



e c o s y s t m

Use Hybrid Cloud Management Services to Supercharge Your Business Agility and Innovation

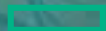
Authored By:

Tim Sheedy

PRINCIPAL ADVISOR, ECOSYSTEM

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Hewlett Packard
Enterprise

Cloud is the Preferred Deployment Option for Infrastructure & Applications

The pandemic saw many businesses across Australia and New Zealand (ANZ) dramatically increase their cloud spend. SaaS platforms and products saw significant growth across the board, but similar growth was witnessed across all levels and types of cloud services – private, public and hybrid; software, platform and infrastructure.

Cloud Spending Continues To Increase



*ANZ respondents only. N=233
Source: Ecosystem Cloud Study, 2021*

Cloud Usage Is Accelerating

PaaS

27%

25%

Cloud server

39%

19%

Cloud storage

46%

17%



Currently using



Plan to use

ANZ respondents only. N=234
Source: Ecosystem Cloud Study, 2021

Cloud Platform and Infrastructure Growth Will Continue to Accelerate

ANZ businesses are only at the beginning of their cloud adoption journey.

Most businesses still have only a few applications or services in the cloud. Data warehousing and analytics, ERP and finance applications, HRM, CRM along with a swathe of industry and custom applications typically are deployed in non-cloud environments.

This is now beginning to change, and the adoption of cloud platform and infrastructure services will move into hyper-growth.

Cloud Services are Underpinning Business Agility, Innovation & Customer Obsession

2020 highlighted the need for businesses to drive digital transformation. As customer and employee relationships moved to 100% digital, the requirement to be agile and innovative went from “nice to have” to essential. Businesses quickly learned that their technology systems need to be scalable, reliable, easy to manage, fast to deploy and cost effective.

Cloud infrastructure, platforms and software quickly became a key enabler of business agility and innovation – bimodal IT finally died, and “fast IT” is now the only option.

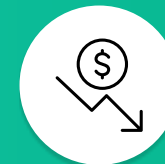
Benefits Of Cloud Services



57%
Flexibility and
scalability



57%
Faster deployment
to users



57%
Reduction of
IT costs



54%
Improved
agility



50%
Increased work
process efficiency

*ANZ respondents only. N=126
Source: Ecosystem Cloud Study, 2021*

Hybrid Cloud is a Key Business Enabler

After many years of development - hybrid cloud services can now offer full cloud benefit.

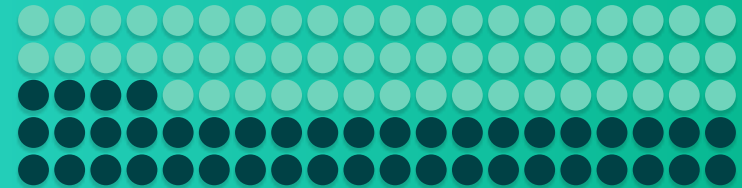
Ecosystem has been tracking the rise of hybrid cloud solutions for several years – and the true tale of the growth of hybrid cloud is in the percentage of businesses using hybrid cloud management solutions. Nearly half of all businesses are beginning to manage hybrid cloud architectures in 2021 – up significantly from just a few years ago.

The growth of hybrid cloud is driven by:

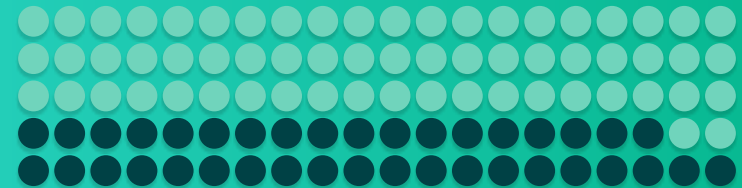
- Increased maturity of hybrid cloud management tools
- Improving capability of the IT management services providers
- Hyperscalers offering on-premise cloud solutions

