

Which ones will you turn?

Unlock the full potential of hybrid cloud



59%

of enterprise decision-makers say they are adopting a hybrid cloud model.¹

Enterprises are loving digital transformation. They see it as essential for today's digital economy, where success means evolving, fast.

They also love hybrid cloud. To them, it's a quick and easy way to set up the apps and services they want.

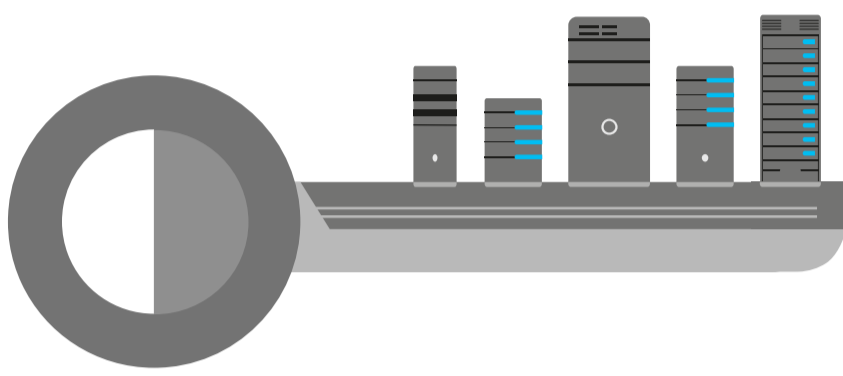
However, a lot of the time, the rush to adapt means they're missing out on what hybrid cloud can really do. Simply put, people don't always recognise that it could unlock other serious benefits.

Which one of these will be the perfect fit for you?

IT agility is one of the top 5 things

at the front of CIOs' minds.²

Hybrid cloud can make it happen.



Open up the potential of virtual machines

Adopt hybrid cloud, and you can take advantage of virtual machines to transform your IT. Virtual Machines with hybrid cloud don't just make it easier to manage and control your IT, they can deliver more productivity, flexibility, scalability – and speed up development.

77% already trust in cloud security.³ It could be even more secure, with hybrid cloud.

Lock in a new level of security

The right hybrid IT approach will help you pre-empt threats and achieve compliance more effectively, with:

- Stronger authentication.
- A safer infrastructure.
- More insight into who's accessed what.
- Greater control over your apps and data.

By 2020

the data the world stores will have almost as many digital bits as there are stars in the universe.

Hybrid cloud can help you get full value out of it all.



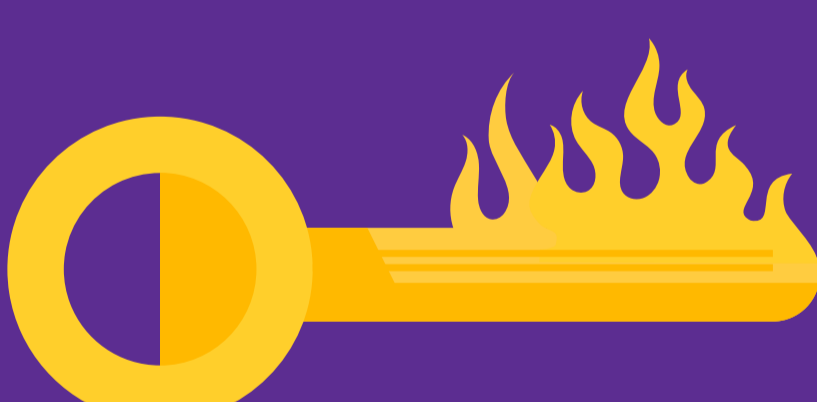
Switch your operations to ones designed for omnichannel

Cloud-based business analytics is perfect for omnichannel. Everything is accessible from anywhere, at any time, allowing you to:

- Be more productive and more profitable.
- Improve your customer engagement.
- Be more effective in your forecasting.
- Increase your efficiency.

64%

of companies use more than three disaster recovery solutions.⁵ The right hybrid cloud approach can simplify and improve disaster recovery for you.



Access better disaster recovery

With a cloud-based approach, you get automated back-up and disaster recovery (DR) technology. So system incidents won't bring your business to a standstill. Instead, you'll keep running.

It will restore your applications and data, giving you quick and seamless access to it – and making sure you're ready for compliance. So you won't lose your data and applications, your customer or your business. It could even cost less than you think.

Microsoft Azure helps you get more out of hybrid cloud, so you can use cloud on your own terms.

[Read our e-book today.](#) ▶

With this integrated solution that's based around a set of cloud services, you get everything you need for building, deploying, and managing applications.

Discover how to unlock the full potential of hybrid cloud.



1 <https://www.cio.com/article/3137946/cloud-computing/6-trends-that-will-shape-cloud-computing-in-2017.html>
 2 <http://searchcio.techtarget.com/news/4500255832/SIM-CIO-survey-results-IT-agility-is-up-so-are-IT-budgets>
 3 <https://enterprise.microsoft.com/en-us/articles/blog/microsoft-in-business/reason-to-believe-removing-the-barriers-to-cloud-adoption/>
 4 The Digital Universe of Opportunities, IDC.
 5 <https://www.itproportal.com/features/disaster-recovery-2017-more-cloud-speed-of-recovery-less-complexity/>