

An Insider's Look at Enterprise Cloud Adoption

Enterprise customers with varying cloud adoption strategies share their aspirations and challenges around hybrid cloud, overall cloud migration readiness, and key cloud requirements such as availability and storage.

It's a well-known fact that more businesses are adopting cloud computing technologies, and the overall preference is for hybrid cloud architectures. Although the timing and approach of each organization's cloud strategy varies based on specific needs, industry dynamics, business goals, and other factors, there are

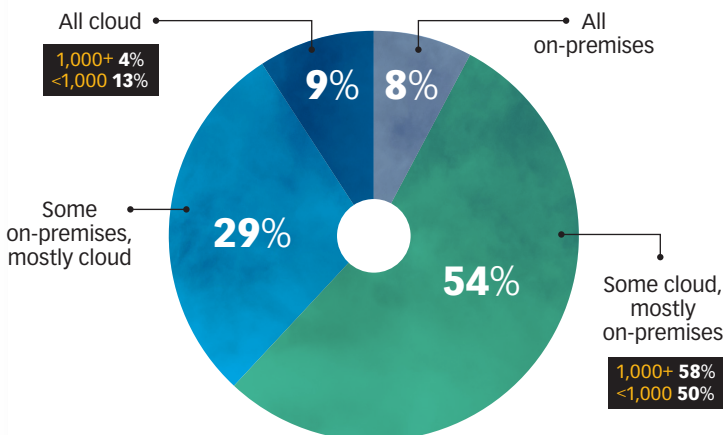
general characteristics that can be applied to — and learnings gained from — those with differing strategies.

Two recent studies — [IDG's 2020 Cloud Computing Study](#) and a separate research study conducted by IDG and Pure Storage — reveal three general states of cloud adoption:

- **Hybrid Innovators** either have most compute in public cloud and some on-premises, or most compute on-premises and some in public cloud
- **Cloud Crushers** use public cloud resources exclusively
- **On-prem Gurus** have all their compute and storage resources in an on-premises data center/private cloud

IDG's 2020 Cloud Computing study reveals the heavy use of hybrid cloud. (Figure 1). The Pure Storage/IDG survey found roughly the same breakdown. Most respondents had a mix of public cloud and on-premises application architectures (Hybrid Innovator). Fewer were exclusively public cloud environments (Cloud Crusher) and fewer still had an exclusively on-premises/private cloud environment (On-prem Guru).

FIGURE 1.
Hybrid Cloud Dominates the IT Landscape



Source: Pure Storage/IDG

Understanding the Goals of Cloud Adoption

This paper summarizes the state of cloud adoption among these categories, the varying pain points respondents have experienced in adopting cloud computing (both on- and off-premises), and the potential solutions that Pure Storage offers each for simplifying operations and making a seamless transition. (See, About the Survey, page 4).

What follows is a summary of the survey's key findings.

1. Hybrid cloud is here to stay — and growing

- 83% of respondents indicate hybrid cloud is part of their organization's IT infrastructure strategy
- 58% of respondents cite hybrid cloud as a strategic goal in the next 6-12 months
- 34% of respondents plan to migrate a majority of applications to the public cloud in the next 6-12 months

These findings were confirmed in IDG's 2020 Cloud Computing study, which found that 41% of B2B tech decision-makers said that they will shift more applications and workloads to some form of cloud (public, private, or hybrid) in the next 12 months.

2. The challenges around cloud adoption are real — and change is needed

Half of the respondents to the Pure Storage/IDG survey said they still haven't figured out how to stitch together their on-premises and cloud deployments for a seamless hybrid cloud environment. (Figure 2).

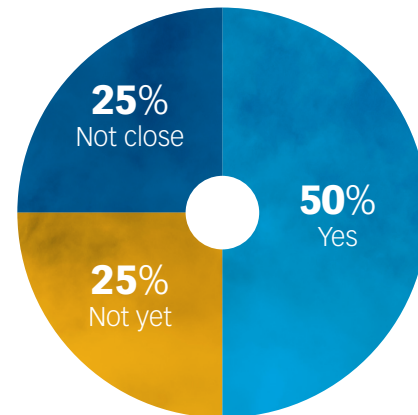
A majority of organizations (63%) plan to modernize their private cloud and on-premises infrastructure using containers within the next 12 months. In addition, 93% of respondents recognize that re-architecting applications for multicloud mobility is required — but know it can be complicated and expensive. When asked what use cases companies are planning to move to the cloud, data backup and running production workloads topped the list.

At the same time, there is a lot of confusion around what moving to the public cloud entails. Some respondents said their companies had already decided that the public cloud won't work for them because the security gaps are too significant. A majority said that they hadn't mapped their tier-1 enterprise-class features against public cloud features to ensure they match because they assumed they already did. Others have done an analysis based on functional needs but have not mapped public cloud features against what solution they will purchase and deploy.

FIGURE 2.

Many Organizations Struggle with Hybrid Cloud

Have you stitched together your on-premises and cloud deployments for a seamless hybrid cloud?



Source: Pure Storage/IDG

3. Storage-as-a-Service can help ease the pain

Among Hybrid Innovators, 62% of organizations think that it is important to provide users with the freedom to provision resources without having to rely on IT for every request.

Respondents were also asked "on scale of 1-to-10 (with 10 being critically important), how important it is for companies to have a single storage-as-a-service (STaaS) subscription across their hybrid cloud?" Eighty-one percent of Hybrid Innovators gave it a 5 and above. This group seems particularly focused on the need for a single STaaS solution across their hybrid cloud environment.