Adoption Of Hybrid Cloud Management Solutions

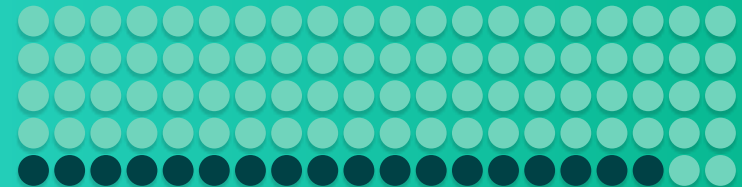
44% Currently using



38% In the next 12 months



18% No plans



*ANZ respondents only. N=45
Source: Ecosystem Cloud Study, 2021*

Reasons For Hybrid Cloud Adoption



58%

Leverage existing data centre investments



49%

Access PaaS capabilities from public cloud provider



48%

Regulatory requirements



48%

Some workloads more suitable for private cloud



46%

On-prem apps not suited for public cloud

Businesses are Acknowledging that Not Every Application Will Move to the Public Cloud

Over the past five years, many businesses indicated that they planned to move their entire business to the public cloud. But these plans are have been changing.

As hybrid cloud management platforms matured and the infrastructure moved to a “pay-as-you-use” model, organisations are now rethinking their hosting strategies. They find that many applications and workloads are unsuitable for the public cloud and could be deployed in a hybrid cloud environment. Regulators are also requiring businesses to keep some data or systems under their own control or in their own geography.

As hybrid cloud has matured, we are now seeing businesses repatriate applications and workloads from public cloud to their own on-premise cloud environments. This is driven by edge computing requirements, along with escalating data movement and storage costs.

N=172

Source: Ecosystem Cloud Study, 2021



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True Benefits of Hybrid



- After years of denial, the hyperscalers have finally acknowledged that hybrid cloud solutions are real and are in demand from customers. They are now embracing hybrid cloud architectures.
- Internal “private cloud” environments are also maturing – taking on many of the capabilities and benefits of the public cloud. Hybrid cloud management platforms and new service architectures make it easier for businesses to move their workloads between private and public environments. Some businesses are even choosing to spike from the public cloud back to their own data centres – making their public cloud costs more manageable and predictable.
- But the real benefit of hybrid cloud isn’t the ability to move workloads quickly – it is the ability to choose where a workload or application resides without making compromises for speed, scalability or cost. Hybrid cloud solutions give real choice to CIOs and Infrastructure teams – allowing them to host applications in the most logical and sensible location.

Don't Let Hybrid Cloud Hurt Your Business Innovation and Agility

While hybrid cloud has many obvious benefits – not least, the ability to let all your applications and systems run at “cloud speeds” and help drive your digital transformation – the big and real risk of hybrid cloud is that your on-premise or own data centre applications slow your business down.

One of the benefits of public cloud for organisations is that they no longer have to worry about monitoring, maintaining or optimising the underlying infrastructure. Availability is a core assumption and not something that concerns customers. CIOs don't need to hire infrastructure professionals and keep their skills up to date.

Private and hybrid cloud environments need to be managed and maintained.





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Succeeding with Hybrid



To succeed with hybrid cloud, your business needs:

- The **right skills and resources** to maintain, patch, monitor and improve your systems and applications
- **Actionable insights** to help your business understand the risks and threats, along with the opportunities for improvement
- The **right security and compliance tools** and processes to reduce your risk and keep your business compliant with appropriate legislation and regulations
- The ability to **deliver your applications and infrastructure as-a-service** to accelerate your digital agenda

Hybrid Cloud Management: INSOURCE OR OUTSOURCE?

The debate on whether to insource cloud management or outsource it to a managed services provider is a timeless one. Many businesses have swung between insourcing and outsourcing their technology infrastructure and application management for decades – moving from whole of IT outsourcing to multi-sourcing, bringing some components inhouse and putting them back out again.

Today most organisations use a strategic partner for their cloud strategy, deployment and management. The shift of IT to focus on innovation rather than systems maintenance puts a renewed focus on the need to have expert providers manage these assets assuring the availability and reliability of systems and applications, so businesses can focus on building the processes that will drive their business forward.

