Etude IBM : Les grandes entreprises utilisent le cloud hybride pour commercialiser leurs données

Les leaders utilisent le cloud hybride comme tremplin pour les projets de génération future tels que l'Internet des Objets et le cognitif. Ils sont 5 fois plus susceptibles d'utiliser l'analytique pour gérer leurs environnements dans le cloud hybride

Paris - 03 mars 2016: 2/3 des entreprises mettant en œuvre un cloud hybride déclarent qu'elles obtiennent déjà un avantage concurrentiel grâce à leurs environnements hybrides et qu'elles sont presque 3 fois plus susceptibles de les utiliser pour rassembler leurs données ou les monétiser, d'après les conclusions de l'étude réalisée par IBM aujourd'hui. (NYSE: IBM)

Avec une approche cloud hybride, les entreprises peuvent choisir quand utiliser le cloud ou quand utiliser les infrastructures informatiques traditionnelles – ce qui leur permet de délivrer les meilleures fonctionnalités, tout en satisfaisant leurs besoins de vitesse et flexibilité, mais également les exigences en termes de résilience, de sécurité et des contraintes réglementaires.

La nouvelle étude d'IBM sur le cloud hybride, Growing up Hybrid: Accelerating digital transformation, de l'IBM Center for Applied Insights, a été réalisée sur la base d'interviews de 500 personnes ayant mis en œuvre un cloud hybride et provenant de 13 pays et de 23 industries. Cette étude a identifié un groupe de grandes entreprises – 26% des répondants – qui ont obtenu un avantage concurrentiel grâce au cloud hybride et qui gèrent leur environnement de manière intégrée et globale pour une meilleure visibilité et un meilleur contrôle.

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IBM Study: Leading Companies Using Hybrid Cloud to Commercialize Data Insights

Leaders are using hybrid cloud to springboard to next-generation initiatives including Internet of Things and cognitive computing
Leaders are five times more likely to use advanced analytics to manage hybrid cloud environments

ARMONK, N.Y. - 03 Mar 2016: Two-thirds of organizations implementing hybrid cloud report they're already gaining competitive advantage from their hybrid environments and are nearly three times as likely to use it to assemble data assets or monetize data, according to findings released today by IBM (NYSE: IBM).

With a hybrid cloud approach, organizations can be selective about when to use cloud and when to use traditional IT infrastructure—delivering the best functionality while meeting speed and flexibility needs, as well

as resiliency, security and regulatory requirements.

IBM's new global study of hybrid cloud, Growing up Hybrid: Accelerating digital transformation from the IBM Center for Applied Insights, surveyed 500 hybrid cloud implementers from 13 countries and 23 industries and identified a leading group of organizations – 26 percent of the respondents – that are gaining competitive advantage through hybrid cloud and managing their environment in an integrated, comprehensive fashion for high visibility and control.

In addition, the study found that the leaders are using hybrid cloud to jumpstart "next-generation" initiatives. Leaders are almost three times more likely than other implementers to use hybrid cloud for commercializing insights (e.g., assembling data assets or monetizing data). They are also five times more likely to be using hybrid cloud for cognitive computing (e.g., predictive intelligence and machine learning capabilities). Finally, over a third of the leaders are already using hybrid cloud to enable Internet of Things.

Findings about these leaders and benefits of hybrid include:

- 9 out of 10 leaders report hybrid cloud is crucial to their business strategy and success
- 85 percent of leaders report that a hybrid approach to cloud is accelerating the digital transformation in their organization

"*We live in a world where companies must take advantage of all of their resources to succeed and deliver services and apps in an as a service model regardless of whether they reside in a public or private cloud or on their existing infrastructure*," **said IBM Global Technology Services General Manager for Systems Services Laura Sanders**. "*Not surprisingly, clients are seeing great value from hybrid environments in driving business results and transformation. It's a positive balance of optimization with flexibility and agility. Our goal continues to be the ability to help clients leverage those hybrid capabilities reliably and securely.*"

As this study highlights, hybrid clouds are gaining widespread market adoption because they leverage existing IT resources while integrating into public and private cloud environments. This gives organizations greater control of their data, improved application performance and efficiencies, enhanced collaboration all while helping to centralize IT management. As a result, businesses not only reduce costs but achieve greater efficiencies.

IBM is also providing brokerage services that help organizations reduce complexity and exposure to risk. In addition, it improves efficiencies with cloud suppliers and enables quicker, informed choices. This approach underscores IBM's move from a traditional systems integrator to a cloud services integrator, helping clients manage the services and underlying infrastructure in an integrated and unified platform.

Below are some recent IBM hybrid successes.

Giant Eagle, one of the United States' largest privately held multi-format food, fuel and pharmacy retailers is overhauling its IT infrastructure with a hybrid cloud solution from IBM Cloud. The solution is designed to provide an integrated system management for greater visibility into data from everything from the supply chain to the

checkout line.

[Marriott](#) is adopting a hybrid cloud environment to offer faster digital services to web-savvy guests and uncover insights about traveler preferences for its more than 4,000 properties across the globe.

Additional findings from the IBM Growing up Hybrid: Accelerating digital transformation study include:

Leaders bring both IT and business leaders to the table:

- 8 in 10 leaders believe hybrid cloud helps reduce the amount of shadow IT within the organization
- o 85 percent of leaders believe hybrid drives more collaboration between IT and Line of Business

Leaders are better at managing security and the complexity

- 85 percent of leaders believe open technologies are essential for hybrid portability and interoperability
- Leaders are over 5 times more likely to be using prescriptive or predictive real-time analytics to manage hybrid environments
- Over three-quarters of leaders use advanced automation to manage their hybrid environments

Leaders are better at improving security & protecting data:

- 8 in 10 leaders are improving security and reducing risk with hybrid
- 8 in 10 leaders believe hybrid helps ensure availability and access to critical data
- 62 percent of leaders believe hybrid helps them meet compliance requirements

IBM Cloud delivers fast, easy and automated access to public, private and hybrid cloud services to help clients digitally transform. IBM Cloud is a growing collection of services including analytics, mobile, networking, storage, Internet of Things and cognitive computing. With more than 40 global cloud data centers, IBM helps companies securely manage and gain insight into their data no matter where it resides.

About IBM Global Technology Services

IBM Global Technology Services offers end-to-end IT consulting and business services supported by an unparalleled global delivery network that is transforming its business to lead in an era of Cognitive and Cloud. As a cloud services integrator, GTS is managing the services and underlying infrastructure in an integrated and unified way. It is modernizing clients' IT environments to help them meet the increasingly complex customer demands. GTS provides clients with innovative technology solutions that help them to improve their business processes and in turn, profitability.

For more information about IBM Cloud, please visit www.ibm.com/cloud

For more information about the IBM Center for Applied Insights, please visit www.ibm.com/ibmcai