

Whitepaper

# How to deliver business value with hybrid cloud



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The growth of cloud, the shifting attitude to remote work and security and compliance concerns means that we are very likely to see the continuing acceleration of hybrid cloud adoption across Irish business. Enterprises can leverage the agility, scalability, and flexibility of hybrid cloud and continually look for new ways to reduce costs and build revenue.

Hybrid cloud requires enterprises to maintain applications in both public and private cloud, usually exchanging data across both. Many businesses are looking to deploy hybrid cloud applications in third-party data centres to reduce CAPEX costs and access public cloud services, without the cost of investing in capital-intensive proprietary data centre build and management.

Finding the right blend of cloud technologies, platforms and environments for your cloud strategy will help your business become more flexible, scalable and adaptable, setting you up for digital transformation success.

To meet that aim, we're increasingly looking at a hybrid future. Flexera 2022 State of the Cloud Report claim that 80% of enterprises are pursuing a hybrid IT strategy, while 89% are embracing a multi-cloud strategy

This research points to a significant trend in enterprises moving from operating and hosting their own cloud environments, towards hosting their data with third-party services outside of their own control.

Of course, for many Irish enterprises the act of 'going to the cloud' remains hindered by the burden of legacy IT and compliance concerns. However, the very nature of hybrid cloud enables you to take a tactical approach to increasing your cloud capabilities. As you become increasingly comfortable with how to approach it and realise the benefits of doing so, you can increase the number of applications, services and workloads that sit across various cloud environments.



# Unbounded cloud opportunities

Cloud is now essential to not only reduce business and IT costs, but to provide the flexibility required for digital dominance.

Only through the cloud is it possible to provision new environments on demand and make computing processes more efficient, scalable and automated. The beauty of hybrid is that it enables you to shape your cloud environment to your needs as and when you need to, and as your cloud confidence grows.

With a hybrid strategy you can move workloads to the most appropriate environment, balancing performance and risk factors on an individual basis. If an application is particularly sensitive or if you have concerns regarding data privacy, sovereignty and availability, you can juggle various types of cloud infrastructure.

