

Unlocking the Secrets of the Hybrid Cloud Leaders

Global Research Study



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A successful Hybrid Cloud strategy supports the business transformation agenda. Is yours working?

For years, companies have been investing in new technologies, cultivating their culture, and transforming their processes in the race to get ahead of the competition.

The pandemic was a hurdle nobody saw coming. For many businesses it was a disruption too far. Others just about managed to keep going.

But some powered ahead.

What made them different? How did they turn this crisis into an opportunity? And how can their success be replicated?

New research from Fujitsu shows that it was their hybrid cloud strategies that set these businesses apart.

When the pandemic hit, a small group (33%) of companies in Fujitsu's survey were able to use their hybrid clouds to build their resilience and accelerate toward their business transformation goals.

Hybrid Cloud Leaders excel in four ways, they:

These are the four pillars of a successful hybrid cloud strategy:

- 1. **Align their hybrid cloud strategies** with their business-wide transformation agendas
- 2. **Evolve their hybrid cloud management** to facilitate growth and reduce risk
- 3. **Empower their talent** to maximize value from the next-generation hybrid cloud
- 4. **Deploy emerging technologies** seamlessly and at scale.



Alignment



Proactivity



Talent

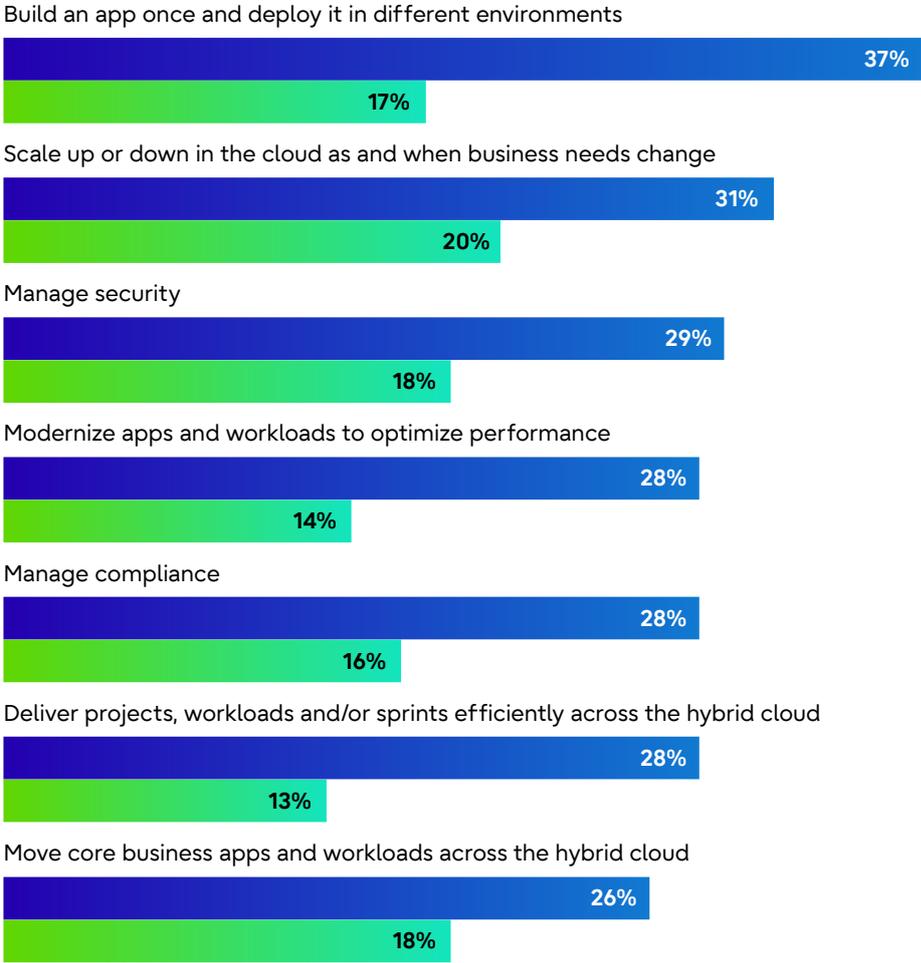


Tech

The Hybrid Cloud Leaders are making their clouds work for them

Q. How effective is your organization at doing the following in your hybrid cloud environment? (Those answering effective and very effective)

■ Hybrid Cloud Leaders ■ Hybrid Cloud Followers



Next, we find out more about each of the four pillars and what makes the Hybrid Cloud Leaders special. How can other companies catch up in the race to transform their businesses?



