

SPOTLIGHT ON FLEXIBLE IT

The Key To Enterprise Hybrid Cloud Strategy

Executive summary

Today, organizations face more uncertainty than ever before. With enterprise IT demands accelerating, organizations are challenged to adapt their strategies with flexible and agile technology to best support their customers. Modern IT organizations must leverage hybrid or various types of infrastructure, including on-premises, to meet these needs. Organizations that can bring together on-premises with public cloud strategically will be best positioned to serve their customers through a more open, flexible, and agile IT environment.

In January 2020, IBM published a study it had commissioned with Forrester Consulting in September 2019, to evaluate how organizations develop and implement their IT infrastructure strategies. Forrester conducted an online survey of 350 global enterprise IT decision makers across industries to explore this topic. We found that organizations are creating hybrid cloud environments with various public cloud, hosted private cloud, and on-premises infrastructure.

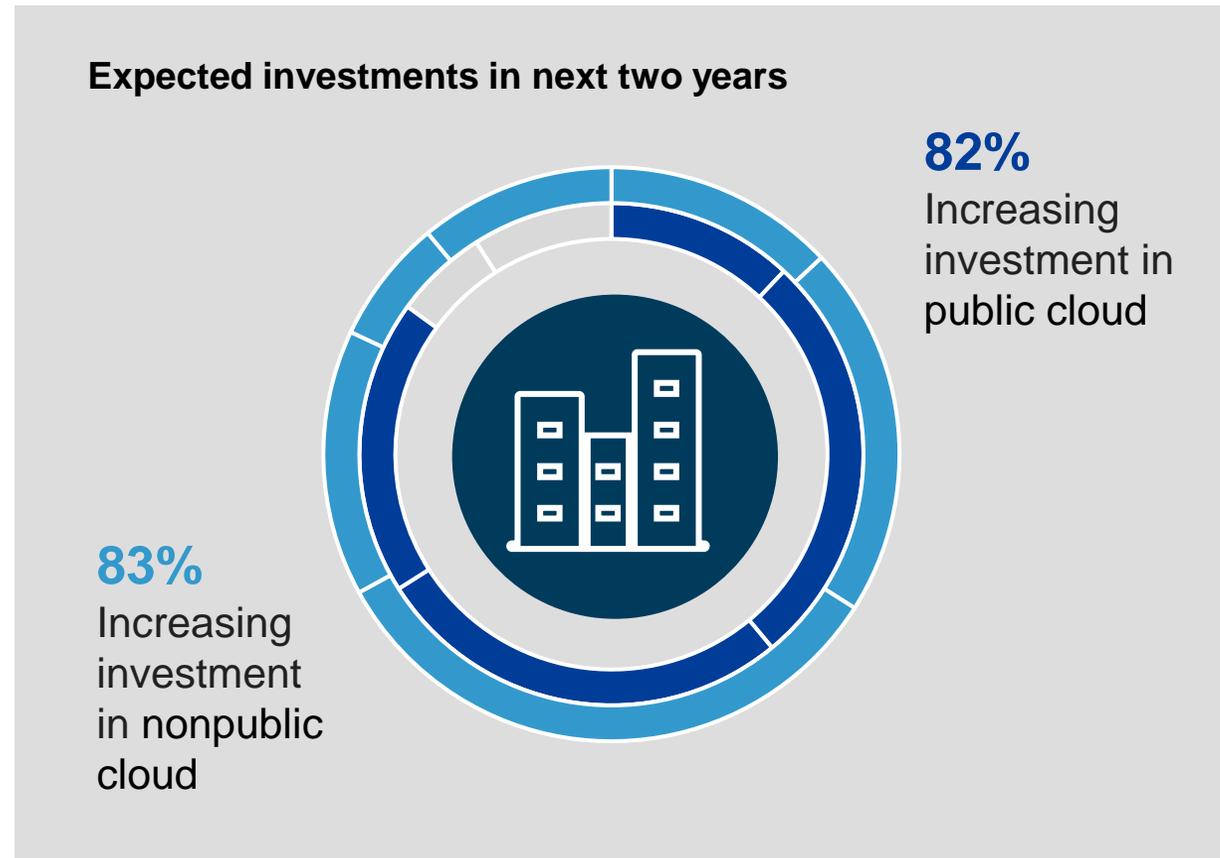
In times of complex and growing demands, IT organizations are seeking openness and flexibility in their IT infrastructure strategies.

