

## **VMware Research: Customers See Hybrid Cloud as the Result of Their Cloud Journey**

### **Overview:**

A recent survey of 200 VMware enterprise customers in the U.K. conducted by Vanson Bourne, an independent and specialist market research provider for the global technology sector revealed that 86 percent of respondents believe that it is important to ensure their business critical data is stored with a U.K.-based cloud service provider. In addition, the survey found that 52 percent said that they are required to follow industry data residency regulations and/or compliance standards. While 20 percent were unaware where all of their data, including mission critical data, currently resides.

### **Additional Findings:**

When asked about factors that have either slowed down or inhibited their further public cloud adoption:

- 74 percent of customers surveyed said that security and data privacy concerns were considerations
- 54 percent indicated that regulations and/or compliance concerns were factors.
- 42 percent said that the lack of visibility into the physical location of where their data will reside was a concern
- 23 percent indicated that the difficulty of managing a public cloud alongside their existing private cloud was a factor

Delving deeper into existing cloud usage, the survey found that 85 percent of the customers surveyed said that their current public cloud is either not integrated or only partly integrated with their own data center requiring applications to be recoded to migrate workloads, and 81 percent agreed that they needed a solution that makes their public cloud as easy to manage as their own infrastructure.

When asked “What benefits would you expect to gain from a true Hybrid Cloud infrastructure such as vCHS?”

- 65 percent said “being able to meet business demands faster”
- 63 percent indicated that “reducing capital expenditure costs by extending private cloud to public”
- 56 percent responded that “reducing IT resources needed to manage multiple cloud environments” was a benefit

### **Supporting Quotes:**

“Customer research supports the need for a true hybrid cloud solution which can be fully integrated within an organization’s private cloud. It also highlights data sovereignty as having a large influence in whether organizations do move to the public cloud. Having a service located in the U.K. is vital and our vCloud Hybrid Service can fill a big gap in the market by providing customers with swift and easy access to the public cloud – helping them reduce Cap-ex costs and also tackle data sovereignty issues.” – **Gavin Jackson, vice president and general manager, EMEA Cloud Services, VMware**

“VMware vCloud Hybrid Service provides VMware customers with the flexibility to dynamically move workloads into a VMware public cloud as business and market opportunities dictate, while ensuring they’re in control of compliance and security within their region.” – **Gavin Jackson, vice president and general manager, EMEA Cloud Services, VMware**

### **Additional Resources**

- [Learn more about VMware vCloud@ vCloud Hybrid Service](#)
- Visit the VMware vCloud Hybrid Service [online press kit](#) to get service details and images

- Read the [VMware vCloud Blog](#) for the latest information on VMware vCloud
- Follow VMware vCloud on [Facebook](#) and [Twitter](#)

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