

On-Prem vs. Cloud. Where does EUC live?

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OnePoll |  cloud

Hybrid Cloud
CD C 1310 HC UK

Client: Cloud / Citrix
Date: 26th October to 3rd November 2023
Sample: 350
Demographic: UK: Business/IT Leaders with revenue of over \$500m
Client contact: loyd.berry@cloud.com
Summary author: Hannah.England@onepoll.com

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ESOMAR²³
Corporate

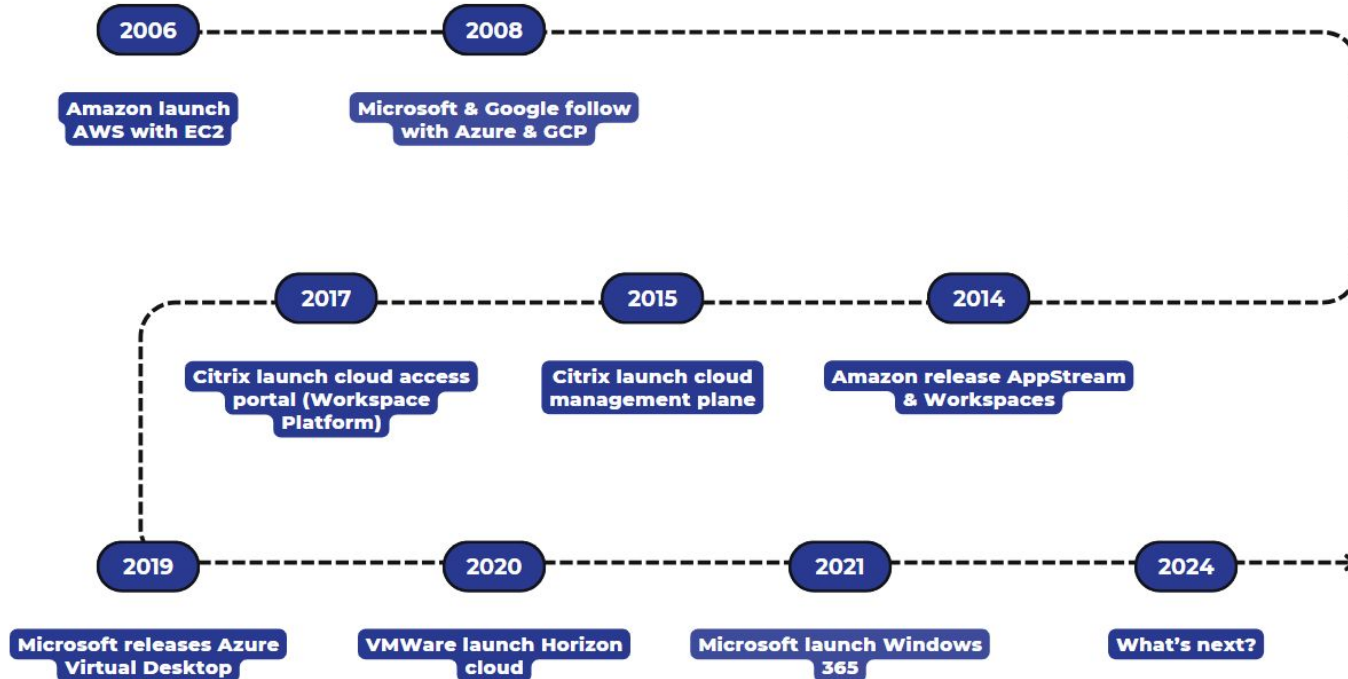


Where does EUC live?



The Journey to the Cloud

History of EUC in the Cloud



Advantages of Cloud

Reduce
Management
Cost



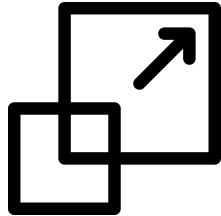
Increase
Security



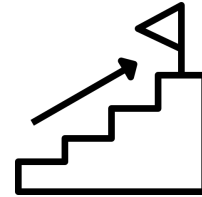
Faster
Updates



Dynamic
Scaling



Accelerate
Growth



Something's working!

The Blockbuster Growth of Amazon's Cloud Business

Quarterly revenue of Amazon Web Services*



* Amazon Web Services (AWS) is Amazon's cloud platform, providing cloud infrastructure services to start-ups, enterprises and the public sector.



@StatistaCharts

Source: Amazon



Microsoft Is Up in the Clouds

Microsoft's annualized commercial cloud revenue run rate (fiscal year ends June 30)*



Commercial cloud annualized revenue run rate is calculated by multiplying revenue for the last month of the quarter by twelve for Office 365 commercial, Azure, Dynamics 365, and other cloud properties. Figures from Q2 2018 onwards were calculated by multiplying revenue for the entire quarter by four.

