

Hybrid Cloud and SMBs:

How a Modernized and Multicloud-Ready Infrastructure Drives Scalability, Security, and Cost Efficiencies



Overview

For a long time, most businesses made the assumption that where applications and critical infrastructure systems ran was an either-or choice: the public cloud or on-premises. But in recent years, many organizations have realized that the best choice is both. Aberdeen research shows that hybrid cloud has in many ways become the default choice for IT infrastructures. And small to midsized businesses that adopt hybrid cloud are seeing key benefits from an infrastructure that gives them the best of all worlds and the ability to modernize while reducing costs, improving security, and boosting scalability. In this ebook, we'll look at the challenges SMBs need to overcome while modernizing their IT environments. And we'll analyze the key technologies and strategies that leading service providers can offer so that SMBs can simplify their moves to hybrid and multicloud while gaining key benefits.



Aberdeen research found that the top drivers to modernize infrastructures are:

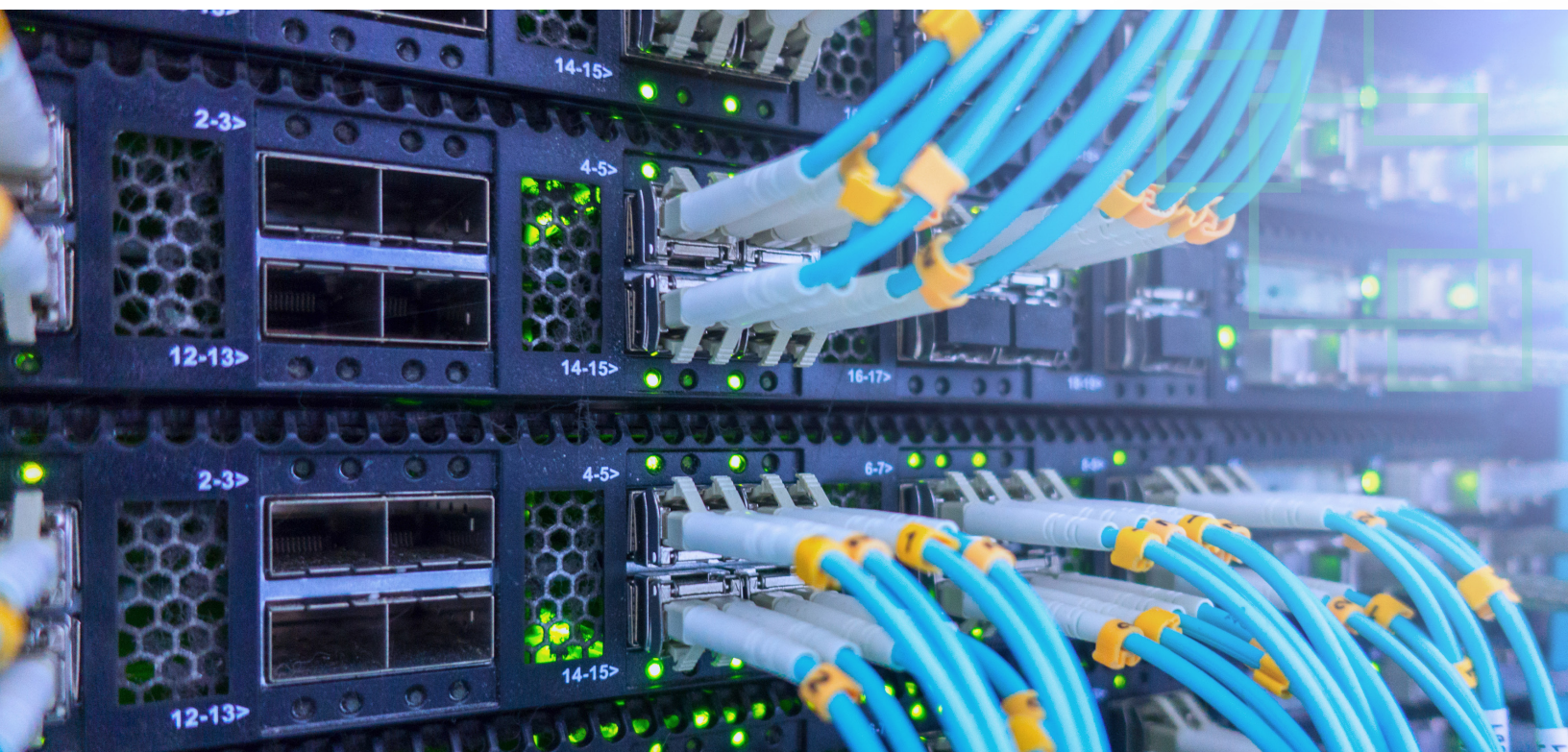
- Need to increase revenue, **38%**
- Improve data management, **37%**
- Reduce IT operating costs, **26%**
- Move to hybrid and multicloud infrastructure, **20%**



Why SMBs Face Hurdles in Optimizing Their IT Infrastructures

Small to midsize businesses today understand the importance of modernizing their IT capabilities in order to move forward and be more competitive. But the task of upgrading and improving their IT infrastructure – from cloud to compute to storage to networking to management – can quickly overwhelm even experienced IT departments. Among the top identified challenges for SMBs modernizing their IT infrastructures are:

