



## News Advisory

# HP Research Reveals a Hybrid Future for Cloud

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FRANKFURT, Germany, Dec. 5, 2012 — HP today announced global research revealing that enterprises see hybrid delivery as the future of cloud and highlights the challenges they face in creating hybrid environments.

As cloud adoption gains momentum, it is clear that enterprises anticipate using a hybrid delivery model consisting of traditional IT, managed cloud, private and public cloud offerings going forward. According to a new global study commissioned by HP,<sup>(1)</sup> 75 percent of organizations surveyed said that they intend to pursue a hybrid cloud delivery model.

The study also revealed that nearly two-thirds (65 percent) of senior business and technology executives surveyed are concerned about vendor lock-in when implementing cloud solutions. Seventy-two percent of respondents said that portability of workloads between cloud models also is important when implementing cloud solutions.

When considering adoption of a public cloud solution, technology executives stated that their organizations need an open, transparent underlying infrastructure (76 percent), service level agreements (62 percent) and enterprise billing (48 percent), before putting production applications in the cloud.

Additionally, 70 percent of technology executives said it is important for their organizations to be able to burst to an external cloud services provider to gain instant access to additional capacity and easily manage uneven service demands.

### Methodology

The Coleman Parkes Research study was conducted by Coleman Parkes Research on behalf of HP and comprised of 550 interviews among senior business and technology executives within enterprises (more than 1,000 employees) and midmarket companies (500-1,000 employees). The interviews were conducted via phone in October 2012. Regions included North America (United States and Canada), Europe and the Middle East (Czech Republic, France, Denmark, Germany, Russia, United Arab Emirates and United Kingdom), Asia Pacific (Australia, China, India, Japan and South Korea) and Latin America (Brazil and Mexico).

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(1) "HP Cloud and Information Optimization," Coleman Parkes Research, Ltd., October 2012.

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