

# Establishing Clarity in the Path to Hybrid Cloud

Written by Technology Business Research, Inc.

## Current state: IT leaders are seeking clarity on cloud strategy

### Organizations are eager to make the most of cloud




Using cloud is the norm for businesses today, and expectations are high for these investments to create real business results. This sentiment is clear in TBR's recent cloud adoption research: 83% of respondents indicated their organization is investing in IT for innovation.

These expectations have led to the emergence of hybrid cloud environments, with organizations investing in various public and hosted cloud options, as well as building their own private clouds. While hybrid cloud adoption is increasing as organizations aim to enhance the value of their existing deployments, hybrid cloud also creates complexities for IT leaders.

The road to cloud adoption is paved, but the path to ROI isn't always as clear. With only 19% of respondents indicating their organization has a mature cloud strategy, there is work to be done to establish a winning approach that gives organizations the flexibility, agility, security, control, and cost savings they expect.

### IT leaders are seeking a balance:

Adoption rates show multicloud usage

-  **87%**  
Public cloud
-  **81%**  
Hosted cloud
-  **69%**  
Private cloud

SOURCE: TBR 2019 CLOUD CUSTOMER ADOPTION RESEARCH

### Rapid cloud adoption often leads to strategic challenges

Although different cloud types provide unique benefits, using various cloud technologies can also be a cause of IT leaders' concerns.

With data residing in multiple locations and managed with numerous tools, IT leaders are concerned with ensuring company data is secure and compliant with current and future regulations.

Most importantly, IT leaders want to be able to integrate data with hybrid cloud solutions to make the most of what the cloud offers.



To address these top concerns, IT organizations are partnering with trusted vendors to ensure their cloud strategy can bring the agility, flexibility, and performance needed while keeping data safe and compliant.

### Top concerns with achieving cloud goals



**52%**  
Security



**38%**  
Data location and privacy



**35%**  
Skills in emerging technology



**34%**  
Integration

SOURCE: TBR 2019 CLOUD CUSTOMER ADOPTION RESEARCH

## The solution: Lenovo's infrastructure and flexible consumption models help customers shift from hybrid cloud complexity to clarity

### Lenovo brings hybrid cloud to customers with ThinkSystem and ThinkAgile solutions

As we've learned, organizations are eager to harness the benefits of cloud. But IT leaders are faced with concerns around keeping data safe, while also building an integrated hybrid solution that can provide agility and flexibility without compromising on security and control.

Lenovo helps customers address integration challenges through their ThinkSystem and ThinkAgile portfolios, which offer a range of prebuilt, pre-tested, customizable solutions.

These solutions are validated to integrate with technology from Lenovo's industry-leading cloud partners including Microsoft Azure, VMware, Nutanix, OpenStack, Red Hat, and SUSE. The result is simplified integration and management and a streamlined path to hybrid cloud objectives where IT leaders can connect to the cloud technologies in which they have already invested.

In addition to easing integration challenges, ThinkAgile boasts a key benefit of private cloud: enabling customers to store their data where they want, with their own security controls.

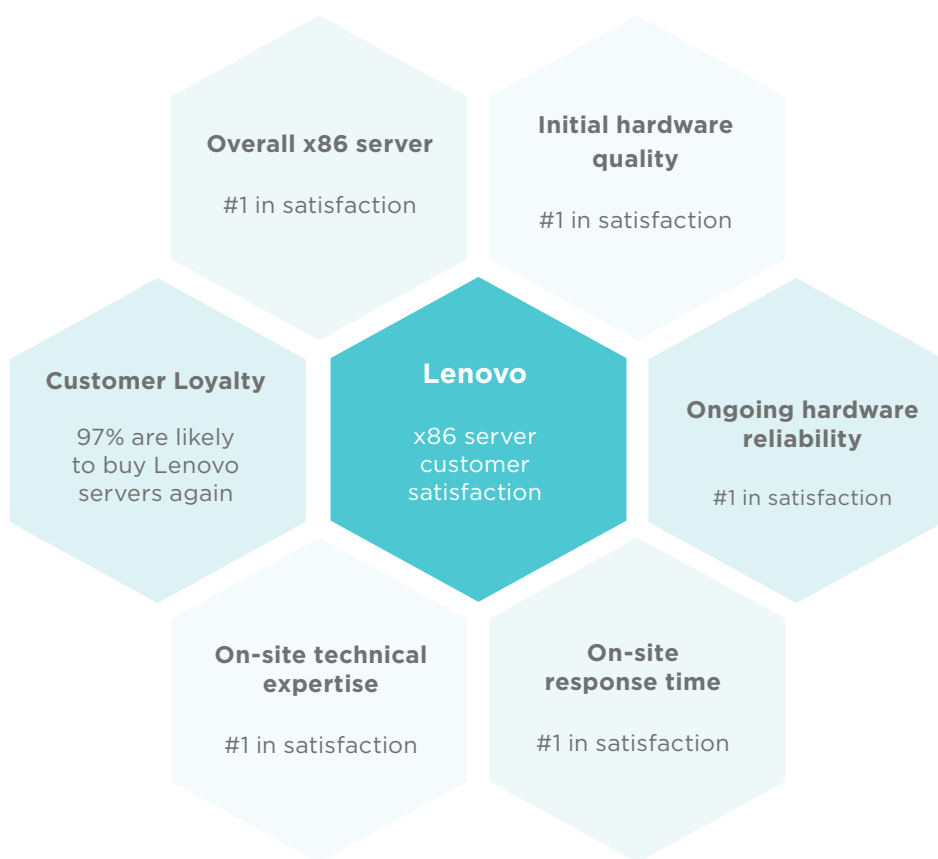
## Lenovo has a long-standing reputation for quality and service

