

HYBRID DATA MANAGEMENT: THE NEXT STEP IN HYBRID IT

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Jim Rapoza
Research Director, IT

By leveraging hybrid data management, leading businesses are gaining increased control over their data and boosting the overall agility of their organization.

The Rise of Hybrid Data

Hybrid has become one of the most used terms in technology today. Starting with hybrid cloud, and then growing to the all-encompassing hybrid IT, businesses are increasingly adopting solutions designed to make the Cloud and on-premises work together seamlessly.

But are these businesses going far enough when it comes to hybrid? In some cases, organizations are implementing hybrid cloud servers, hybrid storage, and hybrid applications, but they are forgetting about the key element to all of these systems: data.

That's where hybrid data management comes in. Hybrid data management makes it possible to access, analyze, and manage all data, whether it's in the Cloud or on-premises.

This kind of capability is vital for today's enterprises. The reality is that, for almost every business, your data is stored everywhere (the Cloud, in virtual servers, physical machines, fast storage, cold storage — you name it) and it needs to be used by applications, systems, and services that are of a hybrid design themselves. This means that businesses that are successful at getting the most out of their data are those who are leveraging cutting-edge solutions like hybrid data management.

In this report, we'll analyze the hurdles that today's organizations face when it comes to managing and leveraging the vital data they need for all their systems. And we'll look at how leading businesses are using hybrid data management to boost reliability, get better control and management, and increase the effectiveness of their analytics and business intelligence.

Businesses are Flooded by Data

No one can argue with the fact that companies today are dealing with a higher volume of increasingly diverse data than ever before. Aberdeen research has found that the amount of data that businesses have to manage has increased by about 25% every year.

Adding to this challenge is the increasingly cloud-focused and hybrid nature of today's applications. These services are more likely to run on many

different Clouds, both public and private, which are themselves often not well integrated. Businesses are dealing with these complexities while simultaneously looking to adopt other new technologies such as artificial intelligence, containers, and the Internet of Things.

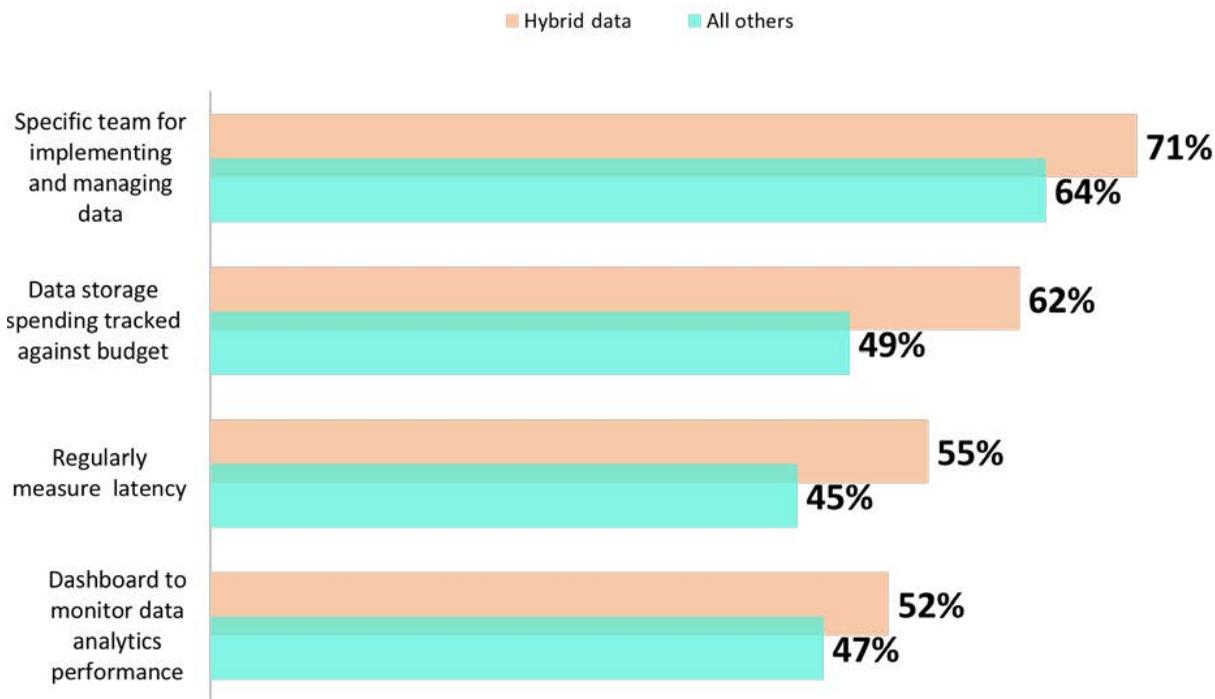
Our research has shown that these growing complexities are increasing the problems that businesses must deal with in their data infrastructure, including limited visibility into their data, poor analytics, and data that is stored in disconnected and unreliable data silos.

Making the Move to Hybrid Data Management

How does one reduce the complexity and better leverage data that is increasingly hybrid in the way it's stored, managed, and used? Quite simply, implement a hybrid data management architecture that is specifically designed to address these issues.

The right hybrid data management ties on-premises to the Cloud, including multi-cloud. It can utilize all types of data, from transactional and analytical to structured and unstructured. And it does all of this in a solution that can be easily utilized by all data stakeholders within an organization.

Figure 1: Hybrid Data Management Boosts Data Capabilities



Source: Aberdeen, May 2018 n=117

As shown in Figure 1 (see previous page), organizations that leverage hybrid data management have an edge over competitors when it comes to taking advantage of other key data management capabilities.

They are more likely to dedicate teams specifically to data management, give all stakeholders powerful dashboards for data analytics, and monitor their data infrastructure to ensure that it meets all goals in performance and budget.

And all of these capabilities lead to an even greater result. Aberdeen research clearly shows that businesses that implement hybrid data management gain a number of important benefits.

Table 1: Hybrid Data Management Solves Data Challenges

Businesses leveraging hybrid data management are:

60%	more likely to see less complexity in data management
20%	more likely to reduce the amount of storage hardware needed
2x	more likely to be able to manage greater than a petabyte of data
60%	more likely to have faster access to data

By adopting and getting the most out of their hybrid data management architecture, leading businesses see significant reductions in the complexity of data management compared to their competitors. They are also 60% more likely to have fast access to data, ensuring that decisions made with that data happen within vital time windows.

Organizations with hybrid data management effectively manage massive amounts of data and do so at lower costs and with less hardware required.

For these businesses, hybrid data management is paying off in better performance, reduced costs, and much less complexity.

Key Takeaways

It's easy to make big, over-the-top statements about hybrid. "It's the next generation of IT, it will transform your business!"

While statements like these are true, the real key thing to understand about hybrid is that it is just the way IT infrastructures are being built now. We are no longer just a physical data center, but most businesses have yet to become cloud-only.

Effectively integrating both on-premises and the Cloud lets organizations take advantage of the best features of both. And this is especially true when it comes to data management.

With hybrid data management architectures, businesses can get the most out of all their data sources, no matter where they are and what form that data takes. And most importantly, hybrid data management helps them reduce data complexity, speed data access, and improve the bottom line.

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