Increasingly complex customer journeys require partner investment in multiple focus areas.

**Multiple Clouds**

It’s crucial for partners to view each app as a unique opportunity. Some apps are best lift and shifted, while others are better suited to cloud-native development.

**Right Approach for Each App**

- **Lift and Shift**: Optimize the current environment and move to cloud.
- **Cloud Native**: Rebuild from the ground up leveraging cloud-native architectures.
- **Optimization**: Enhance existing applications and cloud environments.

**Leverage Cloud and App Migration Services**

Leverage cloud and application migration services to fund and build expertise in cloud native.

**Top Partner Actions**

1. **Hire new/experienced technical talent**
2. **Customize compensation/incentive plans for sales and technical staff**
3. **Develop specific offering packages around a vendor technology**
4. **Secure additional funding specifically to grow the practice**
5. **Invest in specific training and education**

**Key Insights and Opportunities for Partners**

- **Multi-cloud**
- **Infrastructure**
- **Applications**

**Today**

- Rely on internal skills to launch new opportunities.
- ** Horizon scanning**
  - Leverage cloud and app migration services to fund and build expertise in cloud native.
  - Leverage cloud migration services to fund and build expertise in cloud native.

**Multi-cloud**

Multi-cloud is the new norm. In 2021, 91% of enterprises are working across multiple clouds.

**Developer partnership**

Develop developer partnerships to increase revenue. 94% of developers believe developer-centric technology creates more competitive environments.

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