Who are the Hybrid Cloud Leaders?

In the research, the Hybrid Cloud Leaders say that their hybrid cloud strategy has:

1. Accelerated their business transformation, and
2. Given them the resilience to withstand the impact of the Covid-19 crisis.

This group makes up 33% of our total sample.

The remaining two-thirds of the sample are Hybrid Cloud Followers. These are the companies that did not agree with these two statements.

About the research

In partnership with Longitude, a Financial Times company, Fujitsu surveyed 300 senior executives about their hybrid cloud strategies.

The respondents represented companies from 14 countries and five industries.

Countries

- Australia
- Belgium
- Canada
- Finland
- France
- Germany
- Japan
- Netherlands
- New Zealand
- Portugal
- Spain
- Sweden
- UK
- US

Industries

- Banking and financial services
- Manufacturing and automotive
- Public sector and central government
- Retail
- Utilities

Global survey conducted in the fall of 2021

Pillar 1: Alignment

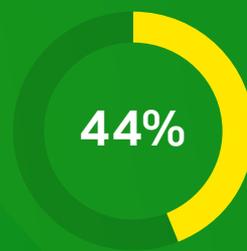


Aligning hybrid cloud strategy with the business-wide transformation agenda

The Hybrid Cloud Leaders excel by aligning their hybrid cloud goals with the business-wide agenda. So what is on the business agenda? Companies want to innovate – fast.



Their top priority is to create innovative and seamless digital experiences.



The second priority is to increase speed and innovation in their products and services.

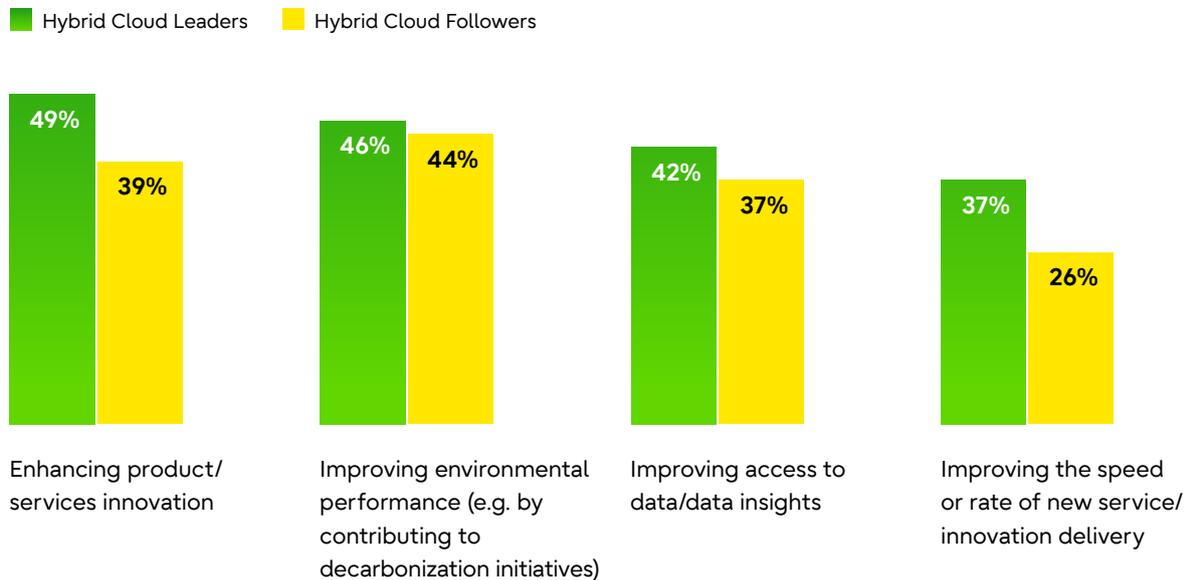


The third priority is to derive revenue from emerging technologies such as AI, automation and IoT.

By aligning their hybrid cloud strategies to the wider business transformation agenda, the Hybrid Cloud Leaders are moving faster than the rest.

