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## Three reasons why Hybrid Cloud is the answer to datacenter challenges

A hybrid cloud combines the best characteristics of cloud and on-premises datacenters, without their drawbacks

Technologies like social media, e-commerce, and the Internet of Things (IoT) are fueling massive growth in the amount of data organizations need to store and analyze. A 2022 report from [Statista](#) projected global data creation to grow to over 180 zettabytes by 2025. This kind of dramatic growth creates problems for businesses as they struggle to manage the massive amounts of data generated by customers and their own operations. Hybrid cloud computing, which combines the security of on-premises datacenter infrastructure with the scalability of public cloud-based solutions, offers three compelling reasons why CIOs should consider a hybrid cloud model as they work to stay ahead of their organization's datacenter needs.



## Hybrid Cloud is secure

Data security has become mission critical to businesses; one datacenter breach can cost billions in lost revenue and fines and cause untold damage to a company's reputation. Thankfully, the hybrid cloud model allows for higher levels of data segmentation and isolation. For businesses working with highly sensitive data (government or corporate IP, financial data, medical records, etc.), the security risks of transmitting that data outside the firewall often preclude using a cloud-based datacenter. On-premises infrastructure will reduce the potential for data exposure, but scaling it to keep pace with user demand and new technologies is an expensive proposition. Fortunately, a hybrid cloud uses on-premises hardware for the storage, processing and analysis of sensitive data, but also allows less sensitive data to move back and forth across the cloud to leverage SaaS subscriptions.





## Hybrid Cloud is more flexible

A hybrid cloud gives business better control over data - allowing them to create, shift, and scale workloads and resources to suit the business's specific requirements. For instance, a scalable public cloud can manage dynamic workloads, while more sensitive data can be kept on-premises to remain more secure. According to the [IDG Market Pulse Global Survey of 700 IT CIOs](#), 35 percent of respondents cited increased flexibility as a critical factor in adopting a hybrid cloud. This flexibility supports more efficient operations and is better suited to responding quickly to ever-changing business needs.



## Hybrid Cloud is more cost effective

Many early adopters bought into the public cloud believing it to be a be less costly in comparison to maintaining and evolving an on-premises datacenter. However, in many cases, monthly cloud subscription bills escalated, driven by increasing consumption and other factors, including skills gaps in internal IT teams, the choice of the migration tools used, and various hidden costs. Indeed, [Gartner](#) predicts that 60 percent of infrastructure and operations leaders will encounter public cloud cost overruns through 2024 thanks to hidden or unexpected costs.

While the public cloud can help reduce hardware expenditure, running critical workloads and data in on-premise environments often provides the most cost-effective approach. Recent research by IDC suggests that a consistent hybrid cloud platform can achieve savings of up to 47 percent over five years in comparison to a public cloud when looking at the typical applications businesses deploy on the cloud today. The study underscores how consistent hybrid cloud platforms can enable the benefits of cloud at scale while addressing many of the overprovisioning challenges associated with on-premises datacenters.

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To find out how Lenovo TruScale for Hybrid Cloud can help you drive digital innovation in your organization, visit [www.truscale.com](http://www.truscale.com).

