

Digital Transformation & The Hybrid Cloud

The cloud has become one of the most disruptive technologies of our time, but for some companies and industries, a **hybrid approach makes the most sense**.

83% of C-level execs use or plan to use hybrid for business innovation and growth

67% adoption rate of hybrid cloud, making it the preferred enterprise strategy

97% of IT decision maker millennials say connecting their cloud solutions to their datacenter will still be important in five years' time

Top industries embracing hybrid cloud:

- Wholesale
- Retail
- Banking
- Professional services
- IT services/software

It's easy to see why —

Companies adopting this approach say they gain business agility, experience fewer operational issues, reduce capital expenses, and boost their bottom line.

BUSINESSES AGREE ON ITS BIGGEST BENEFITS:

46% More flexibility because of portability/compatibility across environments

45% Better Scalability

43% Increased Performance

Top reasons for deploying hybrid cloud:

46% Preparation for future IT strategy

37% Business growth

35% Alignment with business strategy

For many companies in today's era of digital transformation, **hybrid cloud is leading the way.**

Yet the value of hybrid must be considered alongside **valid concerns.**



TOP CHALLENGES BUSINESSES IDENTIFY:

53% More complex environment

48% Lack of skillsets to support both environments

47% Limited support for users

Without a consistent architecture from end to end, companies are faced with running two environments — **different identity systems, management and security systems, data models, and developer experiences.**



This approach to cloud is **expensive, complex, and risky.**



Four requirements for a consistent hybrid cloud.

A hybrid architecture built on a consistent platform can help businesses eliminate complexity, streamline their IT, and realize the power of the cloud. Here's how:

A UNIFIED SOFTWARE DEVELOPMENT ENVIRONMENT enables developers to build and deploy apps across the cloud and on premises.

INTEGRATED MANAGEMENT AND SECURITY TOOLS enhance visibility and control.

A COMMON IDENTITY SYSTEM can boost end-user productivity with single sign-on to all apps, while protecting corporate information.

A SINGLE DATA PLATFORM to distribute data between cloud and on-premises, and run robust analytics.

These four principles will help companies build a consistent hybrid cloud that can accelerate digital transformation — **leading to new efficiencies, new insights, and even new business models and revenue streams.**

Hybrid Cloud adoption will likely continue as customers are happy with their deployments so far.

99% Very satisfied
38% Somewhat satisfied

92% Would repeat the decision (after experience with last deployment)

SOURCES: State of Hybrid Cloud 2017 survey, Microsoft IDG Research Services study, sponsored by EMC Dell: Hybrid Cloud Computing: The Great Enabler of Digital Business State of the Cloud Report 2017, RightScale Millennials and the Next Generation of IT 2016, Microsoft