

# Hybrid cloud is transforming the business of banking

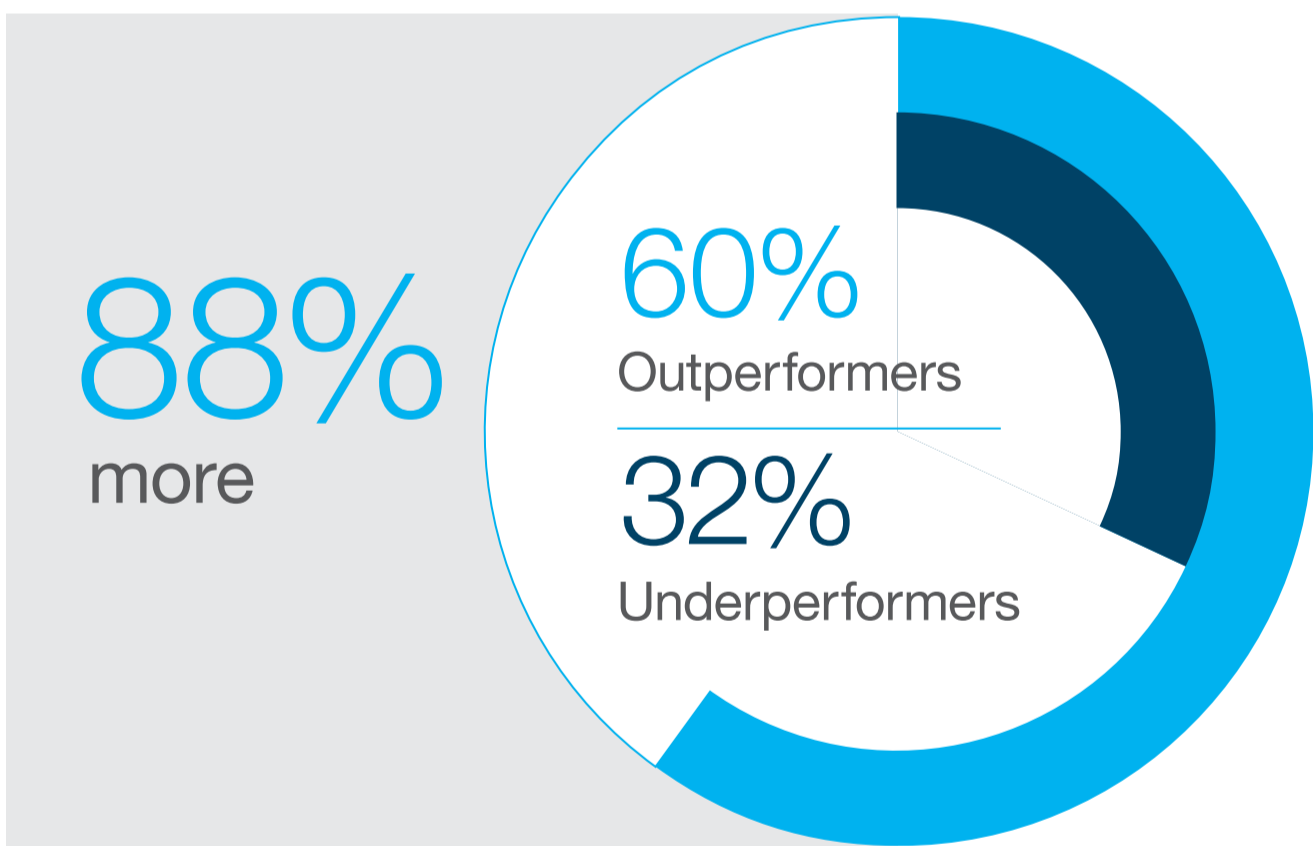


**83%** of bankers say their cloud initiatives are part of a wider strategic program

Hybrid cloud empowers banks with six game changing business enablers:

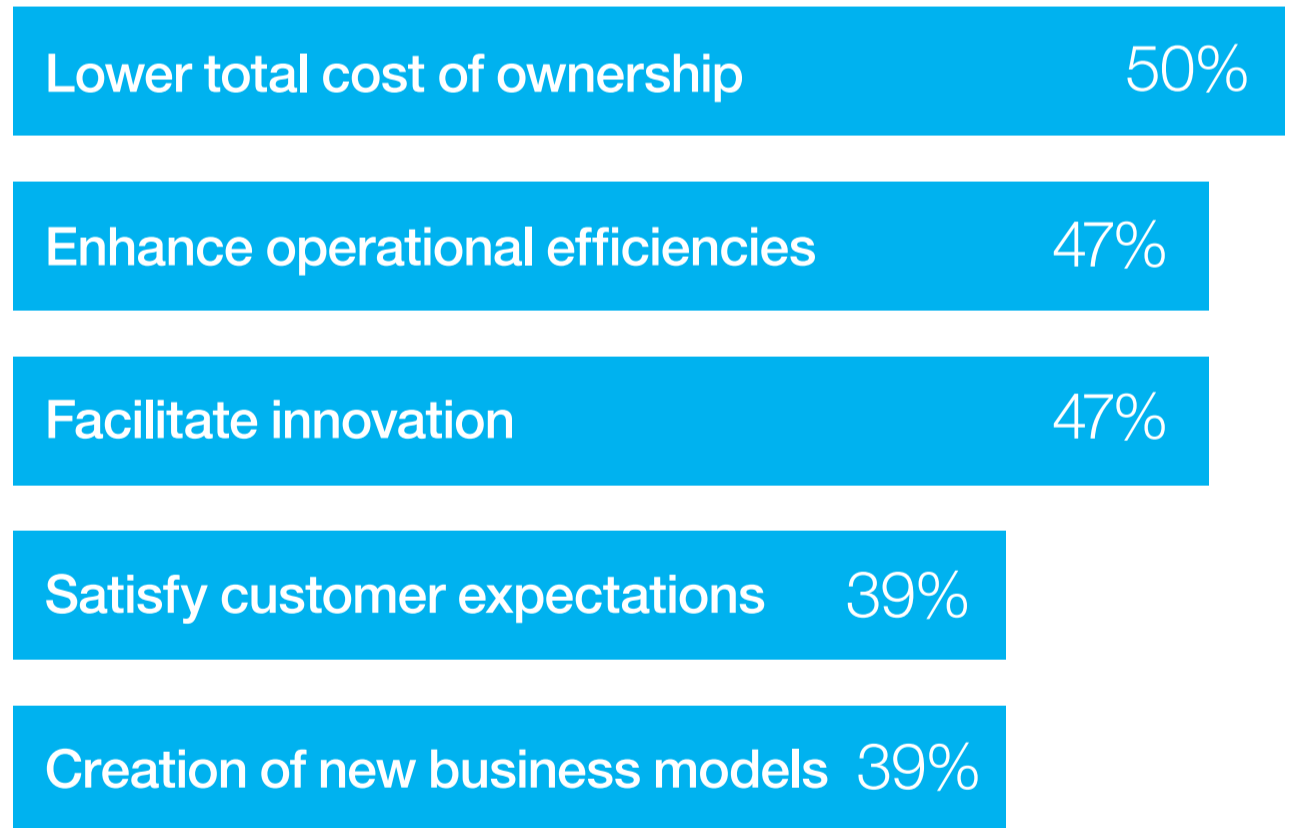
- 1 Cost flexibility
- 2 Business scalability
- 3 Market adaptability
- 4 Masked complexity
- 5 Contextual variability
- 6 Ecosystem connectivity

Top performing banks are already making hybrid cloud central to their overall strategies



Hybrid cloud improves business economics and supports new innovations

Percentage of respondents citing specific benefits



Three key steps to deploying hybrid cloud:

- 1 Formalize shared accountability for cloud strategy across all business units and functions
- 2 Define the business proposition for hybrid cloud across the entire enterprise and ecosystem
- 3 Prioritize and migrate workloads to hybrid cloud