

The hybrid cloud platform advantage

A guiding star to enterprise transformation



The cloud market is growing steadily and advanced cloud businesses are looking for simple management platforms



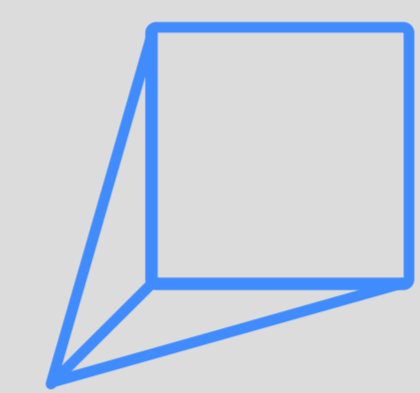
18%

Projected annual growth of the cloud market through 2023



68%

of advanced cloud businesses are building an open-source cloud platform, compared to 45 percent of everyone else

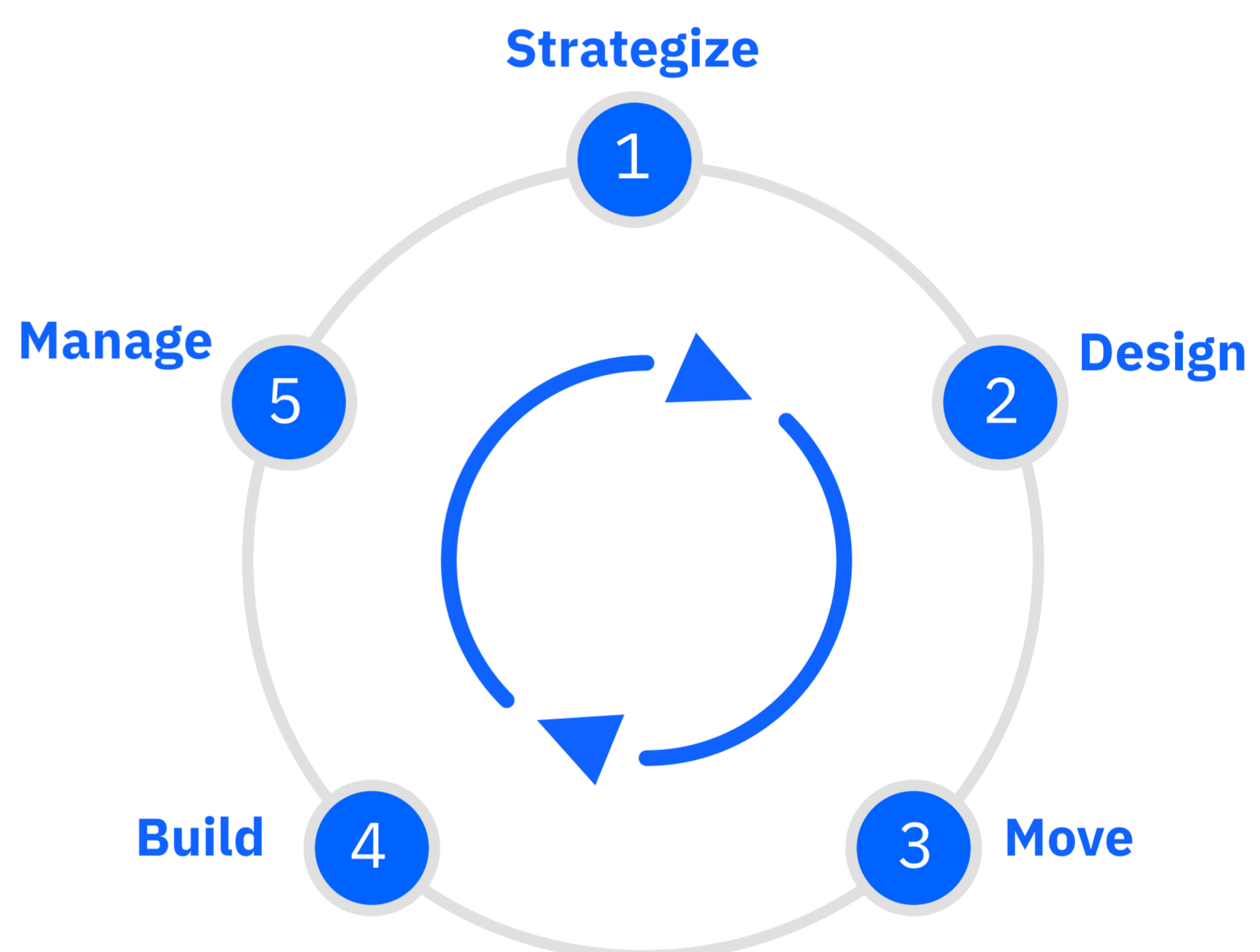


66%

of advanced cloud businesses say a “single pane of glass” management approach is needed to ensure visibility and control costs across all their clouds, vendors, clusters, and data