The Hybrid Cloud Leaders are moving faster and making innovation a reality

Q. Which of the following benefits have you realized from your hybrid cloud approach in the past 12 months?



But it is worth noting that even the leading companies still have a way to go in their efforts, and there is plenty of scope for the Followers to catch up.

At Bridgestone Americas, Tom Corridon, Vice President of Cloud and Infrastructure, says his company's hybrid cloud strategy is at the core of its transformation. "I would say that our cloud strategy is in direct alignment with supporting Bridgestone in what we're calling Bridgestone 3.0 – the next generation of the company," he says. "It is all about becoming a premier sustainable mobility solutions company, and we can't do that in a silo from an on-premise footprint. We have to meet our customers and partners where they are. Most of the time, that is in the cloud."

It is all about becoming a premier sustainable mobility solutions company, and we can't do that in a silo from an on-premise footprint.

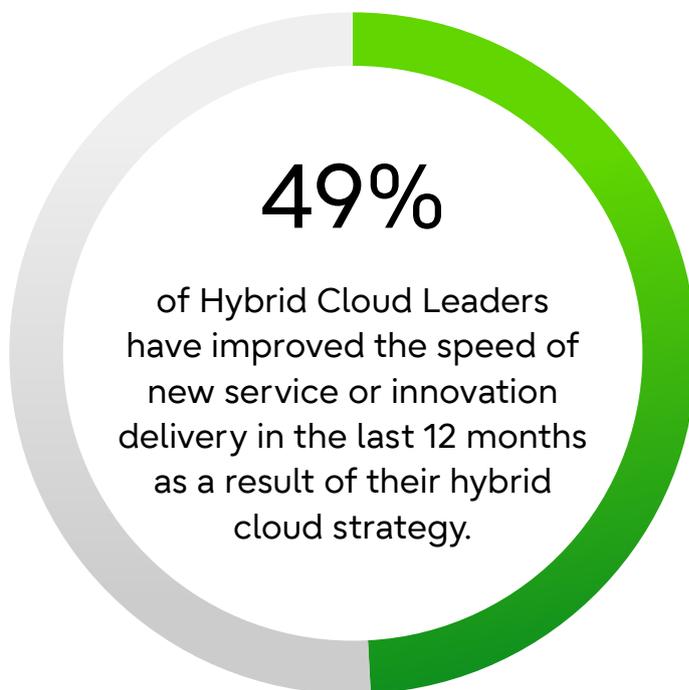
Tom Corridon

Tim Moody, Head of Global Offering Strategy at Fujitsu, says it is getting easier to exploit the benefits of hybrid cloud. "One of the real benefits of the hybrid approach is the opportunities it gives to augment the existing services organizations provide with new capabilities," he says.

"If you roll back even a few years, companies might have had R&D departments looking at emerging technologies like AI to see how they could apply them, and having to maybe partner with academia. The cost of entry to use those new technologies to drive business innovation was really high. Because of the huge investment from cloud providers and the pace of innovation, the barrier to entry has dramatically reduced.

"One of the real benefits of the hybrid approach is the opportunities it gives to augment the existing services organizations provide with new capabilities"

Tim Moody



Pillar 2: Proactivity



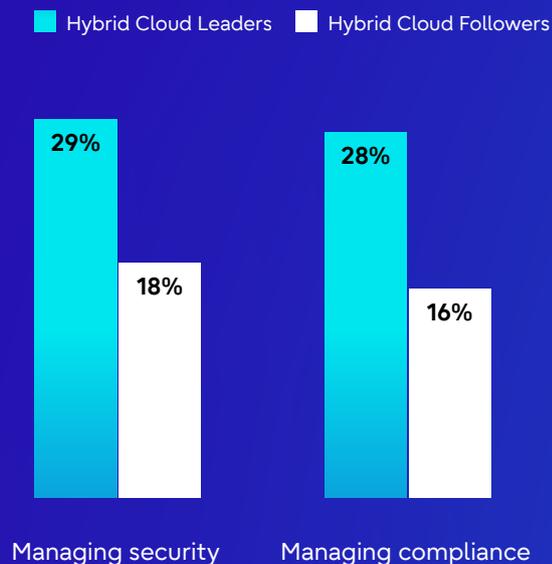
Evolving hybrid cloud management to facilitate growth and reduce risk

“The one thing that kills brands is security outages,” says Tim Moody, Head of Global Offering Strategy at Fujitsu.

