

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

To take full advantage of deploying hybrid cloud, organizations must learn how to take advantage of new technologies, as well as integrate their data and applications to facilitate flexible, fast and secure applications throughout the hybrid environment.

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. Develop an integration strategy

Organizations are using more applications than ever before, and all applications and their data sources need to be integrated to deliver superior customer experiences.

Through 2020, integration work will account for 50% of the time and cost of building a digital platform.³



3. Leverage cloud-native applications

Cloud-native applications allow for consistent deployment and automated management to help optimize performance of existing applications, speed the development of new applications, and connect both new and legacy applications — regardless of the underlying infrastructure.

Enterprises whose new application inventory is at least 20% cloud-native are twice as likely to report increased revenues than enterprises with fewer cloud-native applications.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.

Enterprise adoption of Kubernetes is at 60%⁵ with the market expected to grow at 30% CAGR to reach \$4.3B by 2022.⁵



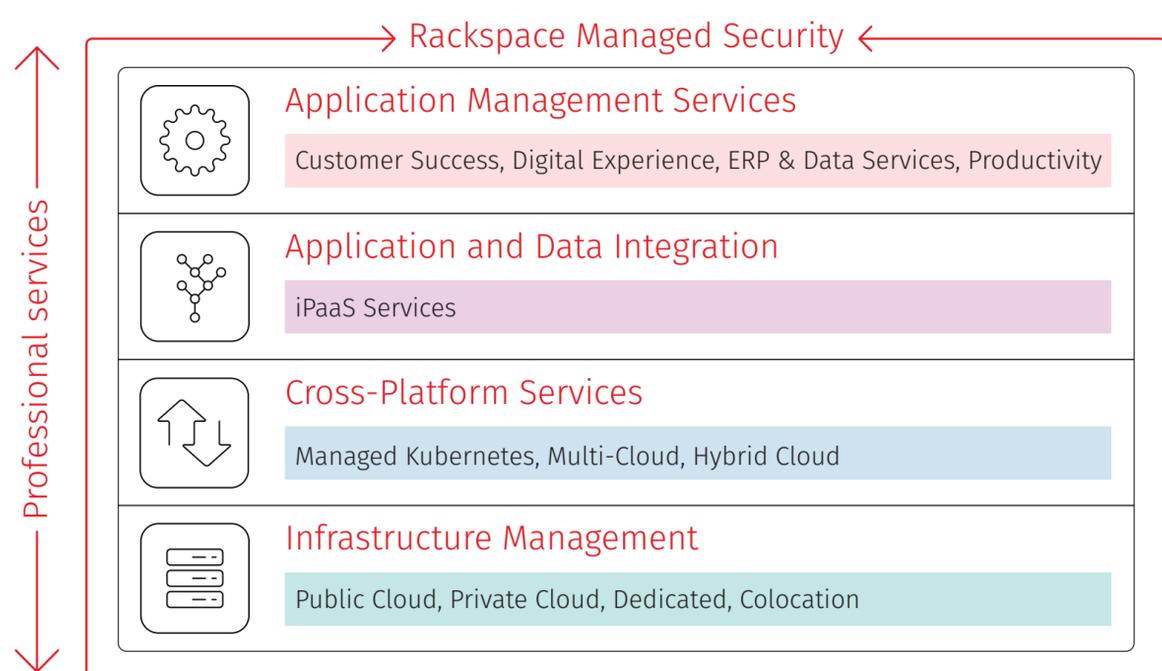
5. Adopt a multi-layer security strategy

A multi-layer security strategy helps to ensure data and applications are secure and protected across your hybrid environment.

Through 2022, at least 95% of cloud security failures will be linked to customer-side operations.⁶

Rackspace accelerates hybrid cloud modernization

With a comprehensive stack of services to enable hybrid cloud, we can help you deploy, manage and optimize your hybrid cloud environments. From migration services and hybrid cloud integration to cloud-native application development and Kubernetes as a Service, Rackspace offers customizable solutions to meet you where you are in your modernization journey and accelerate the value of the cloud.



1 <https://www.forrester.com/report/Top+10+Factors+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-overall>

3 <https://www.gartner.com/smarterwithgartner/use-a-hybrid-integration-approach-to-empower-digital-transformation/>

4 <https://cio.economictimes.indiatimes.com/news/cloud-computing/cloud-native-applications-adoption-is-set-to-double-by-2020-study/58940984>

5 <https://451research.com/451-research-says-application-containers-market-will-grow-to-reach-4-3bn-by-2022>

6 <https://www.gartner.com/smarterwithgartner/is-the-cloud-secure/>