ESG | Enterprise Strategy Group | Getting to the bigger truth.™

HYBRID CLOUD
TRENDS

Strategies for Optimizing and Managing On-premises and Public Cloud Infrastructure

As more applications are moved to public cloud services, the commitment to hybrid cloud strategies increases.

Percentage of organizations committed to or interested in hybrid cloud strategies

2017 81% → **2019** 93%

Percentage of organizations running more than 30% of production applications/workloads on public cloud infrastructure.
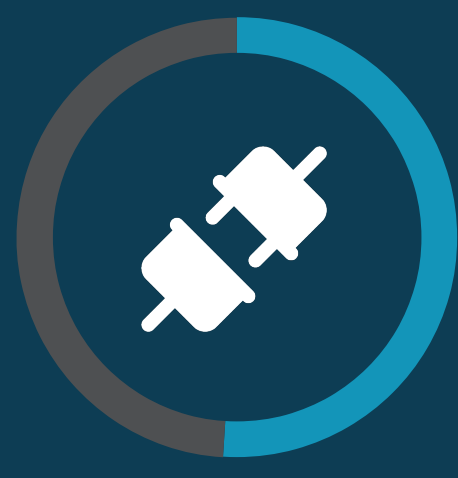
TODAY 40% → **24 MONTHS FROM NOW** 58%

On-premises still the tip of the spear for most hybrid cloud strategies at this point.

NEARLY NINE OF TEN

organizations expect to have a significant (35%) or measurable (54%) on-premises environment in three years.

On-premises integration is a hybrid cloud requirement for many.

51% cited seamless compatibility with their on-premises infrastructure

96% consider it important that public cloud vendors offer solutions that integrate with on-premises environments.

Federated management and bi-directional application movement most common hybrid requirements.
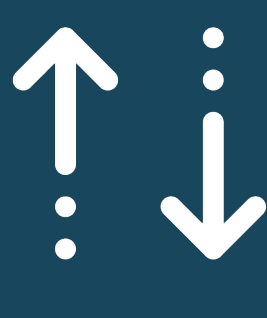
NEARLY TWO-THIRDS

of respondents define hybrid cloud as the ability to manage applications and resources that span across or are located on-premises and off-premises.

Top three hybrid cloud requirements »

48% Management software must manage across both on- and off-premises environments

47% Applications must seamlessly migrate from on- to off-premises environment and back

45% Managed systems or applications must be deployed both on- and off-premises

Containers Key to Bi-directional Application Portability

43% of organizations expect to regularly move applications and data between on-premises resources and public cloud infrastructure as part of a hybrid cloud strategy

Organizations Further along Container Adoption Lifecycle Much Likelier to Move Workloads between On-premises and Cloud Environments

Percent of organizations that expect to regularly move applications/workloads between on-premises and public cloud infrastructure.

73%	45%	24%	7%
Our organization is committed to using containers and we have begun initial implementations	Our organization is committed to using containers and we are in the technology evaluation and planning phase	Our organization is conceptually interested in containers but we have no formal initiatives underway at this time	We have no plans for using containers at this time

Most view public cloud management as more difficult than on-premises, and at least as difficult as other cloud tasks.

54% of respondents indicated public cloud management is more difficult

47% believe cloud management is more difficult than other cloud computing tasks

While organizations are split on their likely hybrid cloud management strategy, the clear preference is an integrated solution.

THREE-QUARTERS

of respondents prefer an integrated solution from a single vendor

The Bigger Truth

Hybrid cloud has quickly become standard operations for businesses. The cloud consumption model is attractive to business leaders that are looking to innovate faster and for IT professionals that recognize the flexibility these services can provide. While some cloud providers would lead you to believe that on-premises data centers are doomed, a more pragmatic view shows that business will operate in a hybrid mode inclusive of both on-premises investments and new investments in cloud services. The pace of cloud adoption will be driven by the ability to achieve operational consistency and integration between on-premises and the cloud. Management tools will create organizational bridges and offer the opportunity to speak a common language amongst IT operations, information security teams, and application developers. Hybrid cloud has created an opportunity to achieve new certification for IT professionals and a means for businesses to tap into innovation at an accelerated speed.

Pure Storage provides a consistent data platform across on premises and public cloud environments with a unified hybrid consumption model and integrated management. Visit www.purestorage.com/cloud to learn how Pure enables a modern data experience for seamless application mobility.

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