This is why security is companies’ biggest concern when managing their hybrid cloud environment.

The Hybrid Cloud Leaders are more advanced when it comes to managing security and compliance risks

Q. How effective is your organization at doing the following in your hybrid cloud environment? (Those answering ‘effective’ or ‘very effective’)



Can the Hybrid Cloud Followers catch up?

The Hybrid Cloud Leaders might be better than the Followers at managing these risks, but not even a third of them can do it well. So the data suggests that this is a challenge for everyone, and even the most advanced companies need support.

Stronger security fuels growth

The Hybrid Cloud Leaders use their prowess in managing security and compliance risks to reduce overall risk. But this also helps them to accelerate growth: 37% say that enhancing security is a measure their organization should take to ensure their hybrid model facilitates business growth.

It is not just security they are looking to in order to achieve business growth: 46% of the Hybrid Cloud Leaders believe they should invest in emerging tech to improve performance, and 27% believe they should hire new specialist talent.



Pillar 3: Talent



Empowering talent to maximize value from next-generation hybrid cloud

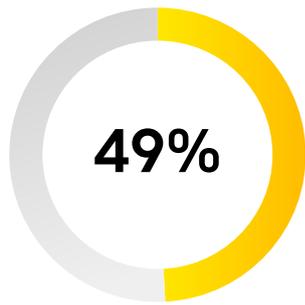
Successfully implementing a hybrid cloud environment is difficult. A quarter (24%) of companies say a lack of skills in the workforce is their biggest concern when it comes to managing their current hybrid cloud environment.

The Hybrid Cloud Leaders are investing in skills to a much greater extent than the Followers

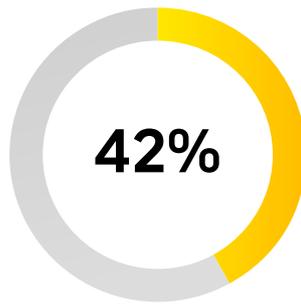
Q. How is your organization empowering your IT teams to maximize the business value of hybrid cloud? (Those answering 'currently doing')



The Hybrid Cloud Leaders' investment is paying off:



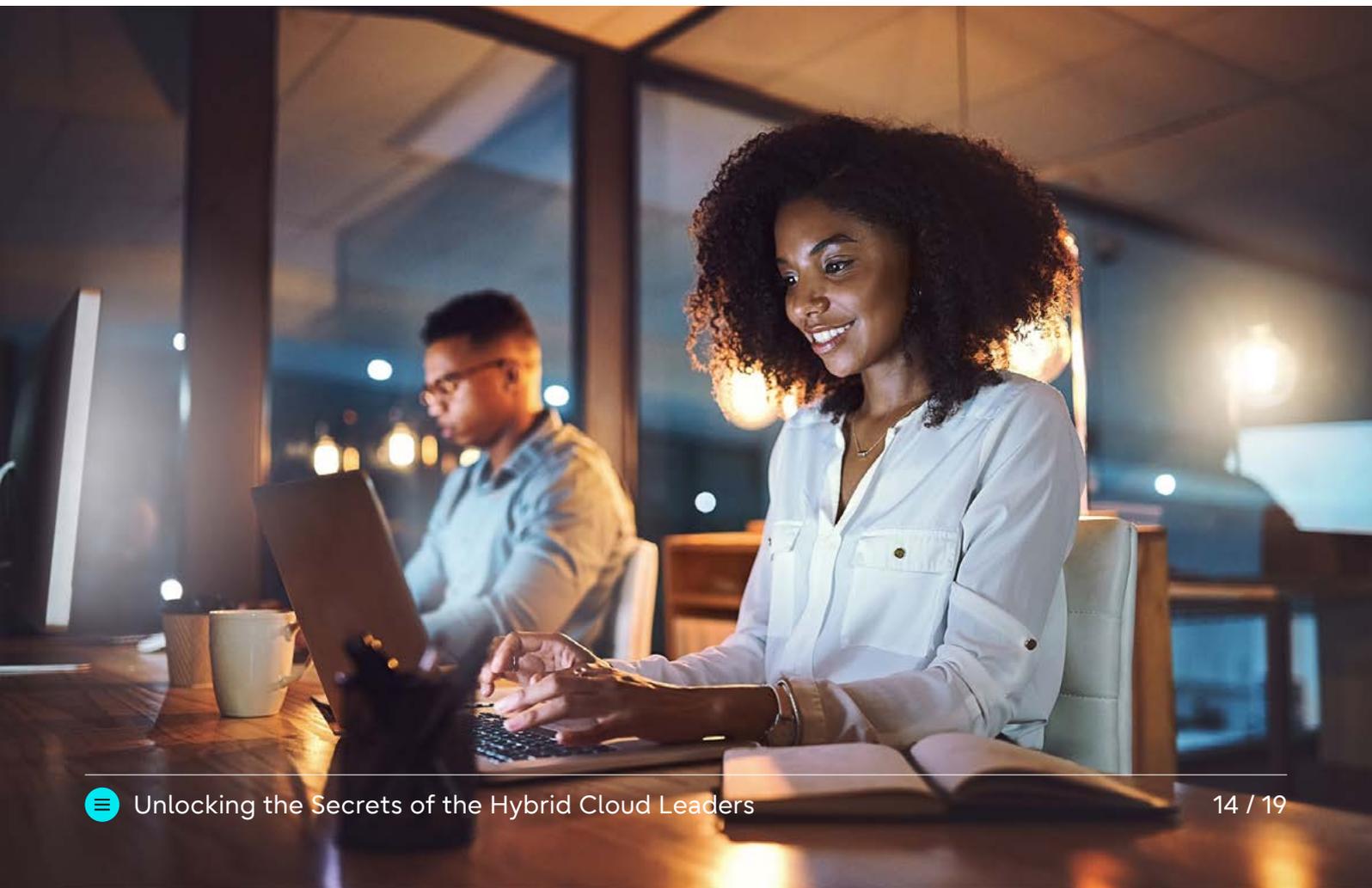
Believe their hybrid cloud approach has enhanced their product/service innovation in the past year.



