Accelerating enterprise IT modernization with hybrid cloud

"Wilds of enterprises describe their strategy as hybrid."**

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.

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.

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.

4. **Adopt container architectures**
   
   Containers enable organizations to reliably deploy applications in different computing environments and offer performance and security benefits at a lower cost than traditional application deployment.

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.

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.

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**Forrester**

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

**Gartner**


**Gartner**


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**Gartner**

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

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Rackspace managed services:

- Application Management Services
- Customer Success, Digital Experience, ERP & Data Services, Productivity
- Application and Data Integration
- iPaaS Services
- Cross-Platform Services
- Managed Kubernetes, Multi-Cloud, Hybrid Cloud
- Infrastructure Management
- Public Cloud, Private Cloud, Dedicated, Colocation

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**Rackspace Managed Security**

- Professional services
- Application Management Services
- Application and Data Integration
- Cross-Platform Services
- Infrastructure Management
- Public Cloud, Private Cloud, Dedicated, Colocation

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For more information, please visit [Rackspace](https://www.rackspace.com) or [contact us](mailto:info@rackspace.com).