

Want To Boost Your Digital Business Success? Cut Cloud Complexity



Vittorio Viarengo Brand Contributor
VMware **BRANDVOICE** | Paid Program
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Digital business is booming. Across every industry, companies are innovating ways to use digital channels to better serve their customers, partners, and employees. Powering this wave of innovation is the agility afforded by the cloud.



Powering this wave of innovation is the agility afforded by the cloud. GETTY

Most enterprises are not limiting their IT environments to private clouds or a single public cloud provider. Instead, enterprises are increasingly adopting a multi-cloud model, in which they use two or more public clouds, in addition to any number of private clouds, edge clouds, or telco clouds.

While a multi-cloud architecture offers strategic advantages, it also comes with complexity. Managing this complexity is the key to continued business success. Achieving the business outcomes that cloud can deliver doesn't just happen on its own—it requires a top-down strategy and careful decisions up front to avoid cloud sprawl, shadow IT issues, and serious governance problems.

Charting the Rise of Multi-Cloud

At VMware, we recently conducted our FY22 H2 Benchmark Study on Digital Momentum¹, which found that 73% of enterprises currently use two public clouds and 26% use three or more. Moreover, 81% of enterprises expect to be multi-cloud by 2024.

One of the reasons multi-cloud adoption is broad and rising is that enterprises want to innovate using best-of-breed services from cloud providers for specific workloads. We often hear, for instance, a retailer may use Microsoft Azure for its Microsoft-centric applications and Google Cloud for its retail applications. Or, a bank might utilize Microsoft Azure for its core business workloads and Google Cloud for artificial intelligence, machine learning, and big data.

Investments in multi-cloud have yielded big payoffs. In the VMware study², organizations currently leveraging multi-cloud reported the following benefits from their most recent digital initiative:

- 42% faster time to release applications, resulting in 35% more revenue
- 41% lower costs and fewer hours spent on IT infrastructure and security incidents
- 35% savings in productivity across a distributed workforce

These are enviable outcomes, but for many enterprises, the multi-cloud journey has not all been smooth sailing.

Tackling Challenges Along the Multi-Cloud Journey

Even companies that have ultimately been successful with multi-cloud have hit some speed bumps along the way as they try to integrate diverse platforms into a single, secure stack. Respondents in the study reported their top challenges related to multi-cloud as:

- Risks related to security, data, and privacy issues (25% of respondents)
- Inconsistent infrastructure for APIs, databases, networks, and security (25%)
- The need to hire or train personnel in new, specialized skills that support public clouds (24%)
- Complexity in environment management policies (23%)
- Difficulties optimizing spend (23%)

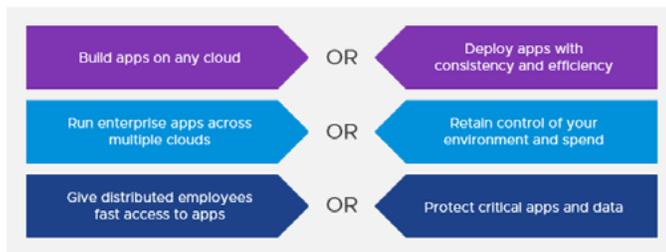
91% of enterprises are looking to improve consistency—including management, security and connectivity—across their public cloud environment.³

We weren't surprised to see these results. All these challenges are significant, though they can be solved today. But what happens tomorrow—when teams must support even more clouds, more apps, and an increasingly hybrid workforce?

Shifting from “Either/Or” to “And”

To address the challenges of multi-cloud, we see many IT executives frame decisions in terms of either/or options. Framing choices in this way leads to compromises that restrict innovation.