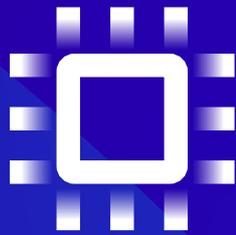
Believe their hybrid cloud approach has improved their access to data.

Although the Hybrid Cloud Leaders are reaping the benefits of investing in skills, there is still a way for companies to go in this respect – after all, the data shows less than half of the Hybrid Cloud Leaders are enjoying these benefits.

This is heartening news for Followers, as it shows there is opportunity to catch up with the Hybrid Cloud Leaders.



Pillar 4: Tech

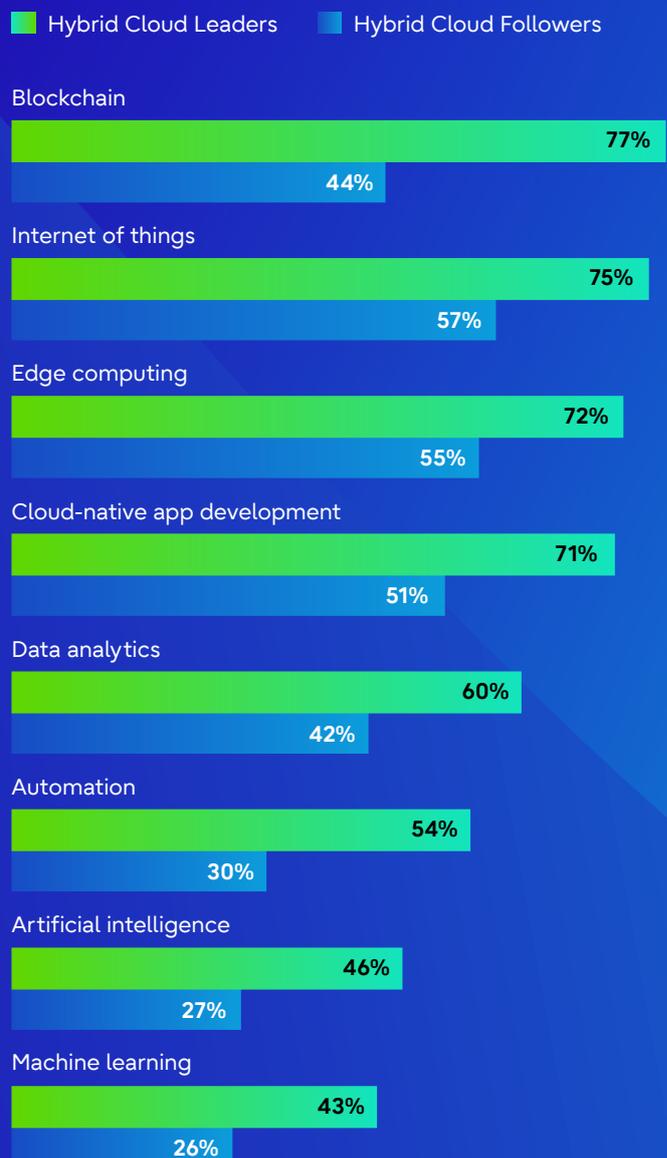


Deploying emerging technologies seamlessly and at scale

The Hybrid Cloud Leaders are putting emerging technology at the heart of their hybrid cloud strategies: 75% say that their hybrid cloud environment facilitates the use of emerging tech, compared with just 38% of Followers.

The Hybrid Cloud Leaders are mastering emerging tech

Q. How easy or difficult is it to adopt the following in your hybrid cloud environment?
(Those answering 'easy' or 'very easy')



The data suggests that some technologies, such as blockchain and edge computing, are straightforward for all companies to implement. But the Hybrid Cloud Leaders are excelling at implementing technologies across the board.

Miao Song, Global Chief Information Officer at GLP, says embedding emerging technology in the business is a positive step.

“In the end, whether it’s AI, machine learning, RPA or blockchain, the technology has to solve the business challenges,” she says. “For example, a pharma company uses AI machine learning to analyze their data, and also to run clinical trials.”

Tetsuya li, Deputy Head of Infrastructure and Solution Sales Unit, Global Solution Business at Fujitsu, says his company is experimenting with emerging technology in the cloud.

“On our part, we are trying to develop supercomputing and would like to bring it closer to cloud,” he says. “We are migrating supercomputer technology onto the cloud, and Fujitsu has experts who are skilled in this. We also have people who have strong skills in developing the cloud. They have been releasing products and services in these respective areas. We would like to merge these groups to enable the creation of new products and services.”

