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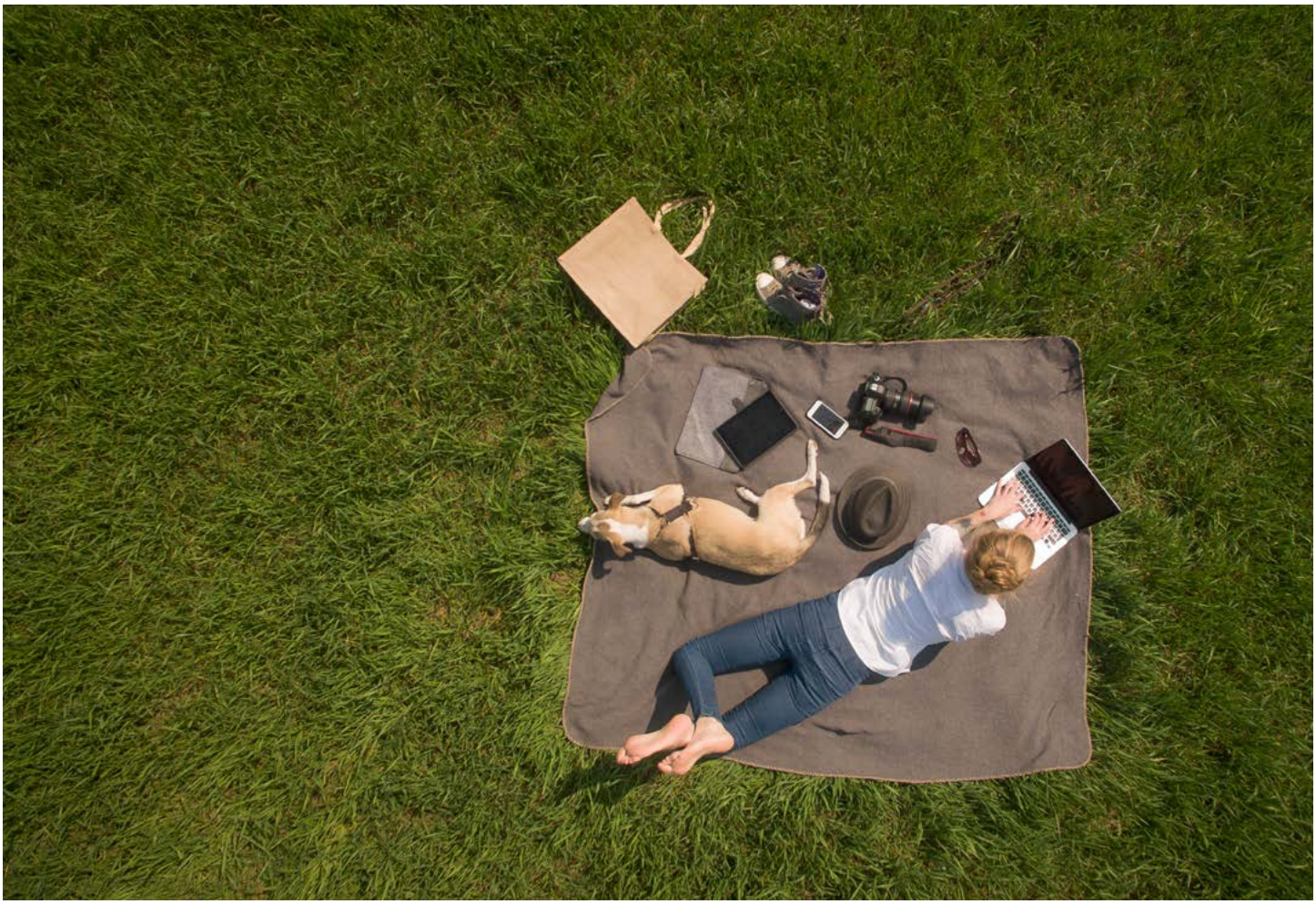
Modernize your IT with an open hybrid cloud strategy

IBM

Modern life is complex and the cloud connects us to it all. With an open hybrid cloud approach at the center of your IT strategy, you're connecting to a more rewarding future.



01

Innovation, security or speed? Yes, yes and yes.