Source: Microsoft

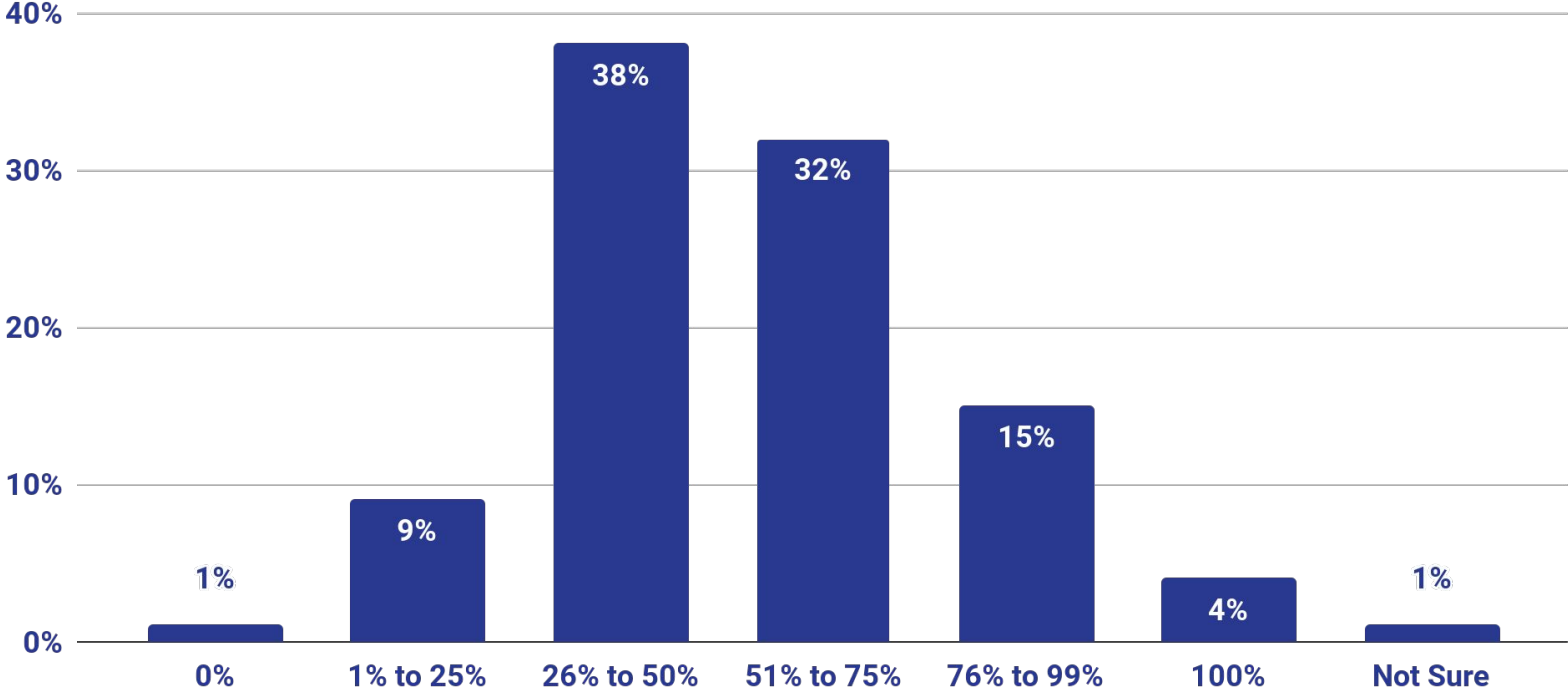


Poll:

What proportion of your data and applications are currently hosted in a cloud architecture?

None | Some | Most | All

What percentage of your data and applications are currently hosted in a cloud architecture?



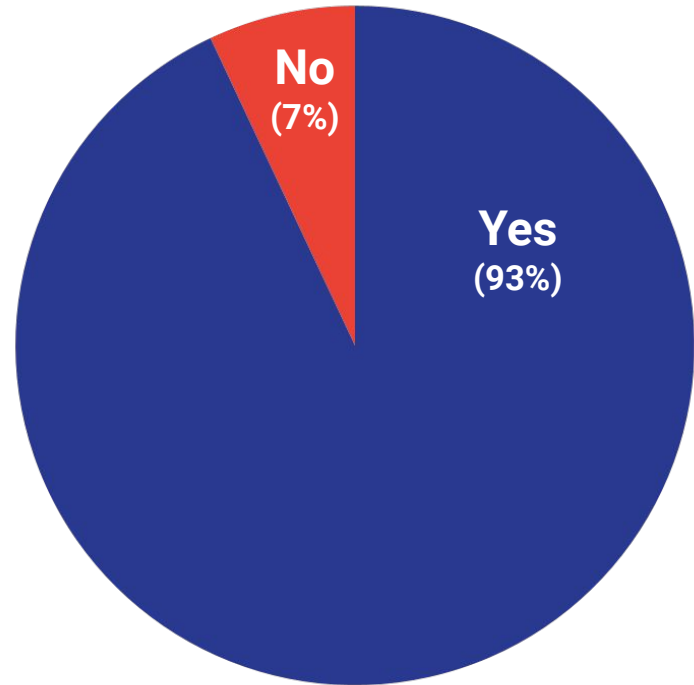


Opinions shifting?