Lenovo's cloud portfolio is backed by servers known for customer satisfaction.

TBR's long-standing enterprise customer satisfaction research keeps a pulse on the most important criteria customers are looking for in their server provider and measures how well leading vendors stack up against those expectations.

Since 2015, Lenovo's x86 servers have led the pack in overall satisfaction in 12 of 13 TBR studies. Further, Lenovo's servers received consistently high satisfaction ratings in areas most important to customers: reliability and service.

Lenovo's commitment to investing in its hardware, services, and support has generated high levels of satisfaction with its customers, with 97% indicating they are likely to buy from Lenovo again in TBR's most recent study.



Note: Lenovo scored #1 in satisfaction in 12 of the 13 most recent studies in overall x86 server satisfaction, initial hardware quality, and ongoing hardware reliability. Lenovo scored #1 in satisfaction in 13 of the 13 most recent studies in on-site response time and on-site technical expertise.

SOURCE: TBR'S NORTH AMERICA CORPORATE IT BUYING BEHAVIOR AND CUSTOMER SATISFACTION STUDY: X86 SERVERS

## TruScale™ Infrastructure Services bring ‘as a Service’ to the data center

While an on-premises cloud solution can address gaps around latency, customization, security, and data compliance, it can lack the flexibility of pay-as-you-go cloud services. Lenovo’s TruScale Infrastructure Services help customers gain those additional benefits while maintaining the control and customization of a private data center. This is achieved through a usage-based, monthly pricing model for data center hardware that is flexible depending on the customer’s capacity and hardware needs.

But “as a Service” is not simply a pricing model: a true “as a Service” solution incorporates elements of service and support that transform the way businesses work. Lenovo TruScale supports the full hardware life cycle by providing asset deployment, installation, maintenance, support, and management.

When surveying IT leaders who are using consumption-based offerings today, respondents indicated the model helps them align to the other “as a Service” models being used in their company, increase cost effectiveness, and help keep hardware up to date.

TruScale supports the path to the hybrid cloud by bringing advantages of public and private infrastructure together. “As a Service” offerings help achieve cost-effectiveness not only by enabling organizations to pay for the resources they use, but by providing services that shift IT staff time spent on deployment and management to new projects and innovation.

**57%**

Data center purchase  
decision makers expecting  
to adopt consumption-  
based hardware pricing in  
1-3 years



SOURCE: TBR 2H19 HYPERCONVERGED PLATFORMS CUSTOMER RESEARCH

## Conclusion

Organizations are shifting from disparate cloud deployments toward hybrid solutions. Before this can become a reality, IT leaders need clarity on developing a cloud strategy that will enable innovation and business outcomes.

While IT is under pressure to deliver, cloud adoption does not come without concerns around managing security, compliance, skills, and integration.

Lenovo is providing customers with flexible solutions to integrate with leading cloud vendors while also providing the security, control, and customization of a private cloud with their ThinkSystem and ThinkAgile portfolios.

When paired with TruScale Infrastructure Services, organizations gain the flexibility of pay-as-you-go pricing plus an end-to-end service model that keeps IT teams focused on their top priority: innovation.

## Meet TruScale™ Infrastructure Services

Lenovo's pay-as-you-go subscription does all of the above, and more. It offers you complete control of your data with a real-time dashboard that lets you manage and predict costs, and a pricing model built on power consumption alone, which means compliance and security aren't a concern.

TruScale also comes with built-in maintenance, support with a single point of contact, and our XClarity management software to keep your mind (and your team) at ease.

Because after all, you don't have to own your tech to own your future.

[Learn more about TruScale™](#)

## About TBR

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Serving a global clientele, TBR provides timely and actionable market research and business intelligence in formats that are tailored to clients' needs. Our analysts are available to further address client-specific issues or information needs on an inquiry or proprietary consulting basis.

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