"Hybrid cloud infrastructure based on open standards is key to realizing competitive advantage."[3]

Business today is dynamic and complex, and IT leaders are faced with dynamic, complex challenges. You must balance innovation and speed with flexibility, agility and security—and create IT environments that can adapt to spikier workloads, interdependent applications and more data at the edge to better connect customers, partners and employees. With all these challenges, it's no surprise that according to new research by Forrester Consulting "... only 21% of surveyed IT leaders said they are fully confident in the ability of their organization's current infrastructure to support growing application workload requirements."[1]

As an IT leader, you likely have a mix of clouds—public and private—along with your on-prem IT infrastructure. You also almost certainly have multiple cloud providers, making this a *multicloud* environment. The full-stack synergy between your mixed multicloud environments and your IT infrastructure—including systems, services and storage—is your *hybrid cloud*.

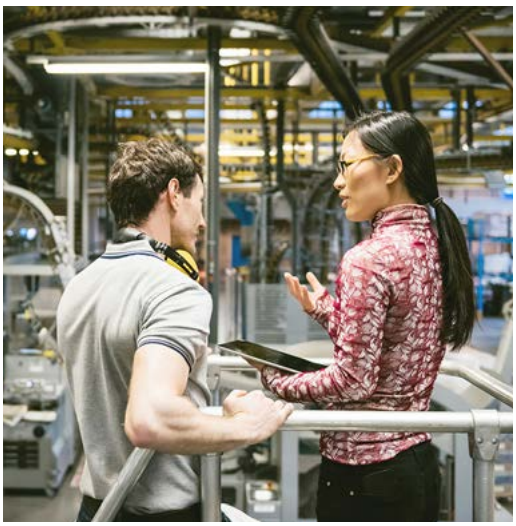
An *open* hybrid cloud environment is built on an open-source architecture. It provides flexibility by working *within* your IT architecture—no matter what kind of architecture it is. Open allows you to orchestrate multiple cloud properties with your on-prem infrastructure, creating a unified environment optimized for today's business demands that returns the most value on your investments. Of the nearly 1,300 IT leaders surveyed in 2021 for the Red Hat® report, *The State of Enterprise Open Source*, "82% are more likely to select a vendor who contributes to the open source community."[2]

Open is key to striking the right balance between innovation, security and speed to market.

02

Why hybrid and why open

"Coca-Cola European Partners (CCEP) . . . has signed a multiyear agreement with IBM to accelerate its transformation to an open hybrid cloud environment." [4]



The hybrid cloud value proposition is based on the idea that the value from transformation can be unlocked in a series of progressive steps. Choosing a hybrid path allows enterprises to build on their existing investments and get the benefits of cloud incrementally—often starting on prem—rather than waiting for a complete rebuild on public cloud. In addition, an *open* hybrid cloud approach can unlock value that might currently be constrained by silos which don't allow processes and data to connect across each silo.

The main sources of value in an open hybrid cloud approach come from these five key categories:

1. Increased business acceleration
2. Higher developer productivity
3. Increased infrastructure efficiency
4. Improved risk and compliance management
5. Long-term strategic flexibility

A study commissioned by IBM involved more than 30 leading organizations that have implemented different degrees of hybrid multicloud adoption. A key finding was that the greater the share of workloads consistently deployed on a hybrid cloud platform, rather than siloed in a public cloud, the more value was unlocked. According to the IBM Institute for Business Value (IBV), "the value derived from a full hybrid, multicloud platform technology and operating model at scale is 2.5 times the value derived from a single platform, single cloud vendor approach."[5]

Explore the smart paper, Unlock the business value of hybrid cloud (PDF, 611 KB).

03

Maximize the business value of your hybrid multicloud environment

The role of hybrid cloud as a source of strategic competitiveness is growing. To gain the most benefit from a complex, hybrid multicloud environment, IBV asserts, you need to be able to orchestrate across different types of clouds and IT infrastructures. You need an application development platform that runs on any cloud, and workloads that execute seamlessly across multiple clouds.[5]

No matter what your business and IT transformation goals are, an open hybrid multicloud approach can help you:

1. Foster greater innovation and reduce time to market.
2. Protect your data and manage regulatory changes.
3. Boost developer productivity while developing new product solutions more quickly.
4. Simplify complexity in your infrastructure while streamlining your operations.
5. Quickly adopt new technology while shifting your CapEx to OpEx.