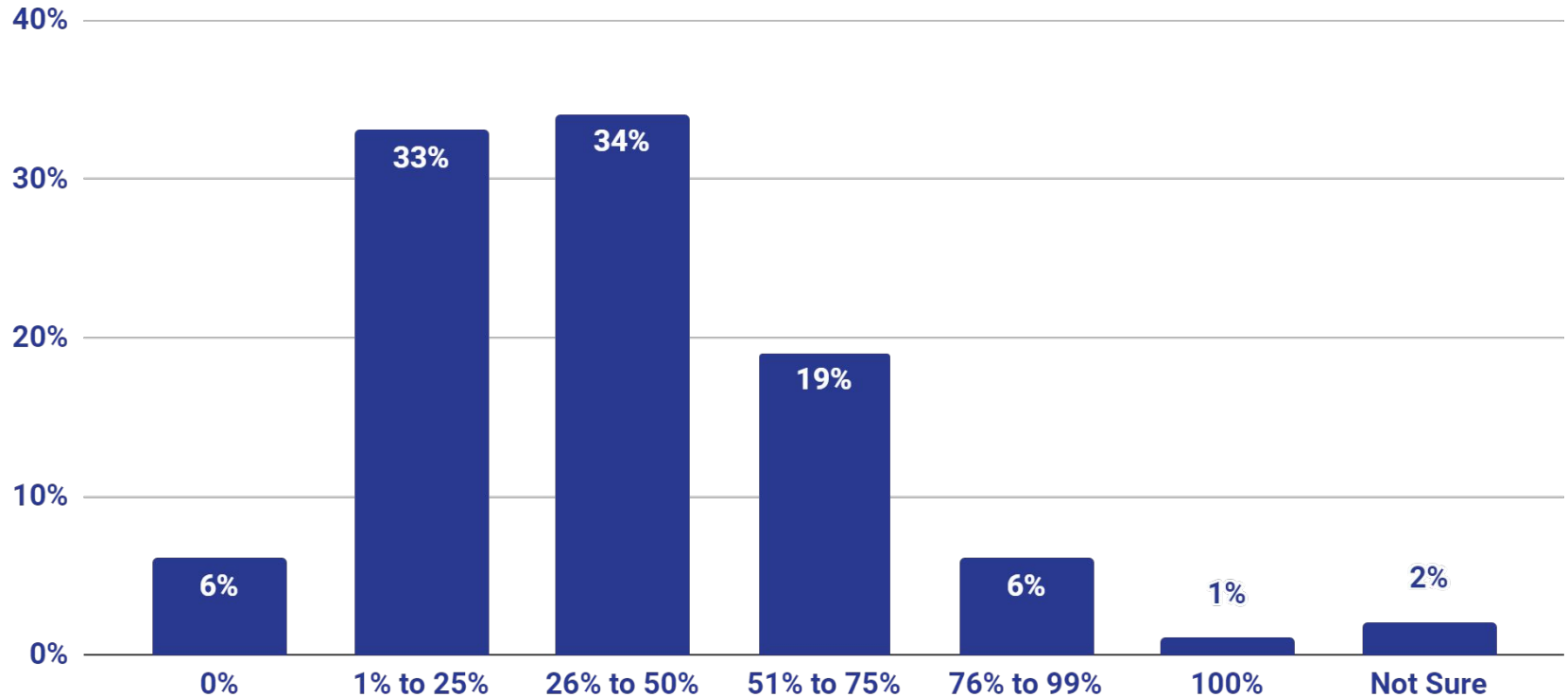
Poll:

Have you been involved in a cloud repatriation project in the last 3 years?

Have you been involved with a cloud repatriation project in the last 3 years?



What percentage of workloads moved to the cloud have you already moved back to on-prem data centres, or are being considered to move back on prem?





DAVID HEINEMEIER HANSSON

December 19, 2023

The Big Cloud Exit FAQ

Just over a year ago, we announced [our intention to leave the cloud](#). We then shared [our complete \\$3.2 million cloud budget for 2022](#), and the fact that we were going to build our own tooling rather than pay for [overpriced enterprise service contracts](#). The mission was set!

A month later, we placed an order for \$600,000 worth of Dell servers to exit, and did the math to conservatively estimate [\\$7 million in savings over the next five years](#). We also detailed [the larger values](#), beyond just

Why we're

... has had one foot in the cloud, meaning there exclusive... rely in both Amazon's... machines, we've run o... d most of it. It's finali... l for medium-sized c... d in reduced comple

... d excels at two ends

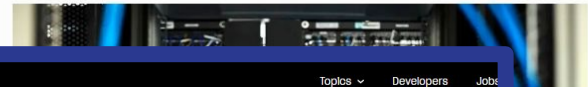
The Rise Of Cloud Repatriation: Why Companies Are Bringing Data In-House



Adobe

Apr 18, 2023, 06:00am EDT

Marci... owner of Nexthop - an IT consulting firm specializing in cloud computing, development, and talent solutions.



Scaling to exabytes and beyond

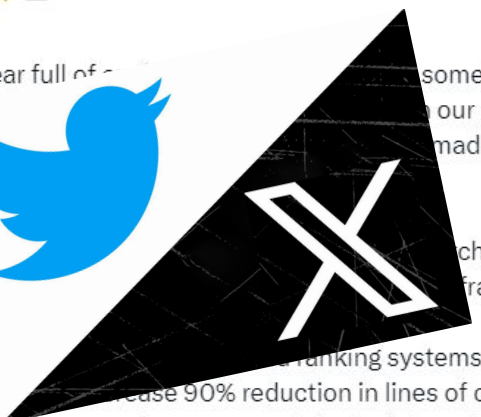
// By Akhil Gupta · Mar 14, 2016



Dropbox

Engineering @XEng

This has been a year full of... go unnoticed... are some of t... hood.



