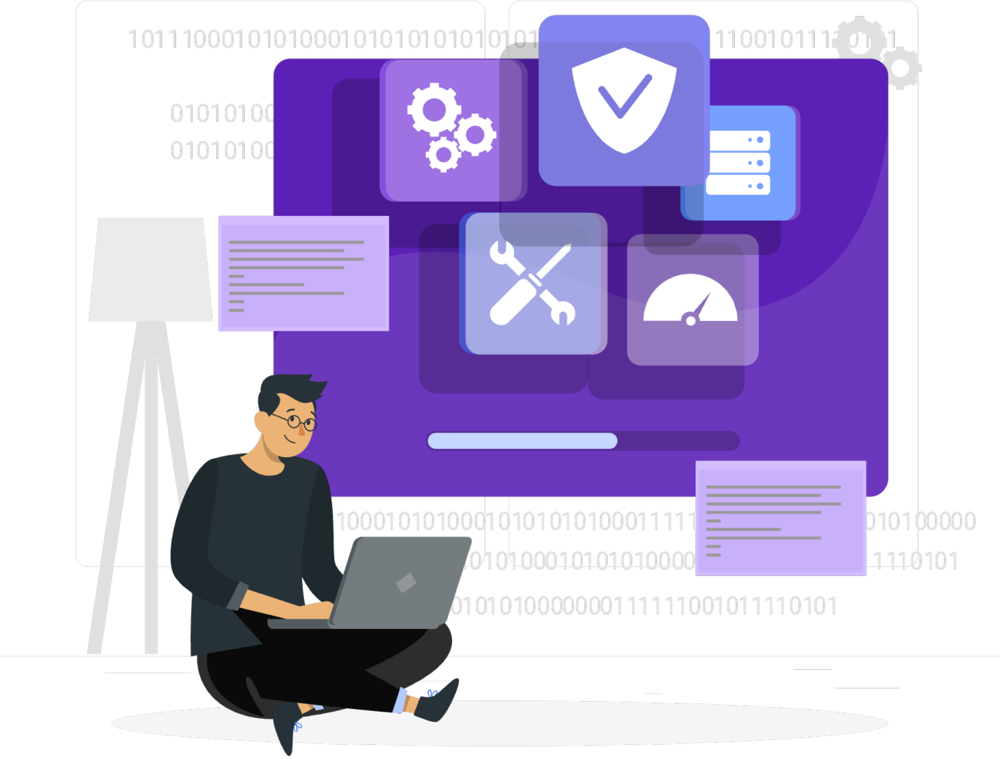
Key Design Principles for an Effective Platform-as-a-Service

1. Reduce Barriers to Entry

Platforms should not only be accessible themselves but also help actively reduce barriers to entry for the ecosystem. The biggest barrier to entry in public cloud adoption, especially in regulated industries, is the lack of skills to understand security and compliance requirements. This knowledge is often perceived as niche and esoteric with high resource cost. Platforms should be the vehicles to democratization of security and compliance knowledge by letting organizations of all sizes access expert skillsets through built-in security and compliance.

2. Develop an Open Ecosystem

Platforms should be open by design for participants to contribute value. A closed or proprietary ecosystem will not succeed. letsbloom PaaS is designed to work natively on major public cloud providers such as AWS, Azure, and GCP and support cloud-agnostic technologies such as Terraform, Kubernetes, and Docker. This ensures that users of the platform are not required to develop any letsbloom PaaS-specific code or solutions and can continue to leverage cloud-native or cloud-compatible solutions. This also means there is no lock-in.



3. Enable Customization at Scale

Societies are steadily moving towards extreme personalization, with each individual receiving tailored experiences. Customization at scale is the new normal. Platforms should be built to enable this by connecting niche producers with niche consumers through market systems that can scale.

