Connected hybrid cloud: The key to continuous innovation
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Connected hybrid cloud: The key to continuous innovation

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

Business today is dynamic, complex and diversified, and IT leaders are faced with dynamic, complex and diverse 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 recent 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

Hundreds of client engagements tell us you likely have a mix of clouds from multiple providers and data sprawl across those environments. Therefore, it’s imperative that they’re not siloed so your organization can function seamlessly. We’re the partner that can guide you to ensure all of the environments across your IT infrastructure work together seamlessly, connected.

Open at the core to extract more value
How can you better manage and extract more value from your increasingly complex hybrid multicloud environment? By building your cloud and on-prem infrastructure on open-source technology. An open approach can create a connected IT infrastructure that lets you access your data where it lives, optimize your workloads for optimal operations and
develop and deploy your applications where they’re needed most. In addition, a seamlessly integrated and connected IT environment built on open-source technology provides flexibility by working within your IT architecture—no matter what kind of architecture it is.

A seamless and connected IT architecture is key to striking the right balance between innovation, security and speed to market—and to leaving a legacy your organization can build on with confidence.

A CEO study published in May 2022 and conducted by the IBM Institute for Business Value in cooperation with Oxford Economics reported that 60% of CEOs leading the most financially successful organizations list “delivering better customer experiences” among their highest priorities for the next 2–3 years.² The same study reported: “Data-driven, actionable insights that enable organizations to make experience decisions with foresight, not hindsight, have the potential to improve customer relationships exponentially.”²

“Hybrid cloud is a powerful strategy for business transformation and innovation across a modern enterprise.”³
Having an integrated cloud and on-prem infrastructure allows you to orchestrate your multiple public and private cloud properties with your on-prem infrastructure, creating a seamlessly connected and optimized environment. This will enable you to maximize the value of your investments while focusing on innovating, securing your data and accelerating time to market. When you empower your IT teams to innovate in a security-rich environment, they can create exceptional customer experiences that lead to business success and growth.

"A hybrid cloud platform simplifies and integrates diverse elements of a large cloud estate into a single, coherent fabric of capabilities."³

Hybrid multicloud is seamlessly integrated and connected

Partnering with IBM empowers enterprises to transform their IT with a series of progressive steps. This way, enterprises can build on 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, a modern hybrid cloud approach can create business value that might currently be constrained by silos which don’t allow processes and data to connect between them.

An effective hybrid cloud approach will help you achieve 5 key business outcomes:

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

The May 2022 cloud report by the IBM Institute for Business Value asserts that a hybrid cloud platform enables you to “integrate applications that run across multiple clouds, moving data securely across the cloud estate and improving business processes and workflows that span multiple clouds.”³ Furthermore, according to the report, “A well-mastered hybrid cloud platform makes ... rapid-cycle innovation much more flexible, dramatically faster, more productive, and less expensive, while making data accessible to more innovators inside the enterprise ... [enabling] you to innovate anywhere with anyone's technology.”³ In short, a hybrid cloud platform brings substantial efficiencies to your business—enabling you to innovate with greater security, more quickly and proficiently—thereby helping you reduce time to market.
Maximize the business value of your hybrid multicloud environment

The role of hybrid multicloud as a source of strategic competitiveness has become vital. Businesses that can orchestrate across clouds and IT infrastructures and create an application-development platform that runs on any provider’s cloud with workloads that execute seamlessly across multiple clouds—will reap the advantages of a fully connected IT. Deepshikha Antes, Global Red Hat® Strategic Partnership Leader with IBM Consulting®, asserts: “CTOs responsible for making hybrid cloud architecture environments that integrate seamlessly are in a pivotal time right now. Scaling to meet demands, managing risk and keeping up with rapidly changing technology are key steps to turn innovative ideas into business value.”

No matter what your business and IT transformation goals are, a modern hybrid cloud approach can help you:

1. Foster greater innovation and reduce time to market.
2. Protect your data and manage regulatory changes.
3. Simplify complexity in your infrastructure while streamlining your operations.
4. Quickly adopt new technology while shifting your CapEx to OpEx with flexible consumption models.

An integrated and connected cloud and on-prem infrastructure ensures your teams can access the data they need, when and where they need it. What’s more, it helps you optimize your physical, capital and human resources, while gaining multivendor portability and eliminating lock-in—with security at the core. 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.

“CTOs need to unify disparate environments to ensure scalability for rapid growth while building on legacy tech investments.”

CTOs need to unify disparate environments to ensure scalability for rapid growth while building on legacy tech investments.”
Transform your IT infrastructure for more innovation

An effective hybrid cloud strategy integrates and connects your multicloud and on-prem environments into a more efficient IT infrastructure. It breaks down silos and enables management and control across multiple clouds, on-prem and the edge. In addition, it helps you create an interconnected, open-architecture foundation, affording your business the flexibility and efficiency it demands.

IBM partners with you to create a unified platform on which you can run and manage your business. By integrating and connecting across all your IT environments, you will be able to:

Unlock IT and speed innovation
Realize the full potential of your diverse computing ecosystem by transforming your operations in 3 key ways.