63%

plan to modernize their private cloud and on-premises infrastructure using containers in the next 12 months

93%

recognize that re-architecting applications for multicloud mobility is required – but also complicated and expensive

On scale of 1-to-10 (with 10 being critically important), how important it is for you to have a single SaaS subscription across your hybrid cloud?



81%
of Hybrid Innovators
gave it a 5 and above

Pure Storage is the Partner of Choice

Whatever your cloud goals are or may be, Pure Storage has solutions that meet your needs. Pure Storage helps enterprises accelerate time-to-market with storage that's always fast, always on, and always secure, while also reducing complexity.

IF YOU'RE A HYBRID INNOVATOR:

You're on the way to enabling truly hybrid applications. Picking an infrastructure that can seamlessly stitch together your on-premises and public cloud deployments will help you develop applications once and deploy anywhere, seamlessly leverage public cloud for disaster recovery (DR), and migrate across private and public clouds effortlessly.

Hybrid Innovators can use Pure Storage cloud data services and private cloud infrastructure to bridge the cloud divide, building hybrid applications that run across clouds, and leverage the agility and innovation of private, edge, and public clouds simultaneously. Where once private and public cloud data storage operated in separate worlds due to different data services and APIs, Pure unifies private and public cloud deployments, delivering effortless application and data mobility.

NEXT STEPS:

- Build a consistent data layer across your hybrid cloud deployment. Pure's cloud data services enable simple, cost effective data mobility.
- Get consistent data services, reliability, APIs, and data management across on-premises and public cloud deployments with Pure Storage® Purity software, backed by Pure Storage® FlashArray™ and Pure Cloud Block Store™.
 - This creates a seamless data plane for dev/test, production, and DR across hybrid cloud or multicloud environments.
- Employ Pure as-a-Service™ for unified hybrid cloud licensing, and Pure1® for consolidated storage management.

For companies moving aggressively to a hybrid cloud architecture, Pure Storage can help simplify hybrid cloud data and app mobility.

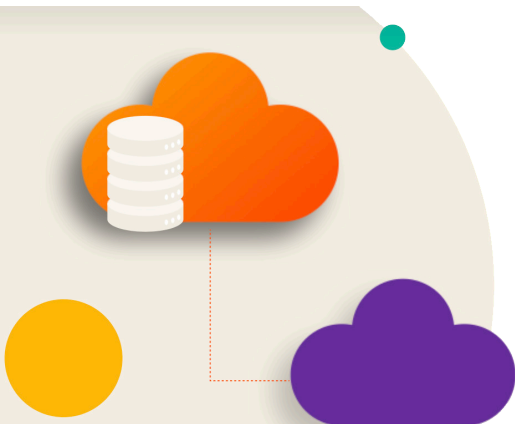
IF YOU'RE A CLOUD CRUSHER:

You've hit cruising altitude and you're comfortable in the cloud. That's great news and means you're likely ready to reap additional benefits. Did you know you achieve higher performance and availability from your cloud storage for those mission-critical workloads and applications while also reducing costs?

NEXT STEPS:

- Get more from your cloud investment with enterprise-grade software-defined block storage in your AWS and Azure clouds.
- Enhance native cloud storage and improve ROI with Pure Cloud Block Store.
 - Improves overall cloud economics and reduces cloud TCO
 - Increases reliability and availability SLA for tier-1 applications
 - Enables industry-leading data efficiencies and predictable performance

For cloud-first organizations, Pure Storage can help enhance native cloud storage and improve ROI.



IF YOU'RE AN ON-PREM GURU:

You're building your own private cloud on-premises. You get that your users want the freedom to provision the resources they need, when they want. You're also giving development teams more time for value-added work that drives business.

NEXT STEPS:

- Enable cloud-like agility on-premises by leveraging cloud native tools using Pure Service Orchestrator and Pure's deep integration with VMware Cloud Foundation.
- Get end-to-end storage and data management for all your Kubernetes initiatives using Portworx Kubernetes data services platform on-premises and in your cloud.
- Employ Pure as-a-Service — flexible as-a-service consumption — for cost control.
- Create a "develop once, run anywhere" model with consistent cloud automation.
 - Pure supports a wide range of automation solutions, so you can choose the one that best meets your needs.

Pure Storage can help enterprises modernize their private cloud to get cloud-like agility on-premises.

The Bottom Line

Wherever you are in your cloud journey, and whatever type of cloud architecture you choose, Pure Storage has innovative and flexible storage solutions to fit your requirements. Organizations of all types and sizes turn data into intelligence, shed the complexity of legacy infrastructures, and empower DevOps with Pure's solutions.

Pure Storage makes data available when and where it's needed, providing a consistent data platform across on-premises and public cloud environments with a unified hybrid cloud consumption model. Find out more at www.purestorage.com/cloud.

**About the Survey**

The Pure Storage/IDG survey was directed at cloud architects as well as heads of IT operations, infrastructure, and storage who are responsible for network and/or infrastructure management.

The survey included 16 questions designed to capture current status and future plans for application architectures and impressions on total cost of ownership, storage and network performance, cloud migration plans, technology choices for apps, and more.

Survey respondents were required to work in an IT role for an organization with 1,000 or more employees and have a title of Manager or above with some role in IT decision-making. The organizations also must have adopted cloud as part of their infrastructure.

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