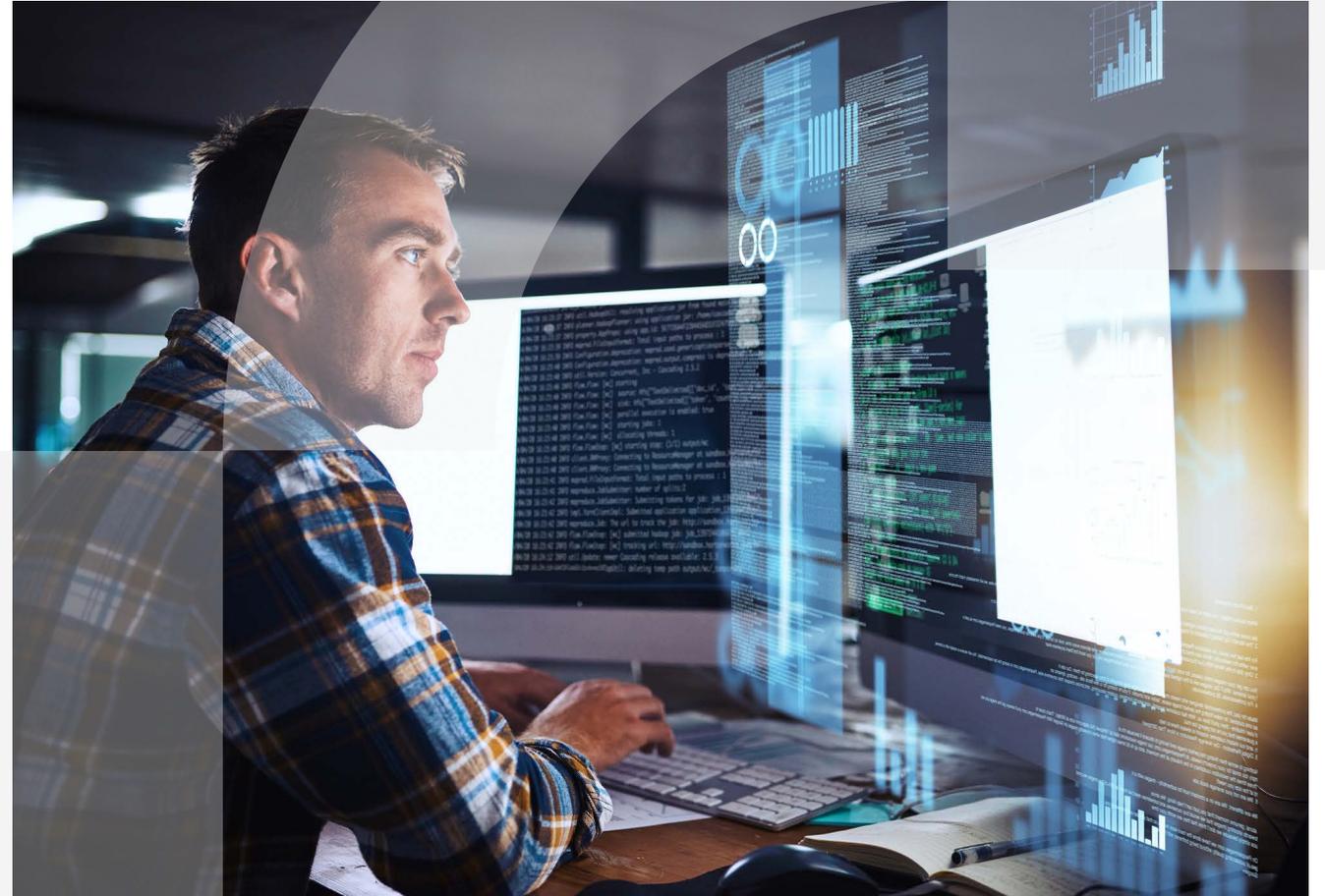
Wherever you are on your cloud adoption journey, the flexibility and choice of hybrid will help you find the right path to becoming more efficient and ultimately make your business more competitive.

### Always deliver for customers

Being seen to be ‘up to date’ with the ever-evolving trends in technology is critical to satisfying customers and ensuring you’re always one step ahead of your competitors.

Lacking the flexibility to absorb extra customer demand risks losing their business, and swiftly becoming irrelevant and unable to compete.

Legacy systems are not fit for purpose, which is where a hybrid environment comes into its own. Businesses can scale their needs at will to ensure they reactively meet even the most extreme, unexpected spikes in demand while retaining control of their physical infrastructure. With this in mind, how can your business deliver more value with the cloud?







## Conclusion

Cloud can no longer be dismissed as a fad, or a new tool that's simply nice to have. The digital age is driving businesses toward a major overhaul of the way they operate and a revolution of their traditional infrastructures. The benefits that operating a hybrid environment will bring your business are core to this shift, and failure to adapt and evolve could see you left behind. But speed, agility and flexibility have to become ingrained across the organisation, so you can't rush into it. Hybrid cloud has to be embraced to ensure business benefits across the organisation, rather than for convenience or to be seen to be following the latest tech trend.

Find out how PlatformDIGITAL® can help you on your hybrid cloud journey.

**Talk to an expert**



## About Digital Realty

Digital Realty brings companies and data together by delivering the full spectrum of data center, colocation and interconnection solutions. PlatformDIGITAL®, the company's global data center platform, provides customers with a secure data meeting place and a proven Pervasive Datacenter Architecture (PDx™) solution methodology for powering innovation and efficiently managing Data Gravity challenges. Digital Realty gives its customers access to the connected data communities that matter to them with a global data center footprint of 310+ facilities in 50+ metros across 25+ countries on six continents.

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