Adapt to changes today and tomorrow by modernizing your firm's IT infrastructure strategy:

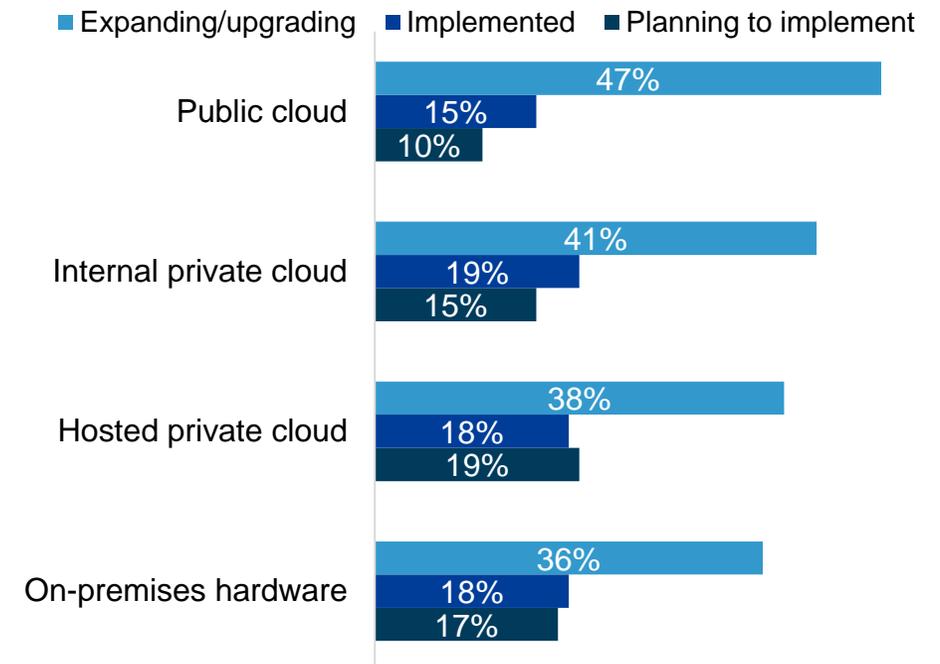
- Commit to diversifying your application platform strategy
- Seek openness in your continued investments in infrastructure
- Strengthen your hybrid cloud strategy with on-premises infrastructure as the foundation

Commit to diversifying your application platform strategy

Openness and flexibility result when organizations meet today's needs and tomorrow's by increasing investments across the board for a diverse mix of applications, including public cloud **and** on-premises infrastructure.



“What best describes your organization’s plans to adopt the following in the next 12 months?”



Seek openness in your continued investments in infrastructure

Failing to reinvest in existing platforms leaves firms vulnerable to lost business value.

Putting refreshes on the backburner can result in compatibility restrictions, diminished performance, and competitiveness — all top concerns for decision makers.

Compatibility restrictions

43% ranked restrictions for compatible apps, software, services, and integration as a challenge.

Inability to meet customer needs

43% ranked inability to meet increasing needs of customers as a challenge.

Decreased market competitiveness

39% of respondents felt a loss of competitive edge following a delay in refresh.

Diminished performance

38% of respondents stated that their organizations have experienced a decrease in performance post-delay.

Strengthen your hybrid cloud strategy with on-premises infrastructure as the foundation

Most firms remain open to a flexible infrastructure strategy — blending their cloud strategy on the foundation of their on-prem infrastructure.



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agree that on-premises infrastructure is a critical part of their firms' hybrid cloud strategies.



