



Optimizing Business Value with the Right Cloud Environment

And why hybrid multicloud has emerged as the preferred model

Forward-looking organizations know they need to modernize their use of data, but many struggle in determining which cloud is best for their environments. Optimizing business value is the ultimate goal, and that requires selecting the right deployment model with the right service providers for each workload. That dilemma is putting an increased focus on hybrid cloud options that can accommodate modernized data centers, private clouds, and multiple cloud implementations.

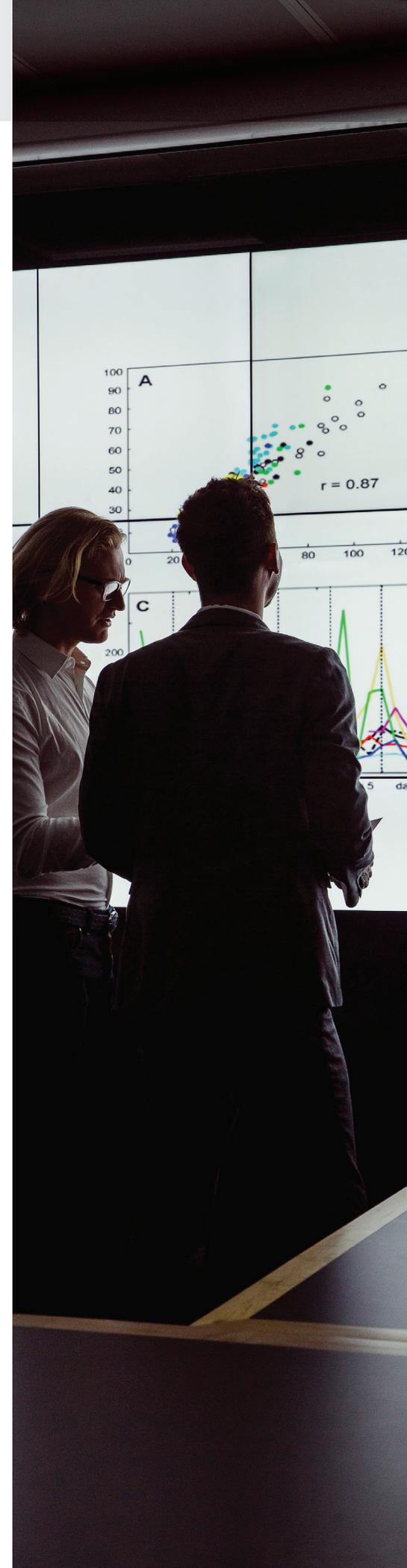
Legacy systems impose a multitude of complications: lack of agility, flexibility, and scalability; diminished performance; poor insight into data; heightened security risks; difficulty in adding new applications and services; and higher costs. Many organizations are eager to seek relief in cloud services, but evaluating all the options can be time-consuming, costly, and consume scarce resources. Most companies simply don't have the expertise to effectively evaluate, implement, and manage an evolving, flexible IT environment. As a result, some end up making short-term tactical decisions that could leave them falling further behind.

Public cloud services have proved irresistible for many companies eager to take advantage of virtually unlimited scalability, flexibility, and pay-as-you-go costs. But the reality has proven more complex, with unanticipated issues such as lagging performance for key applications, shared-security complications, and unanticipated costs, among others. In some cases, [CIOs have beat a retreat and pulled workloads back from the public cloud](#).

"There are a lot of ways that the public cloud drives value, but in many ways it's actually added complexity," says Jeff Moyer, Senior Vice President Private Cloud and Managed Public Cloud, with managed cloud services provider Rackspace. "Enterprises are having a hard time keeping up with what's real, what's useful in their environments, and where they get the people to understand and implement the new technologies that public cloud companies are pushing out."

Top challenges in fully utilizing data

Enterprises continue to rely on business-critical legacy applications either because they're not ready to go cloud-native, or they haven't perceived a real business case to lift and shift a particular workload to the cloud. Some are realizing there's still value in keeping certain



workloads on-premises or in a third-party party colocation facility. They may be progressively migrating others to a public cloud or simply bursting to the public cloud to process data while retaining that data in a secure private cloud.

By combining dedicated hardware with cloud-based services, hybrid provides the flexibility to take advantage of on-demand cloud resources while simultaneously satisfying even the most complex security and compliance requirements. But that requires IT to leverage platforms that allow them to manage their workloads anywhere, whether on-premises or off-premises. It's this need for a mixed infrastructure that is driving the hybrid multicloud trend, and technologies like VMware Cloud Foundation are allowing businesses to do just that.

Keeping sight of the objective

Increasingly, enterprises are running different workloads in different clouds as the need arises. But the effort to continually evaluate, implement, and fine-tune multicloud environments can become an all-encompassing task. That can become so disruptive that IT may lose sight of the key objective: moving data to where it can be most useful, whether that's in the cloud, at the edge, or safely housed in a data center or colocation facility.

For most organizations, improving the customer experience is paramount, and that means being able to put workloads where they're most accessible, highly available, provide the best performance, and take advantage of appropriate security.

"Enterprises are shifting from a cloud-first perspective and getting very savvy with hybrid multicloud as the preferred model," says Moyer. "There's no one-size, one-location-fits-all model. What fits in a public cloud model today could easily change in six months as business dynamics change and the business grows or shrinks."

Making the move to hybrid multicloud

Leveraging a hybrid multicloud infrastructure can help address these needs, but it's critical to understand the key steps to begin the journey:

- **Start with a clear view of data and application placement.** Developing an objective-focused measurement strategy and actionable analytic solutions to key business challenges such as mobility and customer experience, among others, will help guide decisions on where to locate workloads.
- **Adopt a framework that fully supports agility, flexibility, and scalability,** while avoiding vendor lock-in. Being able to shift workload placement as needed is critical.
- **Implement a solution that embraces this shift** by supporting a "data anywhere" approach such as that supported by VMware for the data center, in the managed public cloud, and in a private cloud.

Leveraging a managed services provider

It's easy to get bogged down in the details of cloud implementations, which is why many enterprises have turned to managed services providers such as [Rackspace](#) that can manage the modernization effort and free up internal IT teams to focus on innovation.



To learn more

To learn more, read

[Four Factors to Consider When Picking a Scalable Cloud Platform](#)

and

[Multicloud: The Oldest New Opportunity Facing Enterprise IT.](#)