Private Cloud Outlook 2025

The Maturity Advantage

vmware by Broadcom

Private Cloud Outlook 2025: The Maturity Advantage is a special edition of Private Cloud Outlook 2025: The Cloud Reset.

Executive Summary

Why some enterprises are pulling ahead with private cloud

The inaugural Private Cloud Outlook 2025 report revealed a pivotal shift: enterprises are rethinking their cloud strategies—placing private cloud at the center to better address today's critical business challenges. Security, cost control, and data governance remain top drivers, but private cloud has also become a powerful enabler for modern workloads, including AI.

Yet realizing the full potential of private cloud often correlates with a key factor: **maturity.**

Based on insights from a global survey of 1,800 senior IT decision-makers, the Private Cloud Outlook 2025 found private cloud benefits to be surprisingly consistent across regions and industries. However, when viewed through the lens of cloud maturity, some striking patterns emerged—along with meaningful differences in performance and outcomes.

The Data Reveals a Clear Trend

Enterprises that reach an advanced stage of cloud adoption experience significantly better results.

- They are **3x more likely** to achieve their cloud goals and to repatriate workloads from public cloud.
- They report **higher satisfaction** with cost efficiency, security, and application performance, and enjoy **stronger business outcomes.**
- They plan to accelerate their private cloud investments over the next three years and consistently **rank cloud workloads as their top IT priority.**

The Maturity Spectrum

Enterprises span a broad spectrum of cloud maturity, from early-stage adoption to full-scale optimization.

To measure cloud maturity, we created a scoring model based on responses across six critical practice areas: **workload diversity, self-service provisioning, policy-based guardrails, cost transparency, platform model,** and **custom services.**

Based on their scores, respondents were segmented into three maturity tiers. (See Appendix for detailed methodology.)

- **Developing** — Focused on migrating legacy systems and workloads and establishing basic cloud processes
- **Established** — Running cloud at scale with standardized processes
- **Optimized** — Using cloud as a strategic platform for automation, AI, innovation, and data-driven insights

Six Critical Dimensions to Determine Progress on Cloud Journey

Workload diversity — Mix of traditional and modern applications

Self-service provisioning — Tenant self-provisioning via catalogs and APIs

Policy-based guardrails — Automated governance for security and compliance

Cost transparency — Chargeback/showback information to tenants

Platform model — Technical organization structured around platform teams vs. technology silos

Custom services — Custom applications and service catalogs with specific requirements

vmware by Broadcom

Maturity Matters: Bigger Investments, Better Outcomes

Optimized organizations consistently exhibit a proactive, strategic approach to private cloud.

- **Larger investment — 59%** are increasing their private cloud investments, compared to 38% of developing-stage peers.
- **Strategic prioritization — 60%** rank private cloud workloads as their top IT priority, compared to 41% of developing organizations.
- **Workload repatriation — 50%** have repatriated modern, cloud native applications compared to just 15% of developing organizations.

This repatriation is not about reversing failed migrations. It's a deliberate, strategic move—often involving modern applications and customer-facing applications. The reasons? Heightened security concerns, rising costs, and the growing demands of next-generation workloads.

Optimized organizations are **3x more likely** to have repatriated workloads from public cloud.

