

EXECUTIVE BRIEF

# THE RISE OF HYBRID IT IN THE UK MARKET

- 👁️ Insights for busy professionals
- 🕒 Read in less than 10 mins
- 🗃️ Knowledge without the fluff

Underwritten by:

**insight** **brief**  
RESEARCH. DISCOVERY. INSIGHTS.



## This Executive Brief is a summary of the white paper: **UK Cloud Trends and the Rise of Hybrid IT.**

### DEFINITION

- Hybrid IT is an approach to enterprise computing in which an organisation provides and manages some information technology (IT) resources in-house but uses cloud-based services for others.

### IMPORTANT DATA

- The Cloud Industry Forum (CIF) 2013 survey of senior IT and business decision-makers in the UK revealed that 69% of their organisations use cloud based services. This represented a 15% increase over the previous year.
- Breaking down the data from the survey revealed no difference in the rate of cloud services adoption between public and private sector organisations. The smallest organisations surveyed had the highest rate of adoption at 70%.
- 86% of organisations making a decision to use cloud-based computing already had a substantial investment in an on-site data centre.
- The growth of utilisation of cloud services in all sizes of organisations and verticals, is reflected in the growth of its use for all applications. More than half the respondents to the survey indicated that they used hosted or cloud-based services for marketing, collaboration, data storage, managed IT services, unified communications and workflow systems.
- Organisations that reported use of cloud services are as comfortable with the migration of existing services as they are with the adoption of services allowing new workloads previously unavailable in their organisation.
- 13% of respondents to the survey said that their primary reasoning for adopting cloud services was flexibility of delivery. The next most common factors were 24/7 service dependence, operational cost savings, both at 9%, and lack of in-house skills and scalability at 8%.
- Reported business objectives for migrating to the cloud were primarily flexibility in access to technology (33%), improving reliability of IT (31%), reducing data loss risk (30%) improving IT service levels (28%), and increasing speed of access (27%).
- The largest percentage of reported unachieved targets in cloud adoption was failure to reduce pressure on IT staff (19%).
- Of companies not yet using cloud based services 96% indicated that they would at some point. 68% of companies already using the cloud indicated that in the next 12 months they expected to expand use of cloud services. 91% of existing cloud users report satisfaction.
- 78% of decision makers surveyed indicated that cloud services should be considered as an option in IT projects.



**IMPORTANT DATA (CONTINUED)**

- Adoption of cloud services in technology strategy is driven primarily by its IT function (66%) and by business, as an operational need (34%).
- In response to a question on whether a company envisioned moving its entire IT estate to the cloud, 29% of organisations agreed that complete migration to the cloud was possible while 50% said that it was not possible.
- Organisations reporting that it was not possible to migrate all their IT estate to the cloud claimed concerns with efficiency (53%), security (52%), prior investment in on-site architecture (41%) and legacy protection (33%).
- The top services that respondents to the CIF survey would not consider migrating to the cloud were employee information (56%), accounts and financial data (50%) and internal file sharing (40%).
- Respondents indicated that use of cloud services involved specific requirements for applications. The top concerns were for applications in CRM (75%) accounting and finance (68%), and workflow systems (68%).
- 58% of respondents indicate that they initiated their use of the cloud with a pilot programme of try-before-you-buy. The primary concern was data security and privacy followed by dependence on internet access and loss of control or management.
- Organisations who encountered difficulties in adopting cloud services reported that among the most frequent problems were complexity of migration (34%), dependency on internet access (30%), unplanned length of the process (22%), data sovereignty concerns (22%) and vendor lock in (19%).
- Only 23% of organisations reported that they had no issues with their implementation of the cloud.
- The four most reported business impacts on problems encountered in cloud service adoption were loss of employee productivity (36%), delay in product or service deployment (30%), delay in time to market (20%) and loss of customer confidence or loyalty.
- Among personnel in an organization the major fear of cloud-based service adoption is reduction in IT staff. However 90% of decision makers surveyed said that they did not reduce staff when using the cloud. Just under half of the respondents claimed that the unchanged IT team experienced reduced workload in maintenance of IT structure.
- The greatest challenges in managing a hybrid IT model, combining on-site and cloud computing, were avoiding data replication (41%), managing data protection (39%), having a single view of the IT estate (38%) and mitigating costs (37%).
- Fully two thirds of organisations indicated a preference to work with computer service partners who were certified CoP.
- The percentage of organisations that perceive an obligation to store data on-site (48%), in the UK (48%), in the EEA (13%). 2% considered data storage elsewhere acceptable.



## SUMMARY TRENDS

---

- Satisfaction with cloud service is high. It is considered as a viable deployment model along with continued use of on-site IT.
- Cloud use will continue to grow as an infrastructure platform among public and private organizations of all sizes. It will not replace entirely on-site services and hybrid IT architecture will remain the norm.
- Cloud services adoption will continue to increase. By the end of 2014 80% of all business in the UK will be using at least one cloud service.
- Three quarters of businesses in the UK are to retain on-premises IT services while using selected cloud services.
- Convergence of communication will continue to enable cloud adoption.
- Cloud service contracts will become standardised in response to growing awareness of complexities of hybrid IT architecture.
- Try-before-you-buy will become the norm in the migration of IT services to the cloud.
- Transparency and best practices will increasingly be the primary indicators of credibility for Cloud Service Providers (CSP's).

## TAKEAWAYS

---

- Cloud services have moved beyond proof of concept.
- Accepting that a hybrid architecture will be the norm for IT, the outcome of adding cloud services will be dependent on the clarity with which the new architecture is governed and managed.

Click or scan to access the full white paper

Click to access  
the full white paper





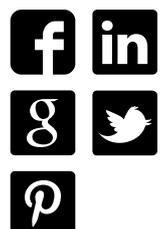
The Cloud Industry Forum was established in 2009 to provide transparency through certification to a Code of Practice for credible online Cloud service providers and to assist end users in determining core information necessary to enable them to adopt these services.



## ABOUT INSIGHTBRIEF

Our team produces short documents for busy professionals, summarising longer reports and research papers so that readers can swiftly become acquainted with a large body of knowledge and decide whether or not to read the full source document(s).

We vet and qualify reports for relevancy and value to its intended audience before creating an InsightBrief document. Our editorial team is independent from the originator of the report, ensuring that the insights exclude sales or vendor centric messaging, thereby creating real value for our time-poor readers.



InsightBrief's team summarise existing reports independently of input from the source reports originator. We assume no responsibility for the content or implied advice from any of the summaries / insights. InsightBrief and iBrief.ly are registered trademarks of InsightBrief. All other trademarks are the property of their respective owners.