- Consolidated Lists, Communi

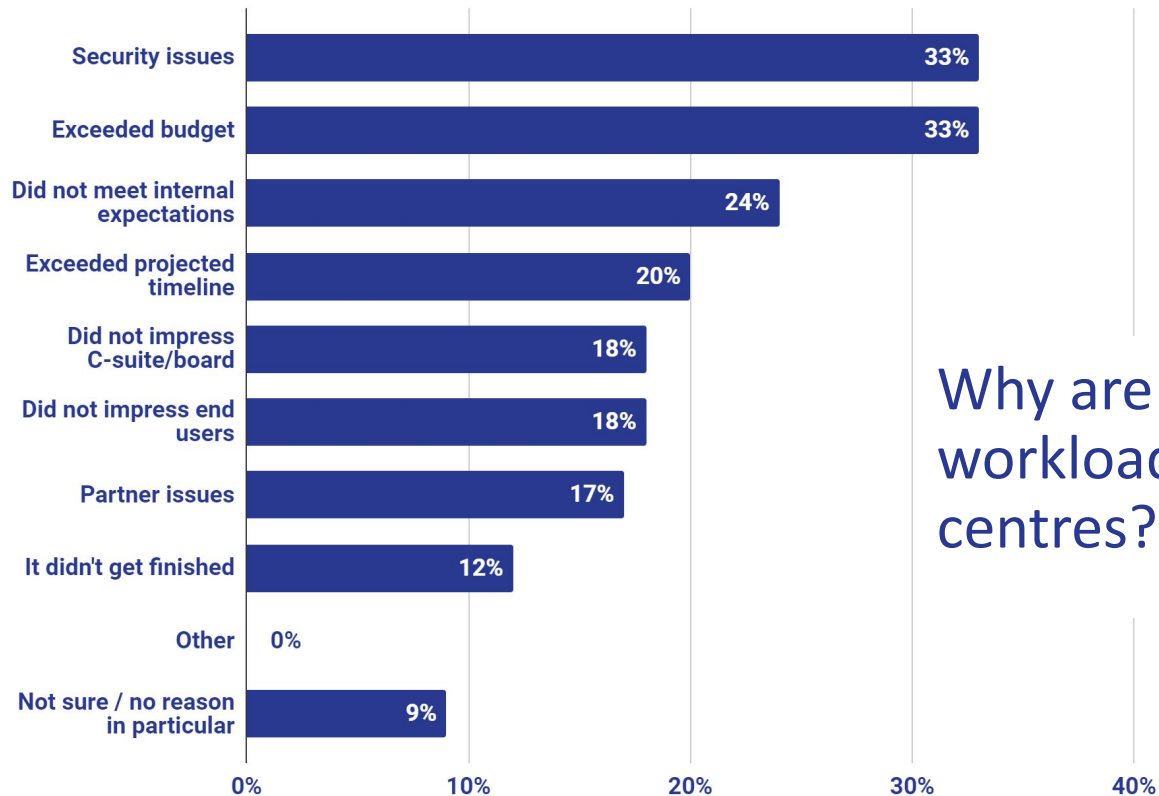
- Completely reb... ground up, resulti

sometimes can... our app, here... made under the... framework.

