



HYBRID WORLD

How Hybrid Cloud Solutions Are
Paving The Way For Hybrid Working



Even prior to the pandemic, you couldn't step into a boardroom anywhere in the world and not hear the term 'digital transformation'. Now, as we emerge into a post-pandemic landscape, the term 'hybrid' seems to have taken the spotlight. Figures from April 2021 revealed that in the UK, where the vaccine rollout was already well underway and a roadmap out of the pandemic was established, **more than 70%** of employees wanted hybrid working to stay as a permanent feature. Perhaps more crucially, more than two-thirds of business leaders were already planning to downsize or redesign their office space to accommodate hybrid working long term. The takeaway? Hybrid working is most likely here to stay, and business leaders are now turning their attention toward how best to facilitate it.

As well as behavioural changes and employee preferences, the road to digital transformation itself has been heavily impacted by the pandemic. While countless businesses were already dabbling in the cloud and mulling the pros and cons of **private cloud** versus public cloud solutions, the pandemic accelerated their thinking dramatically. This accelerated digital change was so profound that it was actively studied by **McKinsey**, who estimated that businesses crammed a decade's worth of digital change and planning into a 90-day period at the start of the pandemic. They dubbed this The Quickening, and it hasn't slowed yet. Could the **hybrid cloud** be the solution that paves the way for hybrid working?





HEAD IN THE CLOUDS

According to [Gartner](#), there was a global surge in cloud adoption across a diverse range of industries in 2020, and spending on cloud services has already grown by around 20% in 2021. Much of this is due to businesses rapidly responding to lockdowns and other COVID-19 restrictions, doing what they had to do in order to stay functional and serve their customers. Shortcuts were understandably taken, but now that the dust has had time to settle and businesses have some experience with their new remote working policies, they're in a position to question whether or not the solutions they've chosen are fit for purpose. The biggest question on the

minds of CTOs and CEOs will be whether they go for a public cloud or a private cloud solution.

A pre-pandemic report called [State of the Cloud](#) found that more than 90% of businesses used a public cloud solution and over 70% opted for the private cloud route. You don't have to be a mathematical prodigy to understand that those numbers don't quite add up, and that's because there's a great deal of overlap. A good chunk of those businesses are taking a little from column A and a little from column B, and here's why.



WHY 'PUBLIC OR PRIVATE' ISN'T THE RIGHT QUESTION TO ASK

To understand why a hybrid solution might better serve your business, let's first address both public and private cloud solutions and their myriad benefits and disadvantages. **Public cloud** solutions, such as those offered by Amazon, Google and IBM, allow businesses of all shapes and sizes to tap into a centralised pool of resources as and when they're needed. From raw processing power to optimised software, and all of the power and cooling that goes with it, organisations can simply tap into what they need as part of a subscription model that can scale with their business. It's often the number one choice for smaller, fluid businesses that want to grow on a budget.

Private cloud, however, is better suited to larger businesses that are willing to make a long-term investment in their computing infrastructure. With a private cloud solution, a business might have slightly less financial flexibility, but will have dedicated computing power that they - and only they - have access to. This results in tighter security and easier compliance, but the company must be prepared to manage it extensively long-term.

HAVE YOUR CAKE AND EAT IT

Early adopters of the cloud quickly realised that the 'one or the other' approach to private or public left them vulnerable in certain financial or technological areas. Some areas of business, for instance, might be fairly static and predictable, making long-term private cloud investment a safe bet. Private cloud might also be preferred for businesses that store highly sensitive customer data such as those in the medical, government or financial sectors. But even these organisations will have areas of their businesses that are less sensitive and less predictable, requiring the upscaling or downscaling of resources at a moment's notice. For example, an insurer might use a private cloud server to store customer data and incident reports, but "rent" managed public cloud servers for things like their website and other frontends that might require regular changes and upgrades.

In this way, a hybrid cloud solution can actually eliminate most of the shortcomings associated with both private and public cloud, as they tend to cancel each other out when applied effectively. So perhaps the question isn't necessarily whether or not to go hybrid, but when to go hybrid.



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