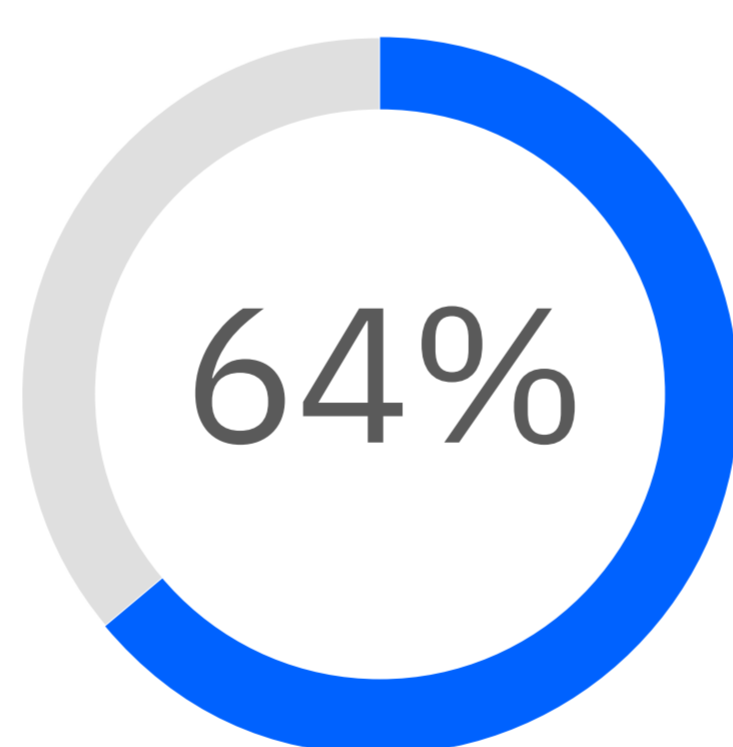
Organizations can gain value by taking the following five steps

Five steps to achieving the hybrid cloud platform advantage



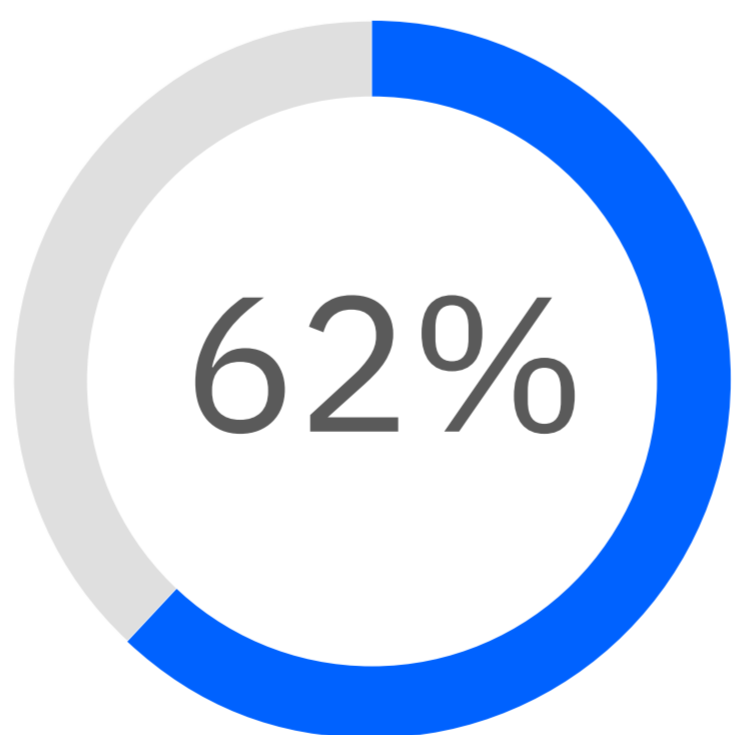
Four actions advanced cloud businesses expect to adopt by 2023

Modernize each app separately and implement incrementally



Redesign business processes

Integrate existing cloud environments, then modernize apps



Evaluate a large app modernization program

In the multicloud era, organizations need an application development platform that can run on any cloud, workloads that can execute seamlessly across multiple clouds, and a comprehensive orchestration capability that spans across clouds—or risk hindering business agility.

<https://ibm.co/hybrid-cloud-platform>