anking systems from the... 90% reduction in lines of code from

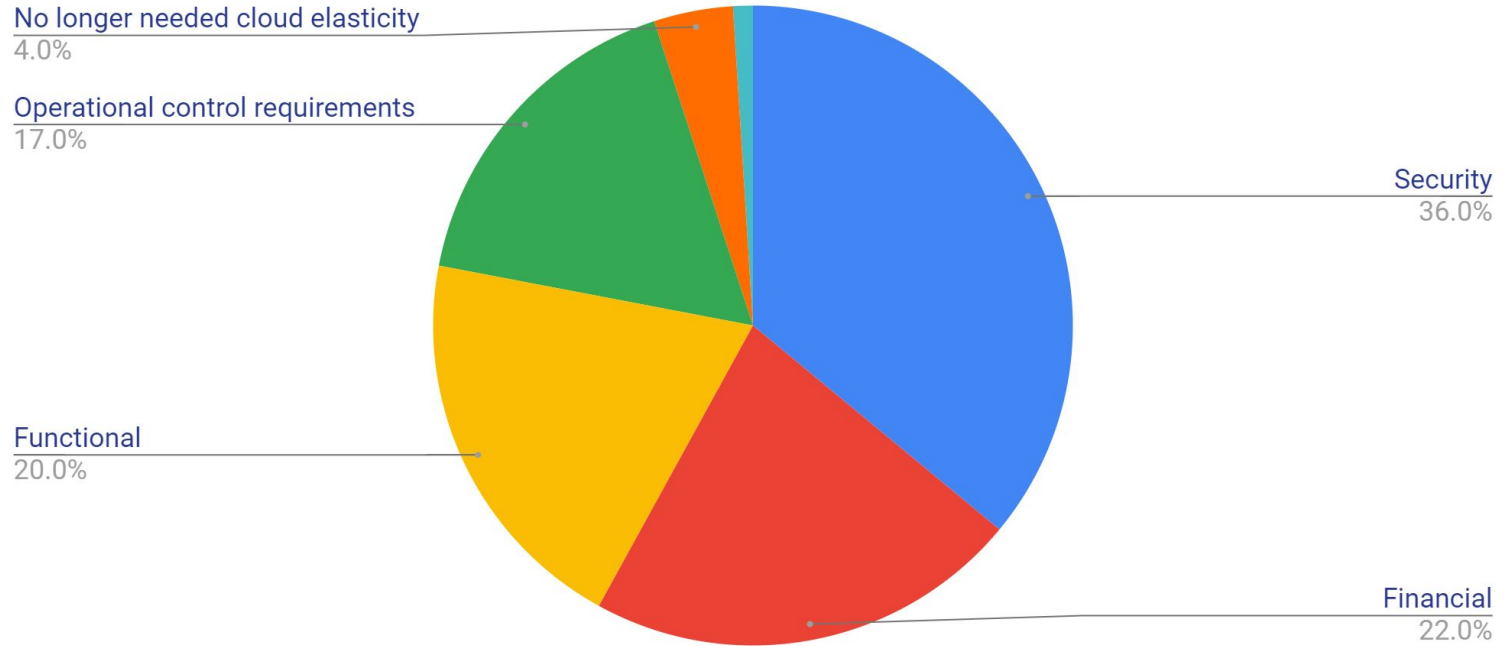


What's changed?



Why are you considering moving workloads back to on-prem data centres?

What was the main motivation for moving cloud first / hybrid cloud systems back to on-premises?



Pain Points of Cloud

Data Security & Management



Lack of Expertise



Cost Management



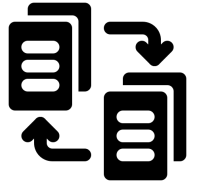
Compliance Requirements



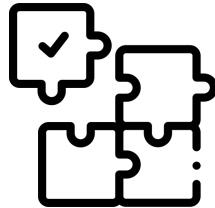
Outages/Uptime



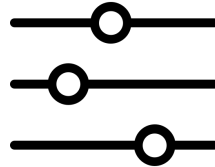
Pain with Lift-&Shift



One-size fits all



Lack of Control



Vendor lock-in





The Future

Amongst UK Business/IT leaders: (revenue >\$500m)

93%

have had cloud
repatriation projects in
the last three years

60%

are considering or have
already moved a
quarter of cloud
workloads back on
prem

Amongst UK Business/IT leaders: (revenue >\$500m)

93%

have had cloud repatriation projects in the last three years

60%

are considering or have already moved a quarter of cloud workloads back on prem

72%

are considering starting new cloud migration projects in the next 2 years

Scenario 1: The Cloud Delivers

- Close feature gap
- Tools to manage cost
- Improve Reliability
- Optimise Performance
- Regulatory compliance
- Further training/education

AI?

Scenario 2: We go back to On-Prem

- Apply lessons from Cloud deployments
- Features ported from cloud to on-prem
- Simplified appliance or containerised deployments

But...we lose the benefits of cloud!

Is there a third way?

Is there a third way?

Hybrid!

Scenario 3: Hybrid - why not both?

- Not just one or the other
- Start on-prem, expand to cloud
 - ...and then back to on-prem?
- For each use-case use the best deployment type

Poll:

Do you work with EUC deployments that have a mix of Cloud and on-prem components?

