TRANSFORM YOUR ENTERPRISE WITH HYBRID CLOUD
Cloud computing continues to gain acceptance as an integral piece of modern information technology and digital transformation strategy, shifting budgets and strategies towards disruptive solutions. According to research firm IDC, the year 2016 alone will mark an 11% shift of budgets away from traditional IT delivery towards various types of cloud computing technologies as a delivery model.

Most likely, your organization is exploring cloud computing solutions to drive innovation and remain competitive in a global market. With so many offerings on the market, deciding on a strategy and a solution can be daunting. You’re not alone. More than 60% of enterprises are on that journey as well, expecting to have at least half of their infrastructure within the cloud by 2018.

Relatively speaking, cloud computing is still in its infancy. In its Digital Transformation Maturity Model Benchmark released in 2015, IDC found that 65% of organizations were still exploring or developing goals around their interests in digital technologies like cloud. Organizations that have already moved to the cloud are contending with the challenges of migration, choosing between public, private, and hybrid deployments.

With many organizational assets still not having reached their end of life, many CIOs are hesitant to move directly to public cloud, choosing instead on a mix of solutions, otherwise known as hybrid cloud.
Hybrid cloud is a computing environment which uses a mix of on-premises private cloud and third-party public cloud services with orchestration between the two platforms. Organizations commonly adopt hybrid cloud to serve emerging customer requirements in an agile, innovative setting that does not compromise existing technology assets. In many ways, hybrid cloud serves as a bridge to complete cloud adoption, and many firms are going that route. In fact, Gartner reports that 50% of enterprises will be using hybrid cloud by 2017.

Of the three types of cloud deployments, hybrid cloud is the most favored among organizations, as indicated by IDC in the FutureScape report released in November, 2015. Hybrid is favored due to its versatility in combining on-premises and public cloud solutions which offer development teams portability, continuous development, security services, data localization, and operational visibility and management. The emergence of hybrid cloud strategies has allowed many technology and development teams to adopt DevOps, an agile collaboration between information technology and operations.

With growth so essential for economic longevity and survival, hybrid cloud serves as the centerpiece of possibilities. IDC predicts that by 2018, 50% of large enterprises will leverage cloud platforms to grow anywhere between 100 to 1,000 fold.

If you’re looking for ideas on how to grow your business with hybrid cloud, this guide provides a few growth strategies through several practical applications.

**WHY SHOULD YOU CONSIDER THE HYBRID CLOUD?**

1. Flexible usage model – pay as you go
2. Transition capital costs to operations costs
3. Improved business agility and functions
4. Automation of development and deployment for rapid innovation
5. Ease of adoption with a mix of on-premise private cloud and public cloud solutions
Reason #1

OPTIMIZATION OF TECHNOLOGY RESOURCES

Keeping pace with business demands and competition is difficult. The market can transform in an instant, depending on the news or the season, and it expects services to be highly available and stable. As a result, you must remain agile and leverage technologies that allow you to stay online even in the most strenuous of situations.

The changing process of technology resource management and the hybrid cloud has given rise to the term “cloudbursting,” where workloads are temporarily migrated to a different cloud environment to meet demand. In a hybrid cloud scenario, cloudbursting would see the steady state handled by a fixed private cloud environment and any significant changes in demand handled by resources on the hybrid cloud.

Besides cloudbursting, the hybrid cloud also facilitates the optimization of technology resources in disaster recovery. For example, you can keep its production environment in the private cloud while maintaining and replicating data in a recovery environment in a second cloud environment. Such a configuration not only provides you significant cost savings in data recovery, but also provides a dramatic improvement in application availability.

Optimize use of technology resources on the hybrid cloud by:

- Leveraging cloudbursting to handle intermittent spikes in workloads to meet demand
- Complementing a private cloud deployment to provide quick data recovery and high application availability
- Creating a test ground to introduce new technologies and test potential use cases
Reason #2

HYBRID INFRASTRUCTURE AND APPLICATION MANAGEMENT

The fundamental components of every enterprise lie in infrastructure, which includes hardware like servers, storage, networking components, and virtualization. Cloud infrastructure services have gained popularity over the past few years, in part because of the costly nature of on-premises hardware. As companies undergo technology refreshes, they realize that purchasing extra infrastructure to cover occasional spikes in usage is neither financially savvy nor practical.

While hybrid cloud has become popular, it still will not replace existing legacy infrastructures. Rather, hybrid cloud complements an on-premises infrastructure by allowing the extension of pre-existing hardware and even software that requires increased bandwidth to operate. Gartner expects adoption of infrastructure cloud services to grow at a 29.1% annual growth rate through 2019.

