Multi-cloud: the gateway to digital transformation success

Technology is driving business change at a breathtaking pace, and the demands of end users – employees and customers – are continuing to rise.

However, adapting to this digitally focused world presents significant challenges for businesses, and organizations are now under increasing pressure to operate in real-time, ensure their business and mission-critical data is safe while finding new ways to reduce operational IT costs. Innovation is therefore critical, with the cloud becoming a key agent for digital transformation. As ‘Cloud-first’ strategies (an approach where a cloud solution is considered or prioritized for all workload deployments) become the new norm (nearly 44% of all those surveyed were selectively targeting new applications for cloud computing) enterprises are finding that they can build faster and run better at a lower cost.

With the time left for enterprises to catch up with more agile competitors becoming shorter and shorter a key driver to the adoption of cloud is speed: the speed to build applications and get products and services in to the hands of users faster. Customers and employees are now demanding more convenient digital experiences and there is an unprecedented pressure on IT to deliver applications and services at scale which our research found to be a top three driver to the adoption of cloud.

The research also found that security continues to be a concern, and almost half (48%) of enterprises moving applications into the private cloud, do so for security and control reasons.

» An increasingly multi-cloud world
With about 70% of enterprises using multiple clouds to meet different enterprise requirements, early adopters of the cloud seem to have a more mature understanding of the technology’s transformational capabilities and are using different cloud environments to meet different needs - what we call a multi-cloud approach. And in an increasingly multi-cloud world, where you run your workloads and when is a critical decision. As circumstances change - due to cost, security, compliance, or performance - these workloads require a platform that offers flexibility and ease of migration across hybrid, private and public clouds, datacentres and devices.

» Maintaining choice and control
What makes a multi-cloud approach right for digital transformation is choice. By allowing businesses to use the infrastructure that suits them – whether it is public, private or hybrid cloud, a co-located hosting service, or even a server in a backroom - a multi-cloud strategy ensures that workloads are placed in the environment that is best for a business now, and in the future.

Success for cloud service providers will, therefore, depend on their services also being destinations - not only for new application deployments, but for existing applications or parts of them. The deployment opportunity is an equal measure of new applications, modernization of existing applications (as-a-service), and migration or re-platforming of existing applications. Each will have somewhat different infrastructure requirements. Companies are looking for the solution that gives them the gateway to all clouds to meet these varying needs. By giving them the freedom and choice to innovate and compete, cloud technology succeeds in cutting organization’s operational costs while allowing them to re-invest and divert funds into new digital initiatives.

This executive summary was adapted from 451 Research’s Cloud Trends & Expectations study

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