Use A Strategic Partner For Cloud

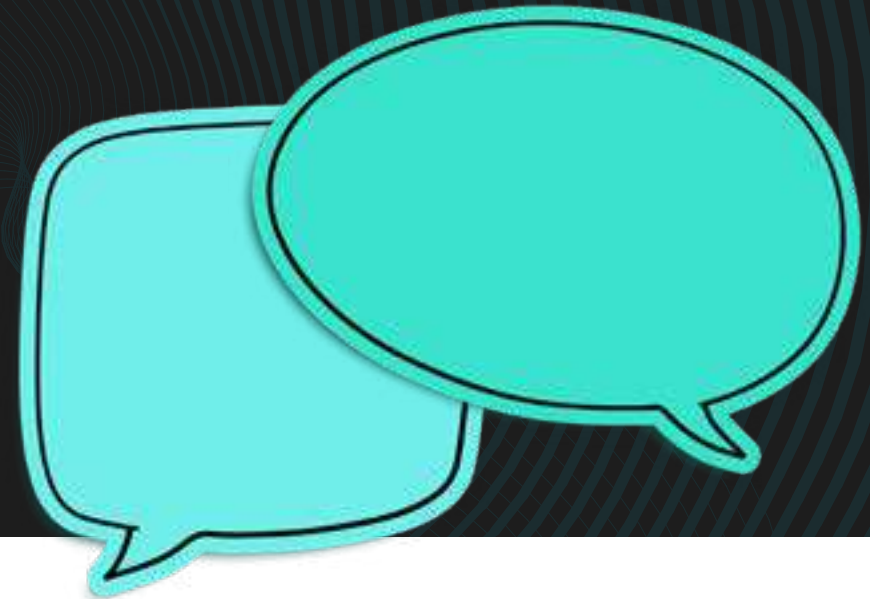


N=200
Source: Ecosystem Cloud Study, 2021



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Planning for Hybrid



- As businesses deepen their investments in hybrid cloud solutions, they need to ask the question: **“Who will run these systems?”**
- The risk of private and hybrid cloud solutions is that your business will return to bimodal IT – you will limit your innovation and business agility to only certain applications and processes, and there are too many “slow IT systems” – applications, processes and teams that cannot operate at the speed of the customer and the business.
- It’s best to have a plan for cloud management and maintenance before you make hybrid cloud part of your strategy.
- However, there are many companies already reconsidering their hybrid cloud management strategy after they have started on their journey, as they look to focus their internal team on initiatives that drive greater automation and innovation.

Case Studies

Following are examples of ANZ businesses that not only purchased private or hybrid cloud services but also engaged a services partner to provide management services to ensure their platforms were consistently managed using robust processes and tools.

Benefits of cloud services realised include removing the complexity of operating IT across disparate environments and operating models by delivering holistic insights based on advanced automation and a proven IT management services framework.

With IT focused only on improving technology-enabled processes for customers and business teams, these organisations are accelerating their digital transformation – the technology is helping the business drive change at pace.





A Telco Outsources Private Cloud Management to Eliminate Delays and Increase their Ability to Roll Out New Applications and Services

CHALLENGE:

The telco's networks team were experiencing long delays in their projects as their IT team were reliant on project-specific procurement. They required cloud deployment speeds delivered on their own premises.

SOLUTION:

They acquired a complete private cloud solution – keeping the solution on-shore and minimising the telecommunications legal compliance costs & difficulties that were present with offshore providers. HPE provided Implementation, Advisory & Professional Services to include requirements analysis, design, build, ship to customer facilities, standup, integration, handover to management services. HPE is providing Ongoing GreenLake Management Services for the full platform stack (Infrastructure, Hypervisor, Guest OS, Databases).

OUTCOME:

The Networks team took control of their own destiny – starting with hosting 90 workloads with a plan to easily scale up to over 500 over three years. With a completely managed cloud service, the networks and IT teams can focus on building and deploying the solutions that customers demand today and desire tomorrow.

A Transport Agency Outsources Applications and Infrastructure to Simplify Management, Reduce Costs and Modernise their Infrastructure



CHALLENGE:

The agency had aging hardware and faced increasing costs of their existing outsourcing management costs. They were also looking for a single provider of hardware and services with a cost effective TCO.

