

"I AM UNPRECEDENTED"

Hybrid cloud gives me unparalleled agility, precisely when I need it.



AT-A-GLANCE GUIDE

Where is cloud heading?

Your guide to making the right choice for the future

In the stampede to the cloud, organisations have had two distinct models to choose from: private or public.

Making those decisions has been something of a balancing act, with potential adopters weighing up the trade-off between budgets, security and scalability. Private clouds typically delivered enhanced security but with a price tag and scalability lag attached. On the other hand, public clouds can be much more cost-effective and, given their on-demand capabilities, deliver rapid scalability too.

On a broad scale these characteristics have, to date, divided adoption by organisation type. You could say that start-ups and smaller businesses have more readily opted for public cloud – because of its cost effectiveness. Conversely, larger organisations with bigger budgets, or those with particularly sensitive data such as financial records, legal case notes or valuable R&D data, have tended to go private.

As the use cases and benefits of both models are becoming more evident, increasing numbers are selecting an emerging middle ground where they can acquire the best of both cloud worlds – and adapt them rapidly as new use cases dictate.

The name of this new world? **Hybrid cloud.**

Hybrid cloud works by combining a public cloud service with private cloud capabilities and bringing the two together via a secure, high-speed connection.

By doing this, cloud becomes even more flexible and transforms IT leaders into technology brokers capable of spinning up new business capabilities and delivering agility almost on tap, while keeping information secure and budgets under control.

Hybrid cloud: The right choice for you?

It's true to say that with so much to offer, Hybrid cloud will become a force to be reckoned with in future. Not sure it's for you? Take a look at its merits relative to its private and public cousins:

RAPID ACCESSIBILITY

As ISPs consolidate and with issues of Net Neutrality in the States still evident, high-speed broadband may not always be as reliable or ubiquitous as public cloud customers might like. Hybrid cloud can bypass this issue if you select a provider with its own superfast network.

FLEXIBLE COMPUTING

If your organisation has peaks and troughs in activity, being able to spin up additional IT resources without expending precious capital is ideal. With a hybrid cloud model your BAU resources could be located in your private cloud, with a public cloud facility giving you additional computer resources as and when you need them.

SECURITY AND COMPLIANCE

Whether it's real or perceived, information security and compliance have been significant risk factors for many would-be cloud adopters. Fortunately, cloud providers have taken action to shore up their defences. But the issues around exactly who is responsible for securing data that's stored in another jurisdiction is still off-putting to many.

In a hybrid cloud situation, you may choose to keep your data within your private cloud. Or, if data is frequently transacted, you might want to spin up temporary database servers in the public cloud, run analytics and finally store results long term in the private cloud.

Is there a downside?

The beauty of hybrid cloud is its innate flexibility. But if your business has strict budget limits, building the private cloud component may prove too costly when compared against the ROI you could achieve with a pure public cloud deployment. Choose a partner with the business acumen and technical excellence to create the best option for you as you evolve and Hybrid could be the ideal option for you.

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