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Tackling the complexities of a multi-cloud world: How to bridge the virtual gap

__VMware__ provides the solutions enterprises need to innovate successfully in an increasingly complex IT environment.

Following two years of frenzied digital transformation, the world of business now moves at a faster pace than ever. To remain relevant to their customers, companies must outmaneuver competitors by accelerating their pace of innovation. Enterprises have responded by moving large portions of their information technology (IT) to the public cloud, and increasingly to multiple clouds. In fact, 92% of firms now have a multi-cloud strategy.

But with so many diverse environments, modernizing applications and managing cloud infrastructure is becoming more complex. Eliminating this complexity is a leading priority for companies with multi-cloud environments.

"Multi-cloud is now the dominant enterprise IT architecture," says Vittorio Viarengo, vice president of Cross-Cloud Solutions at VMware, a leading provider of multi-cloud services. "As organizations move to multi-cloud models, the lack of interoperability between clouds becomes a major issue. Our goal is to help companies break down cloud silos, allowing them to deploy apps and manage infrastructure across all their clouds with consistency. In the future, cross-cloud will become an inevitable business imperative."

The flexibility of multi-cloud models empower organizations to choose best-in-breed services from different cloud providers and avoid vendor lock-in. But using multiple clouds can ultimately create more problems than it solves.

Enterprises are increasingly deploying cloud applications using containers that are distributed across multiple clouds. This creates challenges around security, visibility and employee productivity because each cloud is managed in a different way. At the same time, new types of clouds are emerging in edge locations and in 5G networks, and increasingly distributed workforces require secure remote access to enterprise apps. Addressing these challenges requires organizations to implement software solutions that unify their cloud environments.

"The key to successfully operating in a multi-cloud model is consistency," reiterates Viarengo. "VMware's Cross-Cloud services portfolio enables your organization to run its IT operations in a uniform way across all your clouds. This is true whether you're migrating apps to the cloud, building cloud-native apps, monitoring costs and consumption across clouds, applying security policies across clouds, networking between clouds, or providing your distributed workforce with a secure way to access apps from any device."

To meet the challenges of operating in a cross-cloud world, organizations must develop cross-cloud strategies, not simply a cloud strategy. According to Viarengo, "Most companies are already multi-cloud, but not always by design. A cross-cloud strategy ensures that your company can maintain control of its app and cloud infrastructure. Companies that recognize the urgency of adopting a cross-cloud strategy will always be where their customers need them to be."