Strategic Investment Patterns

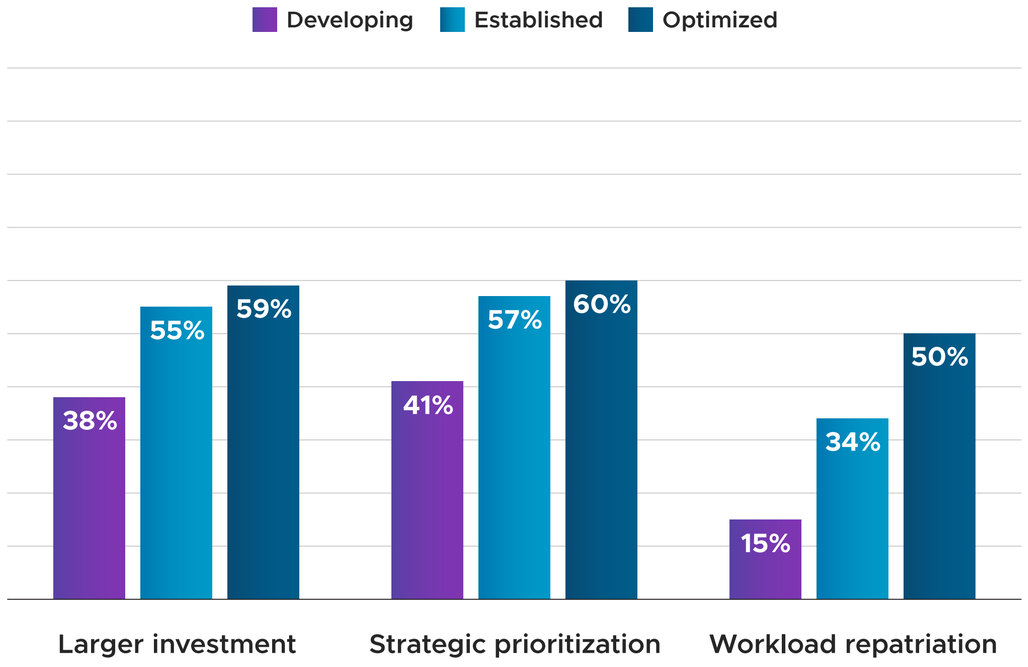

Figure 1: Optimized organizations exhibit higher investment and prioritization for private cloud

vmware by Broadcom

High satisfaction with private cloud

These optimized organizations believe their strategy is working. An impressive **90 percent** report high satisfaction with their private cloud control, modern app support, and security—typically **30–40 percentage** points higher than their developing counterparts.

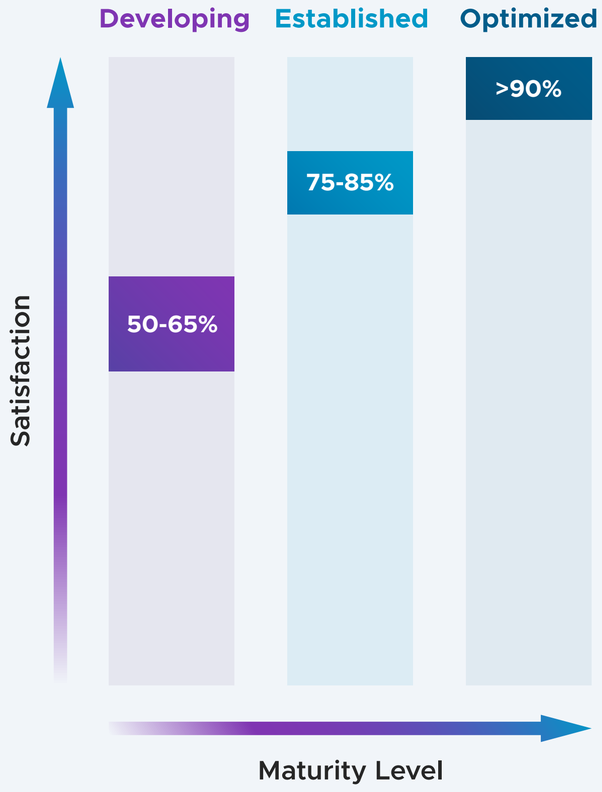

Figure 2: Measurable satisfaction across all IT domains

Figure 3: Measurable results across all IT domains

vmware by Broadcom

Results by the Numbers

Optimized organizations are

3x

more likely

to meet strategic objectives

Private Cloud Goal Achievement

78% of optimized organizations have fully achieved or exceeded their private cloud goals.