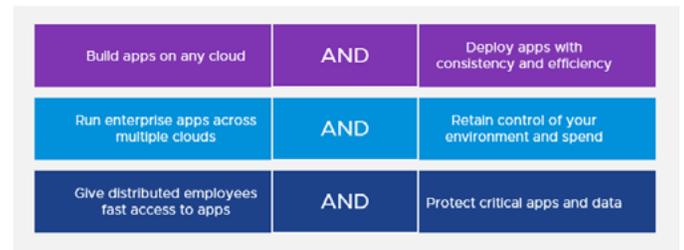
An **Either/Or** Proposition:



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“Either/or” is a false choice. What if you could replace the limitations of “or” with the opportunities of “and”? With the right software tools, enterprises can do precisely that.

At VMware, we call this “the power of AND.” You can give developers autonomy and deploy apps quickly. You can provide flexibility on where and how to run apps and control spend. You can give distributed employees access to apps and ensure security.



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Introducing VMware Cross-Cloud™ Services

To make “the power of AND” a reality, VMware is introducing Cross-Cloud services—an integrated family of services that empower enterprises to build, run, manage, and secure all of their apps, across any cloud. Regardless of where your organization is on its multi-cloud journey, VMware Cross-Cloud services can help ensure your success by removing complexity and reducing risk at every step.

It's time to think of your digital business initiatives and multi-cloud in terms of “and,” not “or.” Otherwise, you'll soon find the downsides of difficult choices bogging down your business. With VMware Cross-Cloud services, you can accelerate your cloud journey cost-effectively with more choice and more flexibility to innovate.

To learn more about Cross-Cloud services, watch [VMware CEO Raghuram's keynote address](#) at VMworld® 2021.

Research Methodology VMware FY22 H1 Benchmark, Digital Momentum, August 2021

The VMware H2 Benchmark, Digital Momentum study was fielded on behalf of VMware by Management Insight Technologies between January and March 2021.

The custom research was conducted in North America (U.S. and Canada), Western Europe (U.K., Germany and France) and APAC (Australia, New Zealand, Japan, India and China) using a combination of web and telephone interviews.

Responses were collected from 1,800 IT leaders, IT decision-makers, and developers who are knowledgeable about and involved in decision making for cloud platforms. The sample targeted 10% SMB (2-999 employees), 30% commercial (1,000-4,999 employees), and 60% enterprise (5,000+ employees).

[1] VMware FY22 H2 Benchmark, Digital Momentum, August 2021

[2] ibid

[3] VMware FY22 Q3 Executive Pulse, September 2021



Vittorio Viarengo

Vittorio Viarengo brings more than 30 years of experience in building and leading world-class product management, engineering and marketing teams tuned to succeed in fast growing markets. Vittorio currently serves as the Vice President of Cross-Cloud Services at VMware where he drives the go to market, thought leadership and demand generation activities for the fast-growing VMware cloud business. Prior to VMware, Vittorio was the interim CMO of McAfee after running marketing for McAfee's Cloud Business Unit, the division built around the Skyhigh Networks acquisition where he was the Chief Marketing Officer, responsible for corporate marketing, communication, product marketing and demand generation. Prior to Skyhigh, Vittorio ran marketing and product management for MobileIron, during the explosive growth years between 2012-2015, when revenues went from \$40 million to \$132 million. At MobileIron, Vittorio was also part of the core leadership team that took the company public in 2014. Prior to MobileIron, Vittorio served in increasing levels of responsibility across product management and marketing at VMware Inc. Most recently, Vittorio led the End-User Computing Division as Vice President of Marketing, where he played a key role in putting VMware's Virtual Desktop Infrastructure (VDI) on a fast-growth trajectory and giving VMware a compelling vision for the End User Computing business. Vittorio also held executive engineering and product management positions at Oracle's Fusion Middleware Division, BEA Systems and Object Design Inc. Vittorio started his career as the Founder and Chief Executive Officer of ViVi Software Inc., a company that created visual development tools for object databases, from its start until its acquisition by Object Design in 1997. Vittorio holds a B.A. in Software Engineering from Università degli Studi di Genova, Italy.