4. Enable Adjacent Possibilities

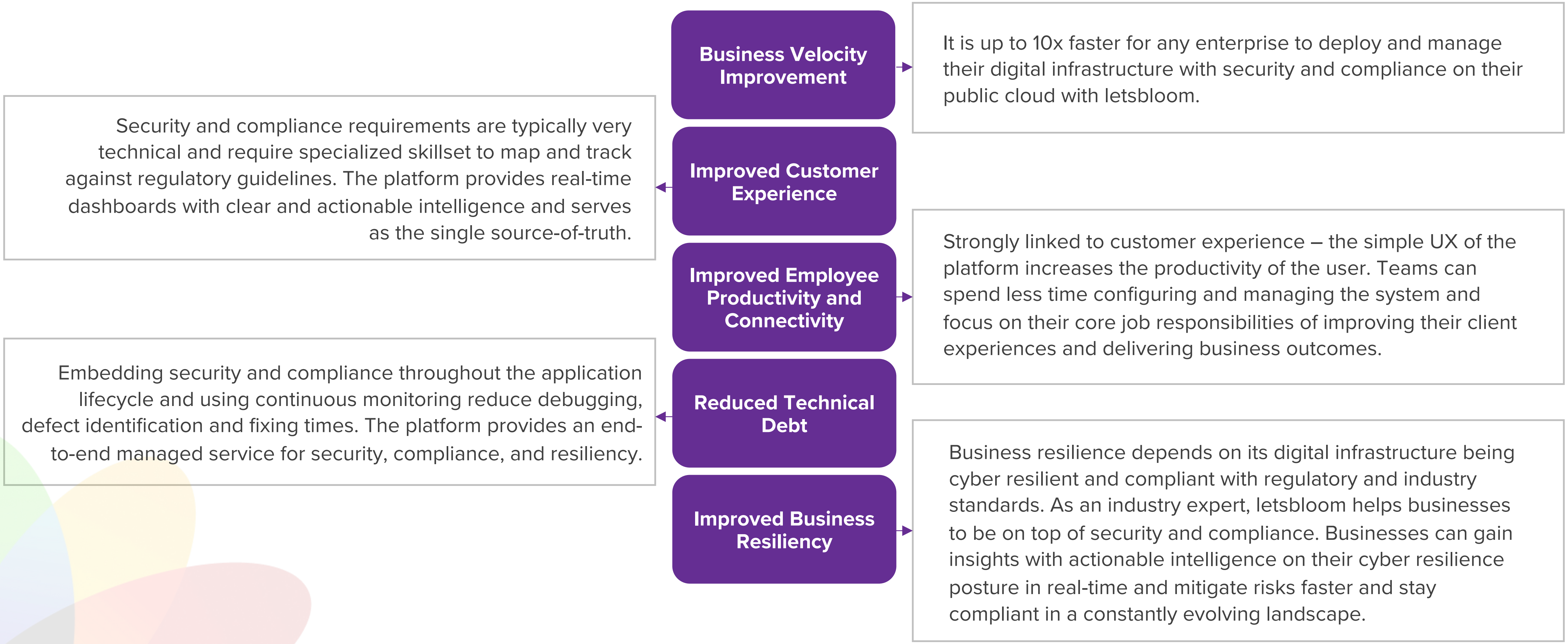
Dennis Gabor (a Noble Prize-winning physicist) once said, “We cannot predict the future, but we can invent it.” This future can only be realized through adjacent possibilities, things that are around the edges of the present reality that can be explored using network effects enabled by platforms. A platform should consciously cater to this by embedding interconnectedness in its core design philosophy.

5. Facilitate Emergence

Emergence is a property of any complex self-organizing system in which an entity displays behaviours that are not observed in its parts and therefore could only have emerged in the system as-a-whole. Platforms can facilitate this through collective behaviours that work towards common causes such as sustainability.

Key Benefits

A platform-as-a-service approach, as we do at letsbloom, accelerates cloud adoption in regulated industries and further leads to the following benefits:



Business Velocity Improvement

It is up to 10x faster for any enterprise to deploy and manage their digital infrastructure with security and compliance on their public cloud with letsbloom.

Improved Customer Experience

Security and compliance requirements are typically very technical and require specialized skillset to map and track against regulatory guidelines. The platform provides real-time dashboards with clear and actionable intelligence and serves as the single source-of-truth.

Improved Employee Productivity and Connectivity

Strongly linked to customer experience – the simple UX of the platform increases the productivity of the user. Teams can spend less time configuring and managing the system and focus on their core job responsibilities of improving their client experiences and delivering business outcomes.

Reduced Technical Debt

Embedding security and compliance throughout the application lifecycle and using continuous monitoring reduce debugging, defect identification and fixing times. The platform provides an end-to-end managed service for security, compliance, and resiliency.

Improved Business Resiliency

Business resilience depends on its digital infrastructure being cyber resilient and compliant with regulatory and industry standards. As an industry expert, letsbloom helps businesses to be on top of security and compliance. Businesses can gain insights with actionable intelligence on their cyber resilience posture in real-time and mitigate risks faster and stay compliant in a constantly evolving landscape.

Summary

Businesses can only build scalable, transformative digital infrastructure ecosystems if they consider security and compliance an integral part of it.

Security should not be an afterthought. At the same time, it is not practical to have a large security and compliance team to scan, find, and fix issues and vulnerabilities manually.

letsbloom solves this problem by re-imagining the digital infrastructure ecosystem through built-in security and compliance to enable trust.

This platform-as-a-service approach is transforming how enterprises embrace security and compliance as they move to the public cloud. It is empowering developers to use security and compliance in an on-demand, self-service manner that is consistent with cloud ethos.

letsbloom is democratizing cloud security and compliance to transform how businesses build and operate their digital infrastructure ecosystem to deliver new services and experiences.

This is the future of cloud adoption.

Let's Talk

letsbloom