“When we get data back from our tires through the internet of things, it eventually gets back into an application in Bridgestone that is heavy in AI and machine learning, called Tirematics. That’s where complex proprietary algorithms live, and they make predictions on preventative maintenance based on the miles driven and what we know about the tire and where it’s located from a climate perspective.”

**Tom Corridon, Vice President of Cloud and Infrastructure,
Bridgestone Americas**



The Hybrid Cloud Leaders are racing ahead

The Hybrid Cloud Leaders are looking at their hybrid cloud strategies as a whole: they are considering business alignment, proactivity, talent and tech together.

They show us that no single pillar is more important than the others. A successful hybrid cloud strategy – one that drives growth and increases resilience – will consider them all.

The Hybrid Cloud Leaders may be leading the race, but they are not untouchable.

If they address the four pillars of successful hybrid cloud strategy, the Followers have the opportunity to excel.

How to catch up with the Hybrid Cloud Leaders

1. **Tie your hybrid cloud goals and implementation to wider business objectives.** The Hybrid Cloud Leaders show that a joined-up approach yields positive results across innovation, speed and sustainability.
2. **Develop your hybrid cloud strategy with security at its heart.** The Hybrid Cloud Leaders show that being security conscious smooths the way for growth.
3. **Invest in training your staff in hybrid cloud, and hire in specialist skills.** The Hybrid Cloud Leaders show that doing this drives innovation.
4. **Invest in skilled people to ensure that you can adopt emerging technologies.** The Hybrid Cloud Leaders are prioritizing this, and are finding it straightforward.

On top of these crucial four steps, catching the Hybrid Cloud Leaders will depend on companies developing the right mindset. Businesses cannot simply apply new technology to old processes and behaviors. A cultural shift and change management are crucial elements to their transformation.

Collaborating with trusted partners, benefiting from their experienced expertise, can help companies make this cultural shift, and propel them towards taking the four steps to catch the Hybrid Cloud Leaders.

Are you a Hybrid Cloud Leader?
Find out more about Fujitsu
www.hybridcloudleaders.global.fujitsu.com

Fujitsu Hybrid Cloud Leaders

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