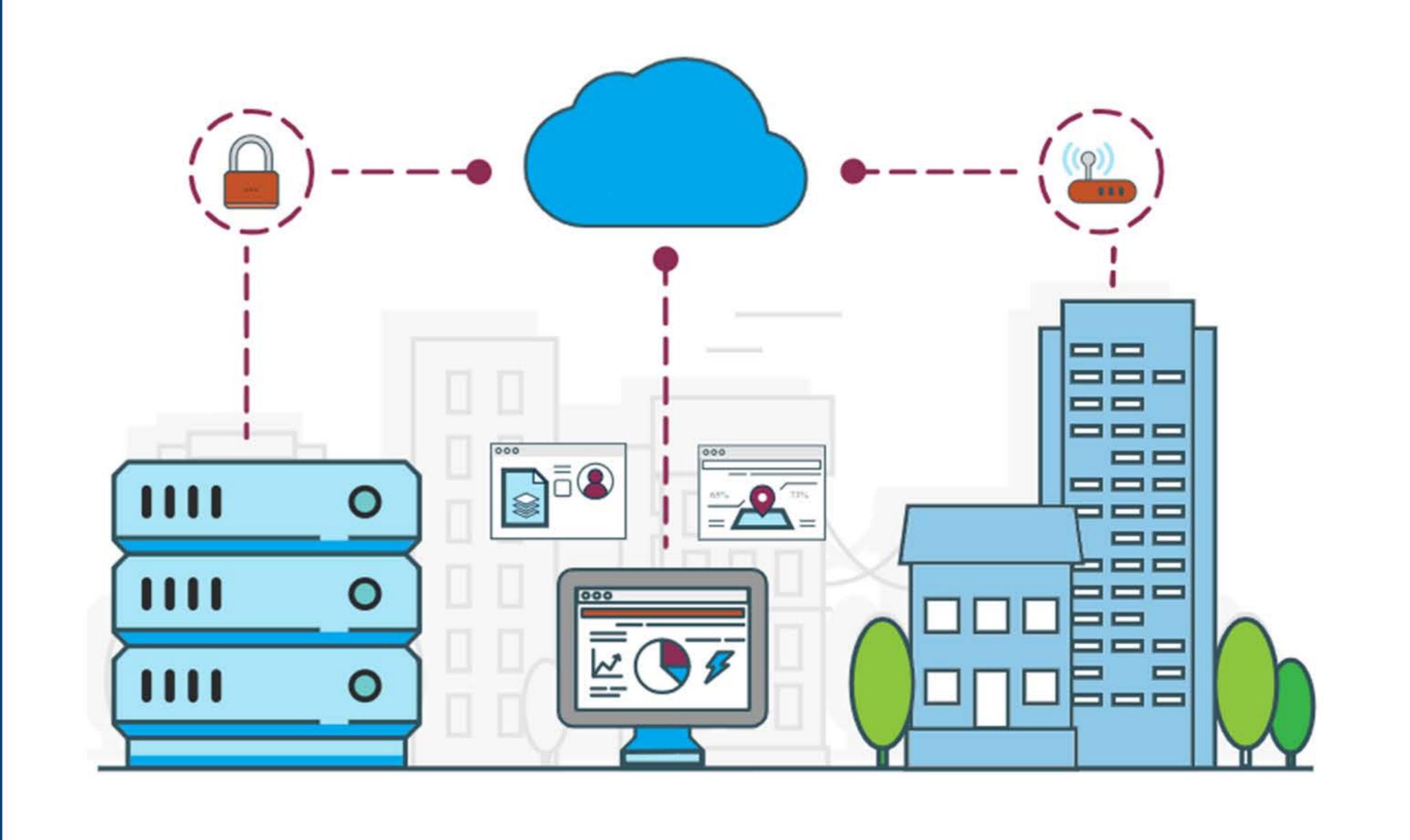
# HOW TO OPTIMIZE YOUR HYBRID IT ENVIRONMENT EXPE

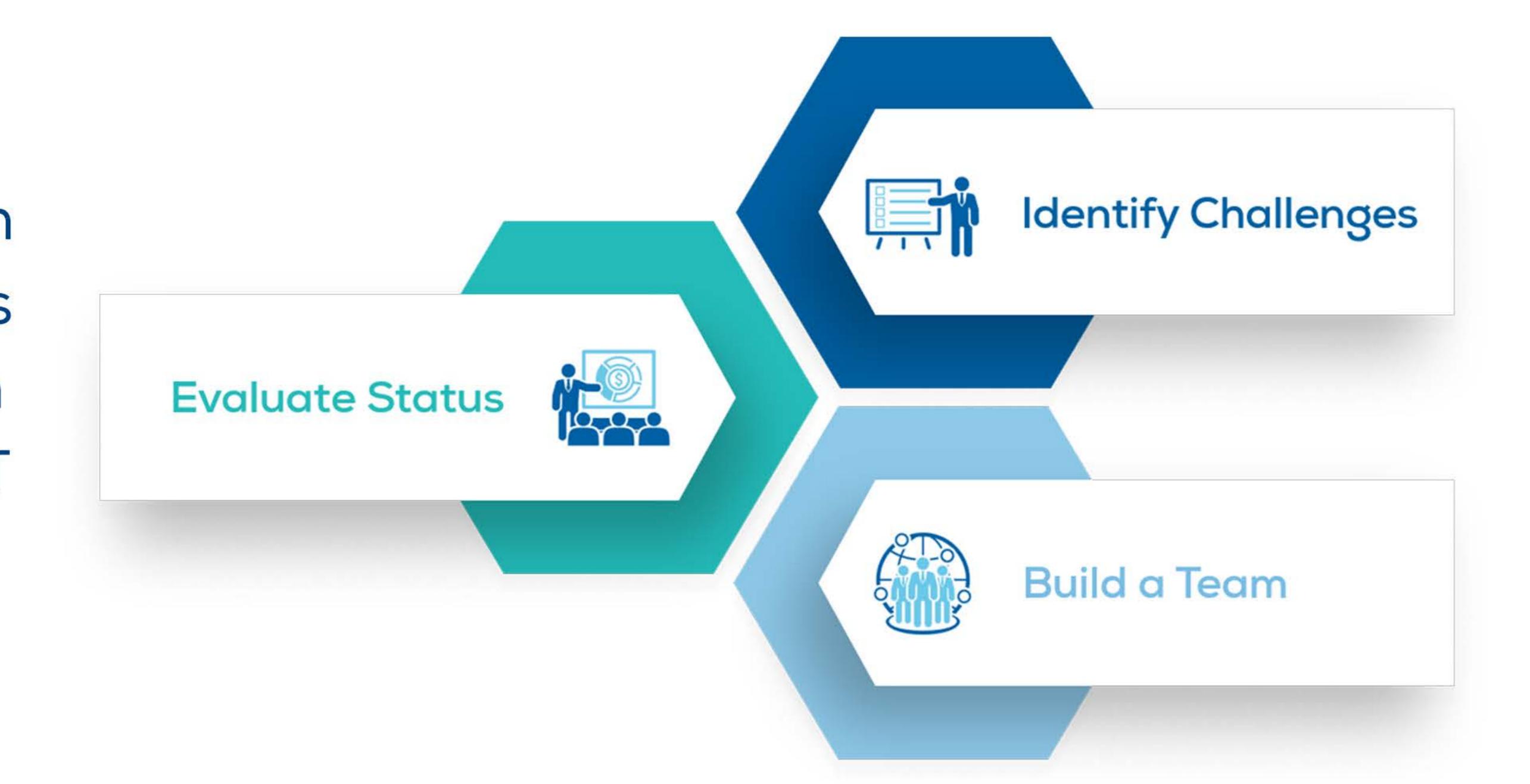
The balance between using cloud and on-premise IT to deliver a single workload or application – also known as

Hybrid

- will shape the future of business.



Optimize your approach to get the best results for your business with tips from our Hybrid-IT experts.



### 1. Work backwards from the business problem

Growth and profit underline all business activities. It becomes challenging for the leadership to drive a profitable business when the departments do not operate in sync.



If Marketing generates leads that Sales has already covered, growth gets stilted. Customer Relationship Management, Marketing Automation, and

Sales Funneling may be among the applications where data is being siloed or poorly managed in this scenario.

Beyond troubleshooting, IT departments should look at the underlying data and applications that could resolve them. Identifying these applications upfront helps prioritize towards a solution.

# 2. Determine where your business stands

Locally and manually managed, on-premise IT, and fully-automated, remotely-hosted cloud applications are the two ends of the IT infrastructure spectrum. Hybrid IT blends the benefits of both by improving efficiency, monitoring, and security.

