As a forward-looking IT decision maker, you know that digital transformation is about your organization’s ability to access, interpret and leverage data in new ways. And, at the center of that capability is a robust hybrid cloud strategy. However, as happens with most organizations, you likely need to make the case for hybrid cloud to a variety of stakeholders.

**The Next Step to Digital Transformation**

**Your Guide to Getting Hybrid Cloud Buy-In**

Hybrid cloud computing refers to policy-based and coordinated service provisioning, use and management across a mixture of internal and external cloud services.

— Gartner

**The Facts: Hybrid Cloud Is Driving Digital Business Transformation**

- 90% of organizations will adopt hybrid cloud infrastructure management capabilities by 2020.
- 30% of the 100 largest vendors will shift new investments from cloud-first to cloud-only in private and hybrid cloud scenarios, by 2019.

**Five Reasons to Prioritize Hybrid Cloud Adoption**

1. **Business Transformation**
   - Drive business agility with cloud services.

2. **Lower Capex and Opex**
   - Reduce capital expenditure spending on data centers while lowering operational costs.

3. **Business Volume Variability**
   - Gain agility with quick capacity provisioning through the cloud.

4. **Improved Time to Market**
   - Implement projects rapidly with an easy-to-use system.

5. **System-level Scalability**
   - Transition from private to public cloud with an easy-to-use system.

**Real-Life Success Stories of Hybrid Cloud Adoption**

- **In a British multinational telecommunications company**
  - Launched a cloud-enabled, digital-ready infrastructure.
  - A secure delivery model: single service integrator

- **An American insurance company**
  - Successfully adopted a cloud platform.
  - A service-oriented architecture: digitally enabled multi-tenant platform

- **A British multinational consumer goods company**
  - Created a global multi-cloud infrastructure.
  - A service-oriented architecture: digitally enabled multi-tenant platform

- **A large British energy company**
  - Launched a new cloud-enabled infrastructure.
  - A service-oriented architecture: digitally enabled multi-tenant platform

- **A British aerospace company**
  - Created a cloud-enabled infrastructure.
  - A service-oriented architecture: digitally enabled multi-tenant platform

**Transform to Hybrid Cloud With Hitachi**

Hitachi helps you take the next step to a cloud-first world with hybrid cloud solutions. Move the cloud-strategy short-look for businesses and adjust your cloud strategy for your enterprise — the right solution to power your digital business and fuel your transformation.

**Take the Next Step**

Learn more about Hitachi Hybrid Cloud® »

Learn more about Digital Transformation »

Sources:
- Gartner IT Glossary: https://www.gartner.com/it-glossary/hybrid-cloud-computing/
- Gartner Research: http://www.gartner.com/newsroom/id/3666917