SOLUTION:

The agency purchased a video management system, along with associated storage and software from HPE using their GreenLake pay-as-you-use model to link costs to business value while also being able to capitalise a large proportion of their costs. They also acquired the Greenlake Management Services over five years to ensure the solution is available and scalable with little management required from the agency.

OUTCOME:

Over the term of the deal, the agency saved money, significantly reducing the TCO of the solution. They also were able to free their own internal resources to focus on value-add activities, such as the creation and roll-out of video analytics solutions.

A Large Logistics Provider Outsources Infrastructure Management to Support Company Growth and Simplify Tech Management

CHALLENGE:

The agency had aging hardware and faced increasing costs of their existing outsourcing management costs. They were also looking for a single provider of hardware and services with a cost effective TCO.

SOLUTION:

HPE won a deal to supply Pointnext services – including Datacentre Care, GreenLake Management Services and Advisory and Professional Services. The deal also includes building and operating the core IT and industrial network for the new division.

OUTCOME:

The business was able to not only source most of the technology for their new division from a single provider, but also move to a cloud model – freeing up money and resources to focus on driving better outcomes for the business instead of focusing on managing IT systems and platforms.





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Ecosystem
VendorSphere:
HPE GreenLake
Management Services



With the introduction of HPE's GreenLake Cloud Platform, the organisation launched HPE GreenLake Management Services - offering a full spectrum of services to operate, secure, administer, monitor and optimise the private and hybrid cloud platforms, applications and workloads – from the Edge to colocation and datacentres to the public cloud. Services can be tailored to meet the requirements of client technology environments — from operating an entire data center to managing specific environments within it, such as SAP HANA® or operating certain layers of the infrastructure, like storage, backup, hypervisor, or Operating Systems.

It is easier to think of HPE GreenLake Management Services as a complementary service for your GreenLake or hybrid infrastructure environment – where they take away the pain and effort of management and maintenance and turn your infrastructure and workloads into a true cloud service.

HPE GreenLake Management Services can be delivered as a part of the HPE GreenLake offering or as a stand-alone on HPE or multivendor environments.

The value of HPE GreenLake Management Services is the blend of their people, process, and the platform that they have developed to service their customers.

Customers running HPE GreenLake platforms are selecting HPE GreenLake Management Services to reduce costs, simplify the management of the platform and associated applications and workloads, improve reliability and uptime, improve the efficiency of their technology platforms and to remove the overhead and costs of finding, training and keeping the required (evolving!) technology skills.

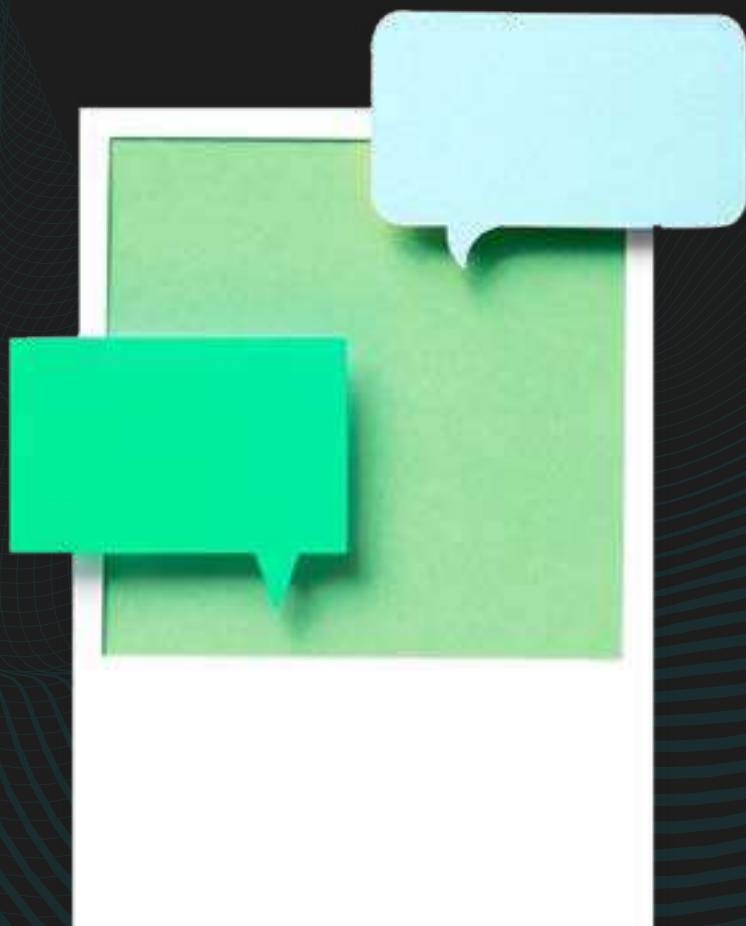
The addition of GreenLake Management Services to a GreenLake solution makes the overall experience more akin to a public cloud experience – where the technology is acquired as-as-service and includes the management and maintenance of the stack. This frees up technology teams to focus on innovation and optimisation and provides a platform that can meet the changing requirements of an agile digital business.