To determine where your business stands, evaluate:

## a. Financial Model

Moving to the cloud means looking at IT from less of a CAPEX and more of an OPEX perspective. Understand where and when a pay-per-use option makes the most sense and reevaluate your financial model to support this shift.

## b. Integration Challenges

IT migrations require dedicated onboarding and smooth transitioning to avoid performance issues. Monitor the complexity of your current environment and estimate the integration challenges that could emerge in a Hybrid IT scenario.

## c. Business Process

Transition to Hybrid IT involves rationalizing existing infrastructure, increasing virtualization and adding management capabilities. During this process, you want to ensure consistent performance of your current applications. Map out your approaches in advance to avoid any disruptions.



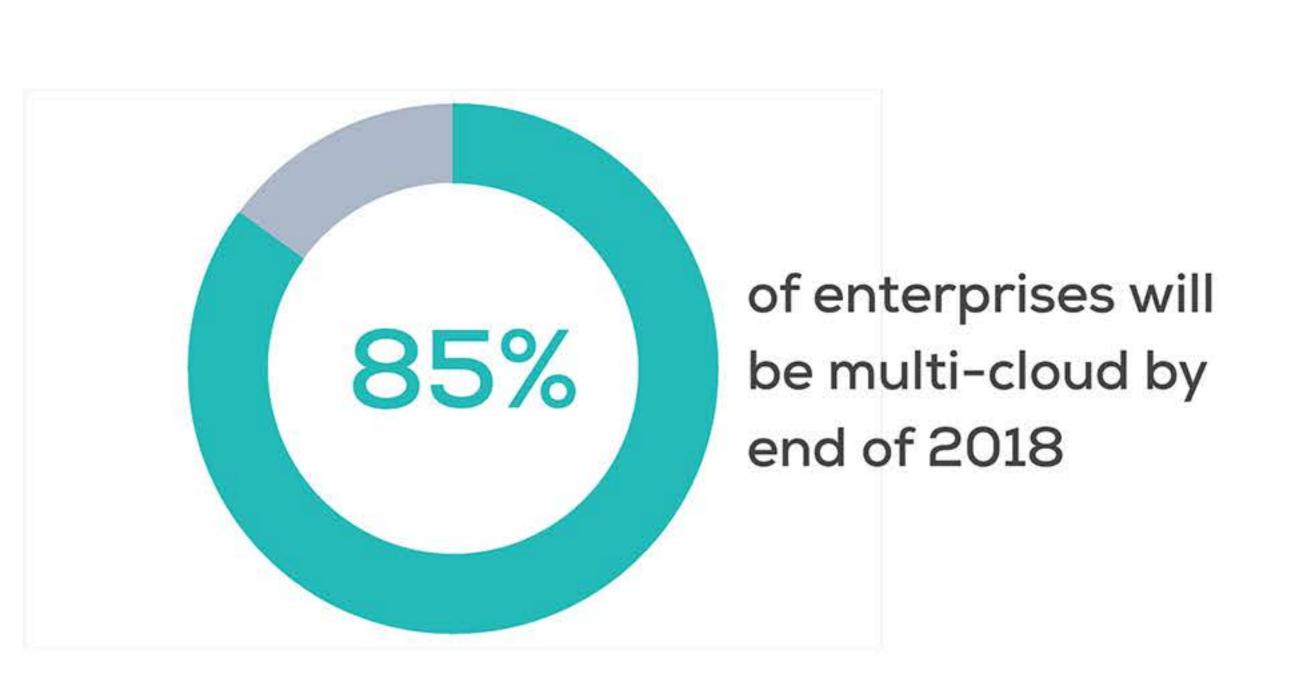
## 3. Build a team

Leveraging a mixture of cloud and on-premise infrastructure will not only impact the technology, but also the IT personnel.

Assess your teams' competencies and identify the gaps in their knowledge about monitoring tools, integration capabilities and data management to ensure you have the best team to monitor your newly optimized environment.







# Your IT departments doesn't have to deal with everything alone.

Service providers play a critical role in reducing complexity and operational stress, whether it's specific migrations or overall management of key applications & services. Assessing and building those relationships is a foundational component of Hybrid IT success.

Take our complimentary IDC Hybrid IT Optimization Assessment and receive a customized report for your organization.