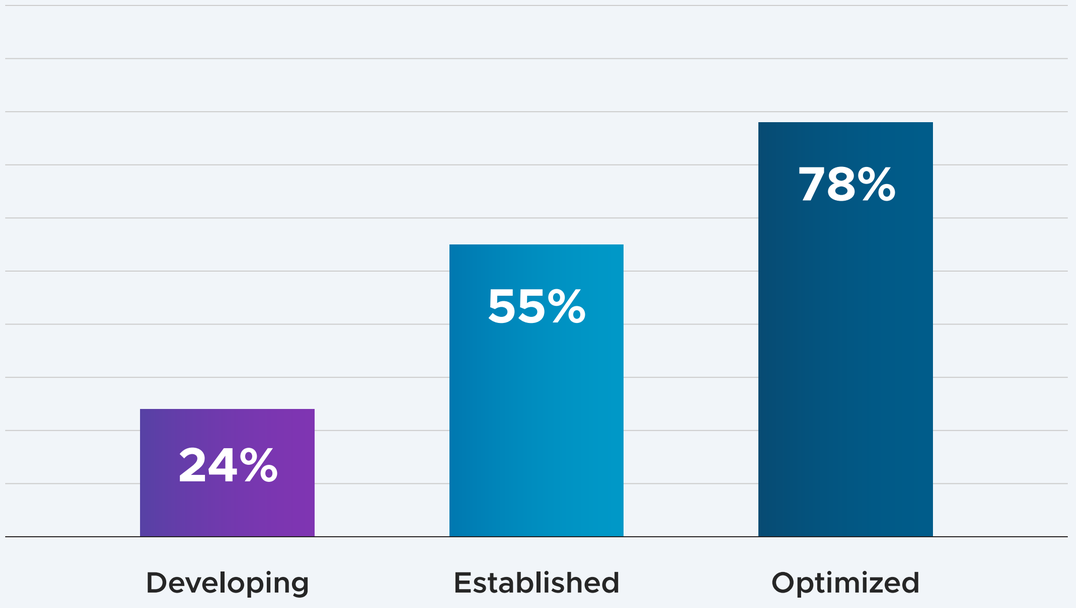

Figure 4: Organizations that have fully achieved or exceeded private cloud goals

vmware® by Broadcom

Conclusion

Maturity is the multiplier

Private cloud delivers value at any maturity stage, but optimized organizations gain outsized benefits. They're more capable, more confident, and more likely to scale innovation with less risk.

The takeaway is clear: **Maturity unlocks greater advantage.**

With the right private cloud platform, organizations can advance their cloud maturity and transform their cloud from an infrastructure choice into a competitive edge.

Ready to accelerate your cloud advantage? Contact your sales representative or VMware Partner to schedule a Maturity Assessment.

Get your private cloud journey started now.

vmware by Broadcom

Appendix

Methodology

To assess enterprise private cloud maturity, we developed a scoring framework based on responses to key practice statements. Participants indicated their agreement with statements across six critical areas of private cloud adoption. Individual responses were aggregated into an overall maturity score, then segmented into three distinct maturity levels.

Maturity assessment areas

Workload diversity

Mixed application types: Traditional and modern workloads running on private cloud infrastructure

Self-service provisioning

Independent resource provisioning: Internal users can deploy resources through catalogs and APIs with minimal IT interaction

Policy-based guardrails

Automated policy enforcement: Security guardrails deployed automatically across all resources

Cost transparency

Usage-based reporting: Chargeback or showback systems providing resource consumption visibility to internal customers

Platform model

Platform-centric teams: Cross-functional platform teams vs. traditional technology silos (compute, storage, network, security)

Custom services

Tailored service delivery: Custom application and services catalogs and provisioning based on specific performance, security, or compliance requirements

Distribution of Organizations Across Maturity Stages

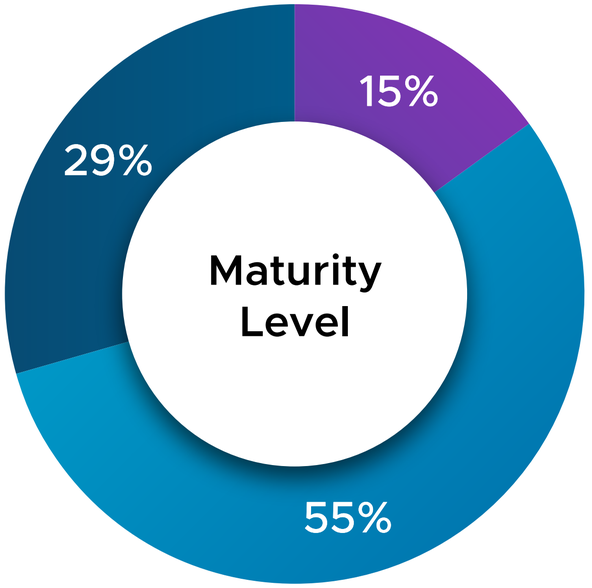

Figure 5: Participant agreement scores for private cloud maturity framework

vmware® by Broadcom