Scenario 3: Hybrid

Access

IdP

Gateway

User front-end

Control

Cloud Service

Self-Hosted On-Prem

Self-Hosted in Cloud

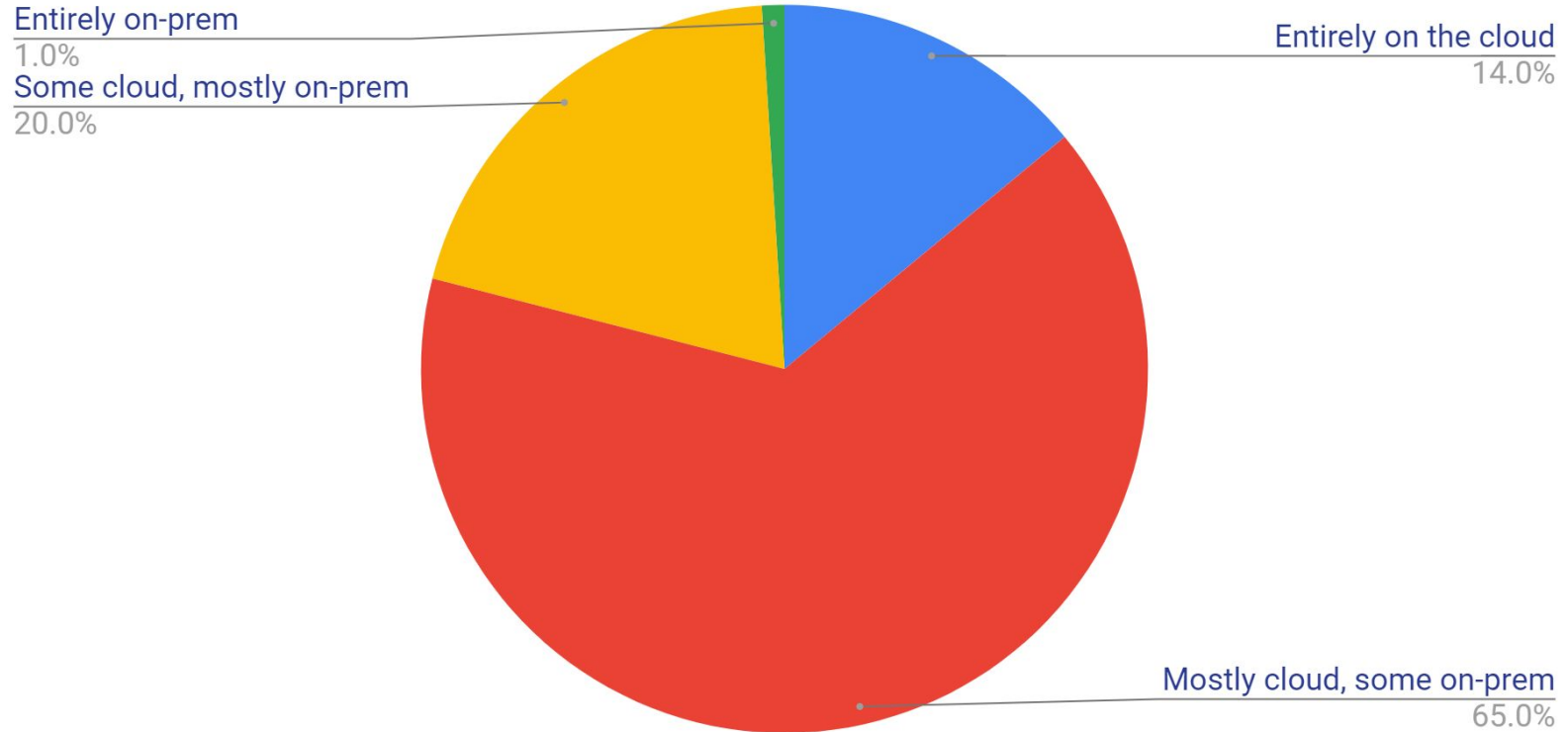
Resource

On-Prem Hypervisor

IaaS

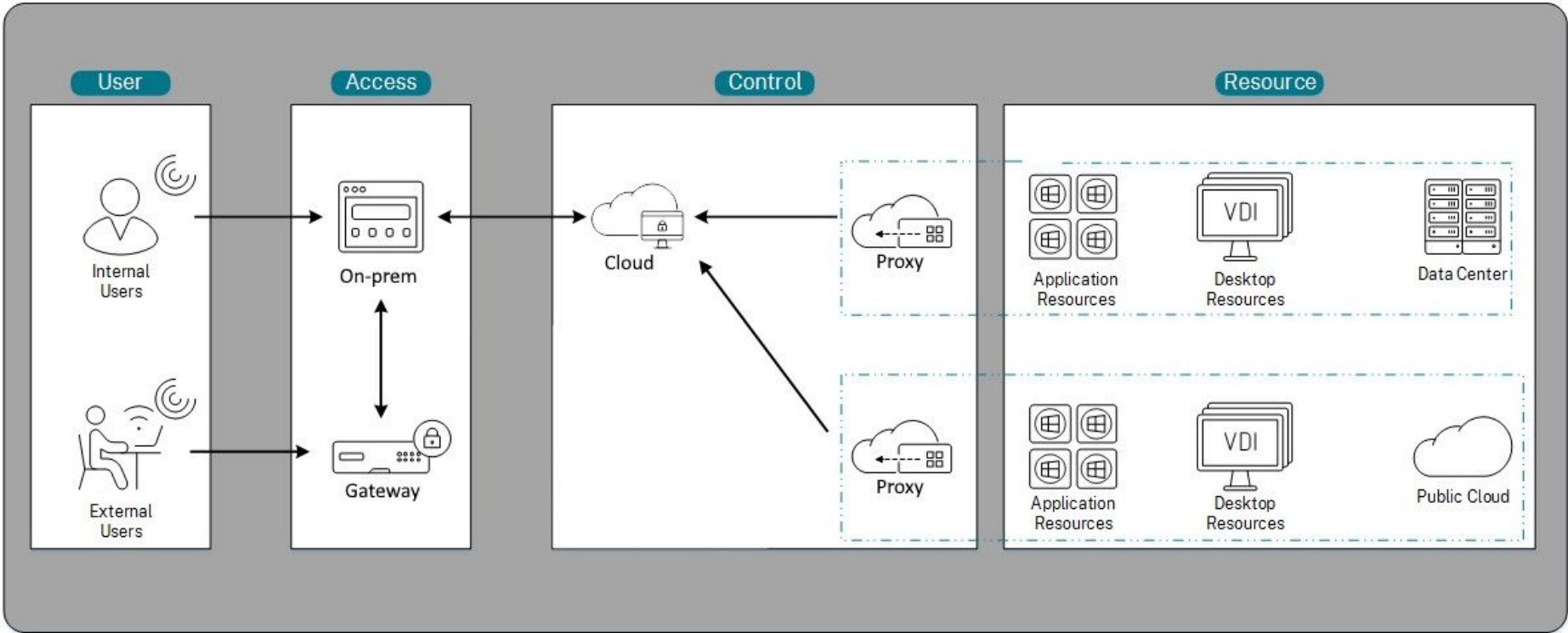
PaaS

Based on your experience, what mix of cloud vs on-prem would you recommend to the CIO?