**HPE GreenLake
Management
Services brings
the following
capabilities:**

- Public and private cloud expertise
- GreenLake Management Services as part of Pointnext Services have over 23,000 experts across a broad range of HPE and non-HPE technologies
- Deep ITIL expertise
- Nine IT Operations Centers (ITOCs) with over 5,000 support staff across every continent including Australia and 30+ languages, plus onsite resources where needed
- Highest-level public cloud certifications and over 1,000+ successful migrations



A Last Word



Tim Sheedy

PRINCIPAL ADVISOR,
ECOSYSTEM

Based on current market conditions, Ecosystem believes that existing and new HPE GreenLake customers should consider GMS as their managed services partner. Hybrid cloud systems are witnessing increased adoption, but there is a real risk that businesses will impact their agility if they resort to traditional “bimodal” management techniques – managing on-premise and co-located assets as “slow IT”.

Building a modern, agile and scalable hybrid cloud capability is one thing. Managing it so that it continues to deliver business value is another. When selecting and implementing a private or hybrid cloud platform, ask the question **“who will manage this in a way that will help our business become faster, more agile and more innovative?”**

This eBook is sponsored by Hewlett Packard Enterprise; all product related information on HPE GreenLake and the case studies have been provided by HPE.

The market trends presented are based on data from multiple studies that are live and ongoing on the Ecosystem platform; and on Ecosystem analysts' subject matter expertise in the area of coverage in addition to specific research based on interactions with technology buyers from multiple industries and technology vendors, industry events, and secondary research.

ABOUT HEWLETT PACKARD ENTERPRISE



HPE is a global, edge-to-cloud Platform-as-a-Service company built to transform your business. How? By helping you connect, protect, analyse and act on all your data and applications wherever they live, from edge to cloud, so you can turn insights into outcomes at the speed required to thrive in today's complex world. Between maintaining the old, and accelerating the new – who's going to help IT run it all? To ensure that apps and data are secure and compliant, that the infrastructure is always current and reliable, that new technology is running at peak performance to support business needs, and that the business has the data-driven insights about their IT estate to make effective decisions to drive the business forward, HPE is here to help. Our purpose is to advance the way people live and work.

“At HPE, we're ushering in a new era: the Age of Insight, where we make all your data work for you, wherever it lives. This era will lead to services and products we can't yet imagine, and it will generate discoveries that elevate the greater well-being of every human on this planet.”

– Antonio Neri, President, Chief Executive Officer.

ABOUT ECOSYSTEM



Ecosystem is a private equity backed Digital Research and Advisory Platform with global headquarters in Singapore. As a global first, Ecosystem brings together tech buyers, tech vendors and analysts into one integrated platform to enable the best decision making in the evolving digital economy. The firm moves away from the highly inefficient business models of traditional research firms and instead focuses on research democratisation, with an emphasis on accessibility, transparency and autonomy.

Ecosystem's research originates from its custom designed “Peer-2-Peer” platform which allows Tech Buyers to benchmark their organisation in “real-time” against their industry or market. This bold new research paradigm enables Ecosystem to provide Tech Vendors access to ongoing and real time Market Insights in an affordable “as-a-Service” subscription model.