1. Connect IT environments and create an integrated hybrid multicloud platform.
Streamline your DevOps and create a connected cloud and on-prem infrastructure built on open-source technology. This allows you to access your data where it lives—whether on-prem, in the cloud or both; optimize your workloads for optimal operations; and build your applications where you need them most. How do we help you achieve this unity in the face of diverse and disparate environments? By leveraging the open-source architecture rooted in Red Hat OpenShift to provide frictionless interoperability across your hybrid cloud, multicloud and on-prem environments.

With Red Hat OpenShift underpinning an 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. This creates an open hybrid cloud approach that provides the greatest degree of flexibility because it’s vendor agnostic and simplifies how you can more securely distribute, integrate and manage workloads across digital ecosystems.

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. IBM Consulting can help you bridge the gap between concept and marketable product.

A hybrid multicloud that integrates it all

Hybrid multicloud is transformational
Unlocking IT helps you realize the full potential of your diverse computing ecosystem by transforming your operations in 3 key ways.

Build a more energy-efficient IT
Pursue your sustainability goals with solutions that combine security, performance, ROI, resilience and efficiency within a broader environmental, social and governance (ESG) context, demonstrating the transformational efficacy of a modern IT infrastructure.

Mitigate risk for business resilience
Optimize your operations and create greater efficiencies with risk mitigation, regulatory compliance and security assurances to better prepare your organization for success in the cloud in the face of rising cyberthreats.
“Even further, by promoting openness and cohesion across the ecosystem, hybrid cloud opens the door to increased business value by expanding innovation.”³

2. Migrate workloads and modernize your application data. Address your dynamic workload needs and move mission-critical workloads like VMware to the cloud. Leverage existing technology, tools and skills with an outcome-driven offering that executes across multiple dimensions, including on-prem infrastructure, on-prem clouds and off-prem clouds, application portfolio and security—on a portable, open architecture as the foundation. Modernizing your cloud and on-prem infrastructure with an open architecture simplifies how you can access and manage mission-critical applications and data in the cloud.

Toward this end, our IBM Cloud® for VMware Solutions offering provides seamless and secure migration of your VMware workloads and applications to the cloud. Moreover, our rapid and continuous migration and modernization approaches allow you to efficiently scale new workloads, driving innovation in the service of delivering exceptional customer experiences.

3. Remove barriers to seamless data mobility across environments. Access your data faster with seamless data mobility across on-prem and cloud storage options and give teams the right data at the right time by removing silos and experiencing faster response times. Optimize your IT investment by virtualizing your on-prem data storage solution and making your data and applications available in the cloud so you can access your data where you need it most, while reducing redundancy and creating a unified and consistent experience in the cloud. We also offer automation integrations that help make the most of your storage solution investments.

With our premier storage offering, IBM FlashSystem®, you can create a bridge for your data and applications to move between your on-prem and off-prem storage solutions and easily move the storage characteristics, data and applications from on-prem to production in the cloud. This offering’s best-in-class performance and efficiency allows you to streamline administration and operations across on-prem, multicloud, virtualized and containerized environments. What’s more, there’s no need to re-train or specialize your team’s skill set.
Hybrid multicloud creates innovative possibilities
The May 2022 IBM Institute for Business Value report, Mastering hybrid cloud, states that, “A single, integrated hybrid cloud platform and application architecture is the chassis on which to mount and connect all the parts [of the automobile]. Instead of discrete components that accomplish little on their own, it’s the whole system that can get you where you need to go—meaning a dramatic improvement in software application development and production. It can mean more agility, speed, and business innovation.”³

IBM will help you create this seamlessly integrated and connected hybrid multicloud environment that is modern and maximizes the business value of your IT investments in the most efficient and cost-friendly way possible with flexible consumption models. Meet complex market demands and IBM will help you create this seamlessly integrated and connected hybrid multicloud environment that is modern and maximizes the business value of your IT investments in the most efficient and cost-friendly way possible with flexible consumption models. Meet complex market demands and regulatory requirements while breaking down cloud silos, clearing the path for more innovation. Integrated and innovative, a truly hybrid cloud strategy allows you to unlock your cloud’s full potential and your true business value.

Let’s get to work
At the heart of IBM Consulting is the IBM Garage™, a collaborative, hands-on approach to developing innovative solutions to business challenges. The IBM Garage methodology lives at the intersection of business strategy, design, technology, culture and innovation as a co-creation lab. Together with our clients, we workshop the practices, develop the technologies and provide the expertise their business needs to help chart a transformation journey from ideation to prototyping and beyond.

IBM Garage is at the core of our mission to be the catalyst to make the world work better. It exists to help businesses like yours meet the challenges of today and prepare for those of tomorrow.
Client successes—how IBM helped businesses unlock IT to speed innovation

Edarat Group
The Saudi Arabia-based technology company unlocked the value of a hybrid multicloud with IBM Cloud Satellite®.
Learn how they did it →

ActivTrades PLC
By moving its trading platforms to IBM Cloud for VMware Solutions, the online broker cut costs and time to market.
Learn how they did it →

Genus Power Infrastructures Ltd.
India’s top maker of smart meters used IBM FlashSystem for its data foundation, speeding its move to hybrid cloud.
Learn how they did it →
Drive business transformation

Learn how to extract maximum business value from IBM’s open hybrid multicloud approach.

Explore our hybrid cloud solutions →

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.
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