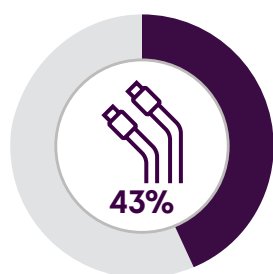
- Keeping their IT infrastructure – and the data on it – secure: 28% of small to midsize businesses listed security as a top challenge. They need to ensure that all parts of their infrastructure are designed to provide the highest levels of security and reliability and that vital information is fully protected
- Difficulties in effectively integrating new technologies with their infrastructure: 27% of SMBs chose integration difficulties as a top challenge. As these organizations adopt new solutions in hybrid and multicloud, they face challenges in integrating them with their current infrastructure and IT solutions
- High complexity in adopting technologies: New trends in cloud and application infrastructures, such as hybrid cloud and Kubernetes, are a top hurdle for 20% of SMBs, who lack expertise in these technologies when it comes to adoption or even just selecting the right solutions



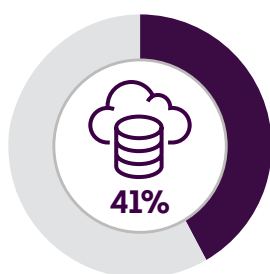
Top Strategies to Modernize SMB IT Environments

Modern small to midsize businesses are being both driven and challenged in new ways, unlike ever before. In order to rise up through the noise, these companies are embracing technologies and strategies that give them the ability to improve and upgrade, while at the same time help them to reach cost-efficiency goals, increase security and reliability, and boost business outcomes. In our research, we asked SMBs about the technologies and strategies they would be looking for from service providers in order to modernize and improve capabilities.

Top SMB Actions to Modernize and Improve IT Infrastructure:



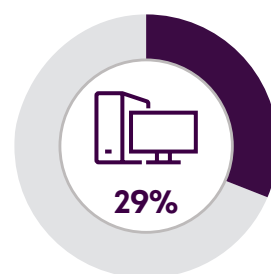
Upgrade connectivity and networking



Deploy hybrid cloud



Visualization and analytics of IT infrastructure



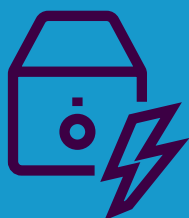
Increase and optimize use of virtualization



Picking the Right Technologies, Partners, and Solutions for a Hybrid Cloud Infrastructure

We've seen how small to midsize businesses are turning to key technologies and trends such as hybrid cloud and virtualization to boost their modernization efforts and enable them to be more innovative. By doing so, these SMBs are creating a strong base that will put them on the path to a more agile, secure, and competitive future. A key element of these modernization efforts is to pick the right partners and service providers. To achieve success, leading SMBs are working with technology providers who can assist them in better using analytics to understand their needs and improve growth, help them design the most secure and reliable hybrid and multicloud infrastructures, and increase their ability to meet the needs of today's customers while moving past out-of-date IT environments.

Top SMB criteria for selecting an IT infrastructure and cloud solution service providers:



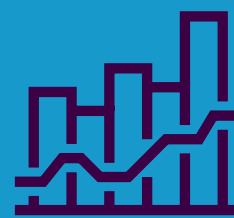
44%

Ensures new technologies work well with existing environments



42%

Manage ongoing costs



32%

Scalability

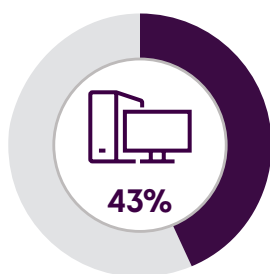
Realize Key Benefits with a Hybrid Cloud Designed for SMB Growth

The benefits of picking the right partners and technology solutions can be found in Aberdeen's research into SMBs. It reflects how today's leading SMBs are working with managed service providers to effectively modernize with hybrid cloud and multicloud, and these are integrated with the best on-premise server, storage, and security capabilities. With an infrastructure solution in place that accelerates (instead of slowing) innovation, these small to mid-sized businesses can easily optimize and improve all of their IT capabilities. And when it comes to the bottom line, having a cloud and IT infrastructure service provider that delivers fast and reliable performance and that has expertise in today's key technologies and trends lets these organizations see improved and more efficient IT processes and operations. With these advantages in hand, they are able to meet the top driver for modernization, namely in seeing lower ongoing costs.

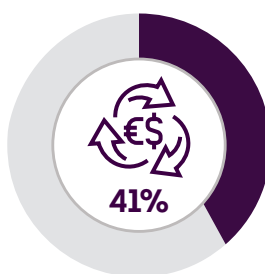
SMBs that use MSPs who modernize their infrastructure with hybrid cloud, strong virtualization, security and "as a service" IT solutions realize these top benefits:



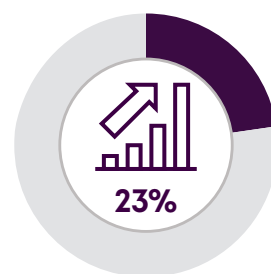
Increased security



Improved IT operations



Reduced IT expense



Higher management satisfaction



Conclusion

With customer demands and expectations rising, along with challenges to business growth and stability, the need for secure, reliable, and scalable IT infrastructures is more vital than ever before. Small to midsize businesses can't expect to succeed in this demanding environment by relying on legacy and often out-of-date IT solutions. By working with service providers who deliver a stable, high performing and flexible IT solution that leverages hybrid cloud, multicloud, virtualization, fast storage, and end-to-end IT visibility and information, SMBs can follow a simple path that lets them overcome challenges and gain the key benefits of IT modernization.