Finally, lying beyond infrastructure is the emerging trend of cloud containers. Cloud containerization is the next step above virtualization and allows for the isolation of software and its dependencies at the kernel level of an operating system in a virtual environment. For information technology and development teams, containerization is advantageous as applications become more portable, updates are more agile, and development environments are more flexible to changes. This allows for better development times and a quicker time to market.

Make the most of hybrid infrastructure by:

- Mixing appropriate cloud and on-premises technologies to increase flexibility and lower costs
- Considering cloud containerization to maximize software development optimization
Data and analytics have become a salient priority across all industries, from the emerging Internet of Things (IoT) vertical to cognitive solutions. Both solutions allow you to serve your customers in new ways through new experiences. Companies looking to maximize their analytics and data gathering activities look to their information technology department as the first step to creating a competitive advantage.

Hybrid cloud serves as the foundation for an effective analytics strategy, due to the required support around varying workloads. Combined with interconnected applications stored on various Software-as-a-Service (SaaS) applications and demographic data from third-party sources, hybrid cloud offers the flexibility needed to develop predictive models and create customer personas in a cost-effective manner. IDC expects the analytics market to grow 21.7% through 2020 as executives see increased value.

Finally, hybrid cloud and analytics have enabled the arrival of cognitive cloud, or the simulation of human thought processes in a computerized model. Cognitive cloud solutions take advantage of self-learning systems that use data mining, pattern recognition, and natural language processing to drive information technology towards automation without requiring human assistance. With especially large data sets, you can efficiently come to conclusions, make business decisions, and predict the future with relative accuracy.

Leverage the analytics and cognitive cloud to:

- Build predictive models that enable deeper insight on customer interests and behaviors
- Utilize cognitive capabilities to drive analytics automation for better decision-making
- Connect various software applications to create rich data insights
SPOTLIGHT: PERFICIENT’S HYBRID CLOUD VALUE-ADD

We understand the value of hybrid cloud and help you adopt the appropriate solutions from strategic planning through implementation. We combine our custom cloud native and migration strengths with DevOps to provide an end-to-end solution, that impacts organizational change around people, processes, culture, and technology. With expertise in leading cloud platforms such as IBM Bluemix, Amazon Web Services, Microsoft Azure, Dell Boomi, and Salesforce App Cloud, we can help you find the optimal cloud solution for your organizational challenges and environment.

Our philosophy is rooted in value engineering, a systematic method aimed at improving the value of goods and products characterized as a ratio of function over cost. With the accelerated transformation, solution cost reductions, and innovation within the cloud industry expected to continue for several years, the only criteria for evaluating cloud solutions requires a thorough examination of long-term organizational value.

INNOVATION LAB

We empower hybrid cloud migration with our industry-leading Innovation Lab. Organizational stakeholders can be overwhelmed with the available cloud options, so our experts assist with choosing the right platform, assessing technology benefits, delegating organizational roles, technology migration, and cost-effective implementation. In a 10-to-16-week period broken down into three phases (discovery, agile realization, adoption planning), you will gain clarity on your cloud adoption platform strategy and design a minimum viable product user story for the cloud platform you plan to use.

IMMERSION SOLUTION

The Immersion Solution is our migration-as-a-service solution for clients interested in using IBM Bluemix, boosting in-cloud application efficiency nearly 40% over standard migration processes. Built on Bluemix, Softlayer, and UrbanCode, the Immersion Solution reduces the cost and increases the velocity at which existing on-premises information technology can be migrated through continuous delivery, validation, and connectivity. Our successful development of this solution earned us the 2016 IBM Beacon Award for Outstanding Enterprise Cloud Solution at the IBM PartnerWorld Leadership Conference.
WHY PERFICIENT?

There is no doubt that hybrid cloud has become a strategic investment, providing the foundation for application management, cognitive cloud, and technology optimization. For savvy technology executives, exploring the benefits and advantages are critical to staying relevant in a global market. If you’re interested learning more about how these solutions can assist your organizational needs, send us an email at sales@perficient.com for more information and a conversation.

RESOURCES
https://www.idc.com/getdoc.jsp?containerId=prUS25350114
https://www.idc.com/research/viewtoc.jsp?containerId=259840
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http://www.idc.com/getdoc.jsp?containerId=prUS40560115
Let Perficient help you on your cloud-first journey:
ABOUT PERFICIENT

Perficient is the leading digital transformation consulting firm serving Global 2000® and enterprise customers throughout North America. With unparalleled information technology, management consulting and creative capabilities, Perficient and its Perficient Digital agency deliver vision, execution and value with outstanding digital experience, business optimization and industry solutions.

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