All in an open hybrid cloud environment that enables multivendor portability and eliminates lock-in, with security at the core.

By adopting an open hybrid cloud strategy, you can create an integrated and unified cloud and IT infrastructure that enables all your environments to work seamlessly together. In turn, this ensures your organization can access the data it needs to do business while optimizing spend. All in the service of creating a delightful experience for your users that's nimble, flexible and cost-efficient—transforming your business without giving up what you and your users need.

"CIOs need to be able to offer capability that seamlessly integrates tasks across different types of clouds and entire IT infrastructures."[5]

04

Modernize and innovate with IBM’s hybrid cloud strategy

An open hybrid cloud strategy integrates and connects your multicloud and IT infrastructure into a more efficient unit. It breaks down cloud silos and enables management and control across your hybrid cloud environment. And it helps you create an interconnected, open-architecture foundation, affording your business the flexibility and efficiency it demands.

Our open hybrid cloud approach creates a unified platform on which to run and manage your business. By integrating and connecting across all your multicloud environments and IT infrastructure, this will help you:

Modernize
Modernize your applications and data, connecting and integrating them across a distributed hybrid cloud environment.

Optimize
Optimize your infrastructure to democratize your workload deployments with agility and flexibility built in and consumed as a service.

De-risk
Anticipate risks before they happen to keep your regulated workloads compliant, more secure and resilient, spurring innovation.

IBM’s hybrid cloud strategy is about meeting you where you are in your journey. You won’t be asked to replace what you have or rebuild from the ground up. Our strategy focuses on understanding what your business and IT goals are and helping you achieve them in the most efficient way. This is a significant value differentiation designed to help optimize your resources and improve time to market.

05

A hybrid cloud strategy that integrates it all

"The selection of IBM's hybrid cloud architecture with Red Hat OpenShift gives us the flexibility to optimize across different public cloud platforms according to our future needs."[4]

