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Accelerating enterprise IT modernization with hybrid cloud

"74% of enterprises describe their strategy as hybrid."[1]
– Forrester

How to get the most from hybrid cloud

Hybrid cloud is quickly proving to be the best option for businesses, allowing them to pick and choose which parts of the business they modernize and when they do it. And they can do this without disrupting day-to-day operations and while limiting financial exposure.

Five critical steps in your hybrid cloud modernization journey

1. Define your hybrid cloud strategy

The right hybrid cloud strategy maps to your organization's business goals, enabling the creation of new business models, acceleration of new products and services, increased business agility and delivery of superior customer experiences.

> Gartner reports that organizations with a cross-discipline cloud strategy are more likely to find success in cloud initiatives and recognize the full benefits of cloud.[2]

2. Prioritize your application and data modernizations

At the outset of defining your hybrid cloud strategy, you'll probably already know which applications need to be modernized. But which ones are tackled first and in what way is an important second step. Similarly, your data strategy needs to be figured out in detail.
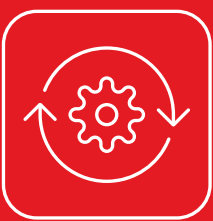
> In the 2021 Rackspace Technology survey on Application Modernization, 58% of respondents said that their enterprise software (ERP, CRM, SCM, HR, Finance) was the priority for modernization.[3]

3. Optimize your data portability

Successful hybrid multicloud operations depend on data portability. Leveraging a cloud neutral location with secure connectivity to any cloud allows you to share data to any cloud which can have big benefits down the line by reducing public cloud egress fees, helping to meet compliance and improving performance.

> ESG determined that savings of up to 85% in public cloud egress fees are possible.[4]

4. Adopt container architectures

Containers allow organizations to reliably deploy applications in different computing environments and offer performance and security benefits at a lower cost than traditional application deployment.

> Gartner predicts that by 2023, 70% of global organizations will be running more than two containerized applications.[5]

5. Adopt a multi-layer security strategy

A multi-layer security strategy helps to ensure data and applications are secure and protected across your hybrid environment.
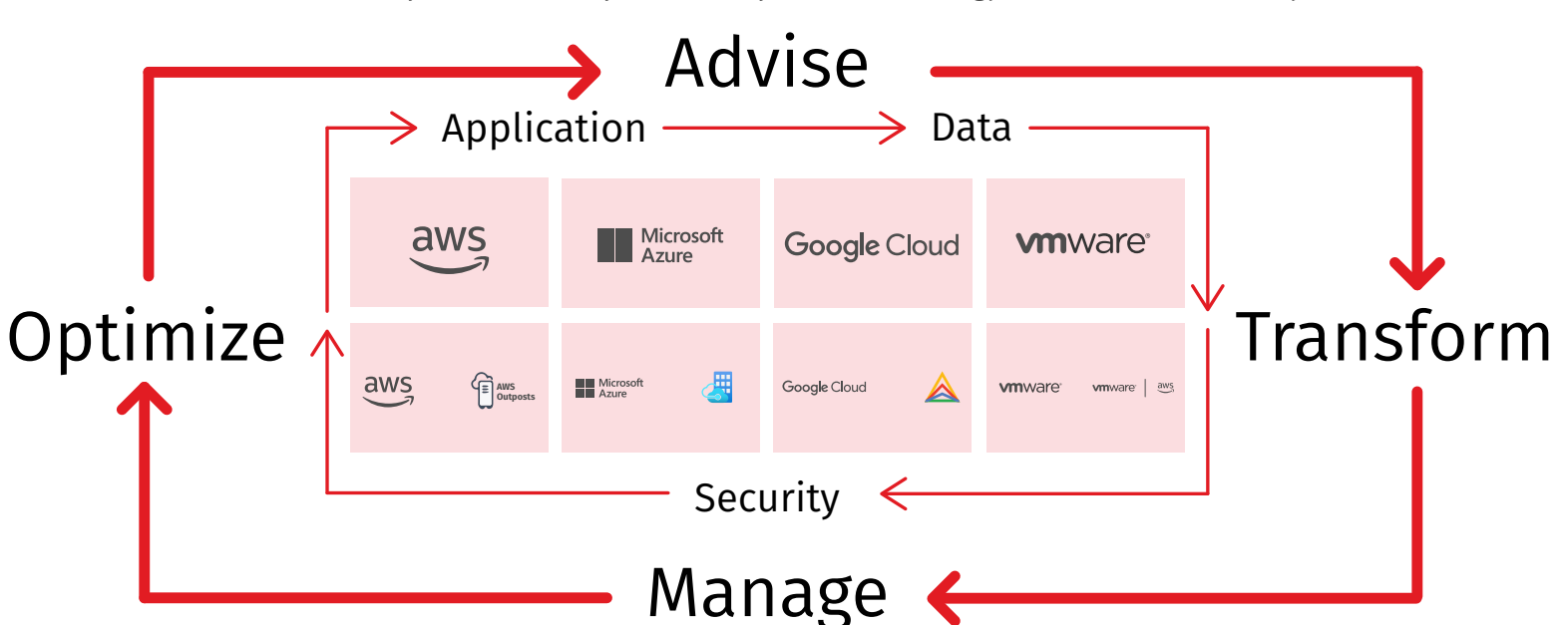
> Hybrid cloud data breaches cost $1.19 million less than those affecting public clouds.[6]

Rackspace Technology accelerates hybrid cloud modernization

With over 3,300 certified cloud professionals and deep relationships with the three major hyperscalers (AWS, Azure, GCP) as well as being a top 5 partner for VMware, Rackspace Technology is the ideal partner for your hybrid cloud journey.

We've designed a range of services including cloud strategy, application and data migration, DevOps transformation, cloud optimization, AI, Machine Learning and IoT to proactively help you build successful outcomes from hybrid cloud.

Unbiased but opinionated expertise on platform strategy and across the lifecycle

Advise — Application — Data — Transform — Security — Manage — Optimize

Fanatical Experience®

1 https://www.forrester.com/report/Top+10+Facts+Every+Tech+Leader+Should+Know+About+Hybrid+Cloud/-/E-RES143160#

2 https://www.gartner.com/en/documents/3905470/formulate-a-cloud-strategy-in-the-context-of-your-overal

3 https://aojvvw.files.welcomesoftware.com/download/6069af44d5811eca132ee84e6c91b8d

4 https://www.rackspace.com/lp/value-data-freedom

5 https://containerjournal.com/topics/why-kubernetes-is-the-king-of-containerized-tools/

6 https://www.ibm.com/security/data-breach

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