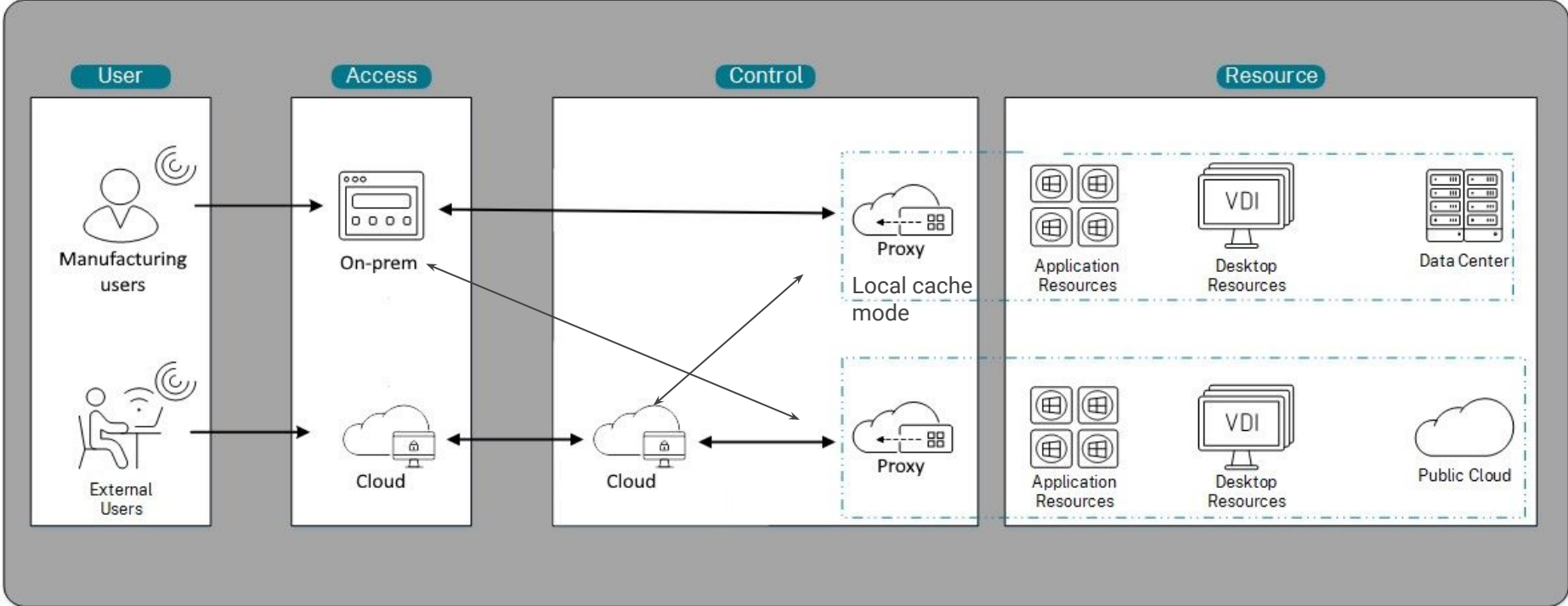


Case studies

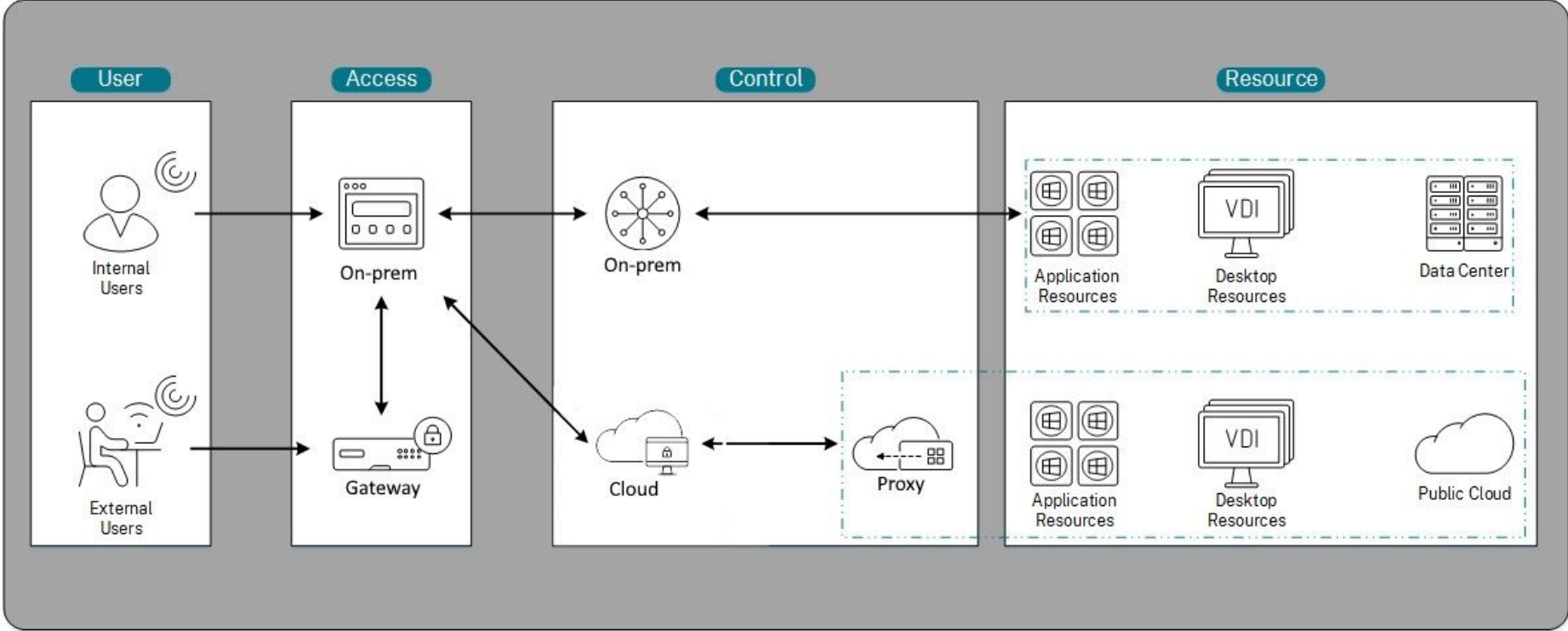
Burst capacity



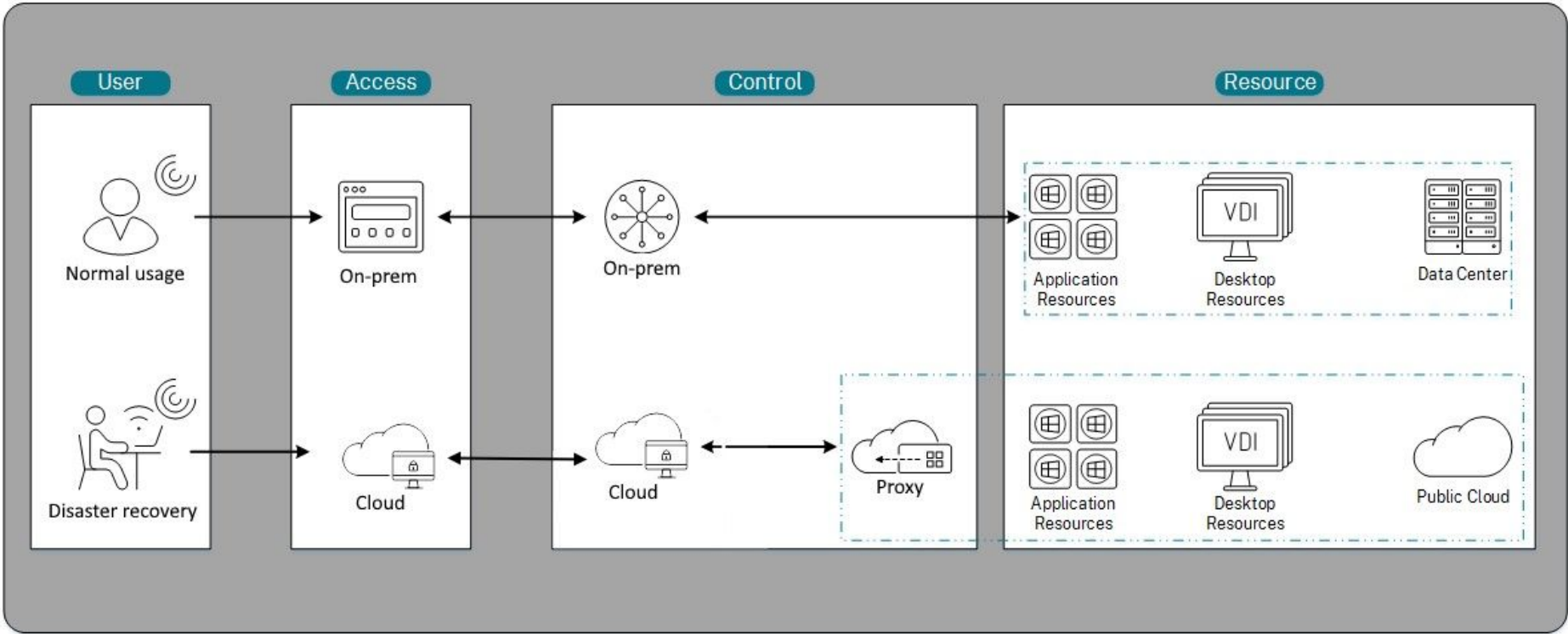
Critical systems



Data Jurisdiction



Disaster recovery



Hybrid considerations

Hybrid requirements

- Transparent to the user
- Consistent management tools
- Consistent functionality

Workloads

- Which use-cases do you wish to move to cloud?
- Which should remain on-prem?
- Does data need to be synchronized?
- Which public clouds will be used?

Control plane and access tier

- Which components are on-prem vs cloud
- Do vendor SLAs meet your uptime requirements?
- What is the fallback for when cloud services fail or are inaccessible

Drawbacks

- Need to to configure two different systems
- You need expertise in both cloud and on-prem
- Increases the number of vendors involved
- Data may need to be replicated between cloud and on-prem



Thank you!

Comments/Questions?

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