Peter Brickley
Chief Information Officer,
Coca-Cola European Partners plc

Explore our Coca-Cola case study →

IBM and Red Hat open your hybrid cloud environment

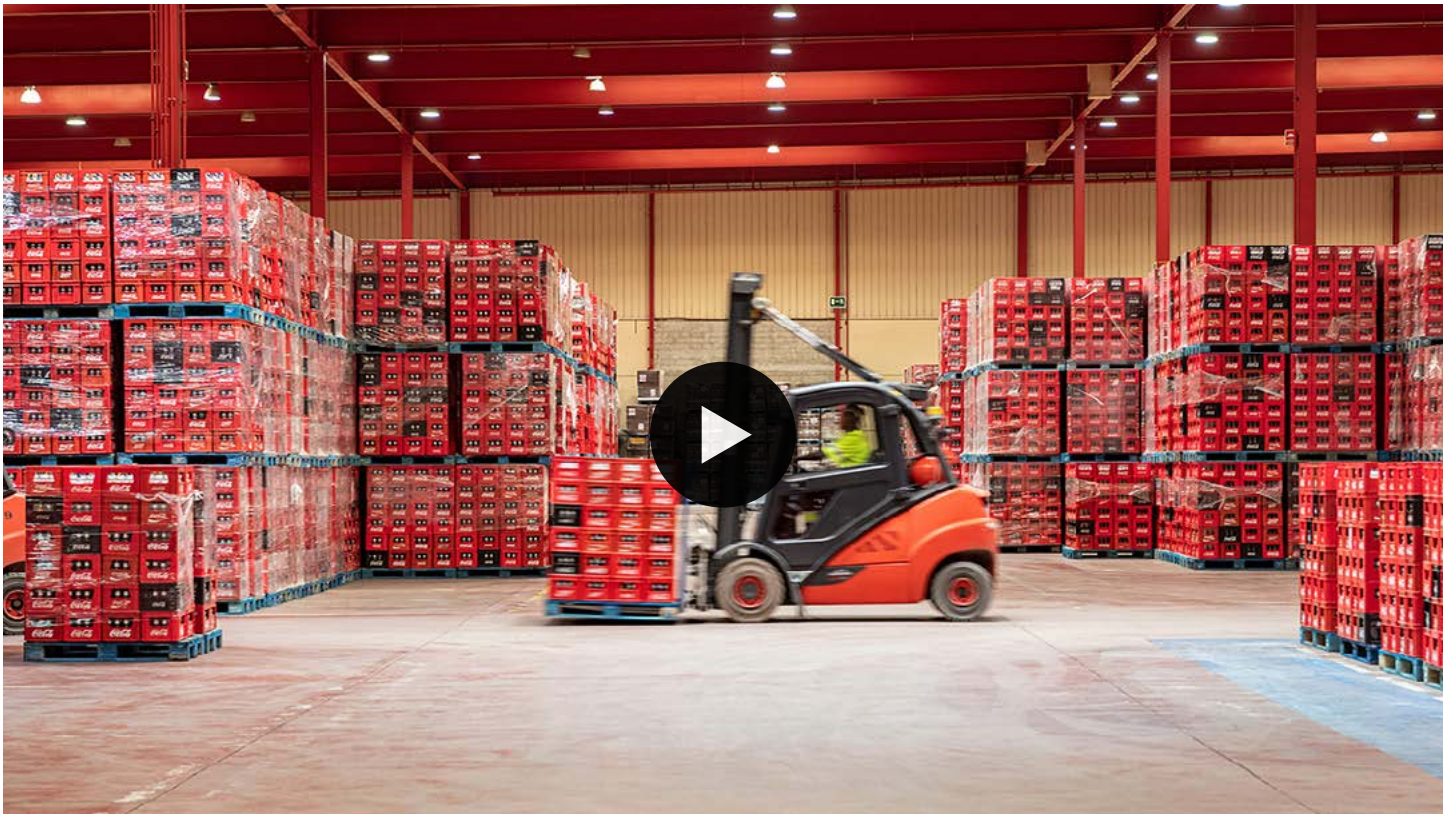
IBM leverages the open-source architecture rooted in Red Hat® OpenShift® to unleash the full potential of our hybrid cloud strategy. Red Hat OpenShift is among the most robust Kubernetes platforms, with full-stack automated operations to manage hybrid cloud and multicloud deployments—optimized for developer productivity and innovation. Together, IBM and Red Hat offer one of the most complete, comprehensive and extensible hybrid cloud platforms in the market today. When implemented, our open hybrid cloud approach integrates clouds and on-prem infrastructures to afford simple, frictionless interoperability.

With Red Hat OpenShift underpinning IBM's open hybrid cloud architecture, you get a single operating system and a container-orchestration platform that allows you to deploy applications without any hardware dependency—anywhere across your infrastructure. That means across your multicloud environment, too, creating an open hybrid cloud approach that provides the greatest degree of flexibility because it's vendor agnostic.

A cloud that's integrated and open

IBM and Red Hat will help you create an integrated cloud environment that is modern and maximizes the business value of your IT investments in the most efficient and cost-friendly way possible. Meet complex market demands and regulatory requirements while breaking down cloud silos, clearing the path for more innovation. Integrated and open, our hybrid cloud strategy supports the modernization of your applications and data and the optimization of your infrastructure to create greater efficiencies—and value.

For a deeper exploration of how to extract maximum business value from IBM's open hybrid multicloud approach, open the IBV smart paper, Unlock the business value of hybrid cloud (PDF, 625 KB).



Coca-Cola European Partners Leverage IBM's Open Cloud Architecture (0:46)

Footnotes

1. *Are You Getting The Most From Your Hybrid Cloud?*, A Forrester Consulting thought leadership paper commissioned by IBM, March 2022, Register here to download the report.
2. The State of Enterprise Open Source: A Red Hat Report, Red Hat, Inc., June 2022.
3. Outperforming Businesses: Realize 2.5-x value with a hybrid cloud platform approach (PDF, 1 MB), a white paper sponsored by IBM, Hurwitz & Associates, 2020.
4. Coca-Cola European Partners accelerates its strategic transformation, IBM case study, October 2020.
5. The hybrid cloud platform advantage: A guiding star to enterprise transformation (PDF, 340 KB), IBM Institute for Business Value, June 2020.

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