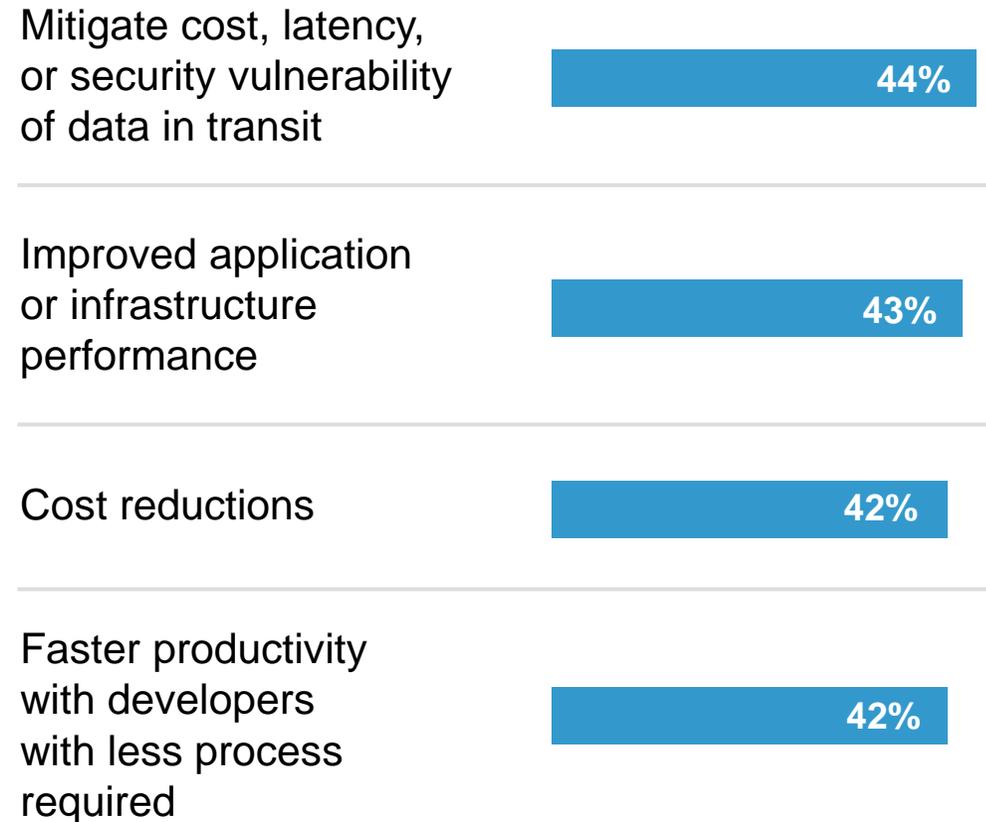
37%

find improved IT infrastructure management and flexibility a benefit of using hybrid cloud.*

Firms remain flexible in their use of on-prem to deliver better value

Organizations leverage on-premises resources in addition to the public cloud for flexibility — to get things moving quickly, mitigate vulnerabilities, and improve performance.

Top five reasons to leverage on-premises resources



Key recommendations



Commit to diversifying in your application platform strategy.

Firms are continuing to invest in a broad set of infrastructure platforms, including on-prem, hybrid cloud, and multicloud.



Seek openness in your continued investments in infrastructure.

Seek openness to this broad infrastructure strategy by reinvesting in on-prem that enables firms to minimize vulnerabilities to business loss.



Strengthen your hybrid cloud strategy with on-premises infrastructure as the foundation.

Public cloud serves many workload types, but not all optimally. Remain open to adding workload types, such as data-intensive applications and on-prem to deliver better value.



**Download the
full study**

Methodology

In this study, Forrester conducted an online survey of 350 global decision makers for IT infrastructure environments to evaluate how organizations develop and implement their infrastructure strategies. Survey participants included IT decision makers in infrastructure and operations, application management or maintenance, and/or software development. Questions provided to the participants asked about environments used for different workloads and investment in infrastructure. Respondents were offered a small incentive as a thank you for time spent on the survey. The study began in August 2019 and was completed in September 2019.

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