



How do Organizations Plan to Assure Application Delivery in a Multi-Cloud World?

An IDC InfoBrief, *Sponsored by Citrix* | **October 2017**



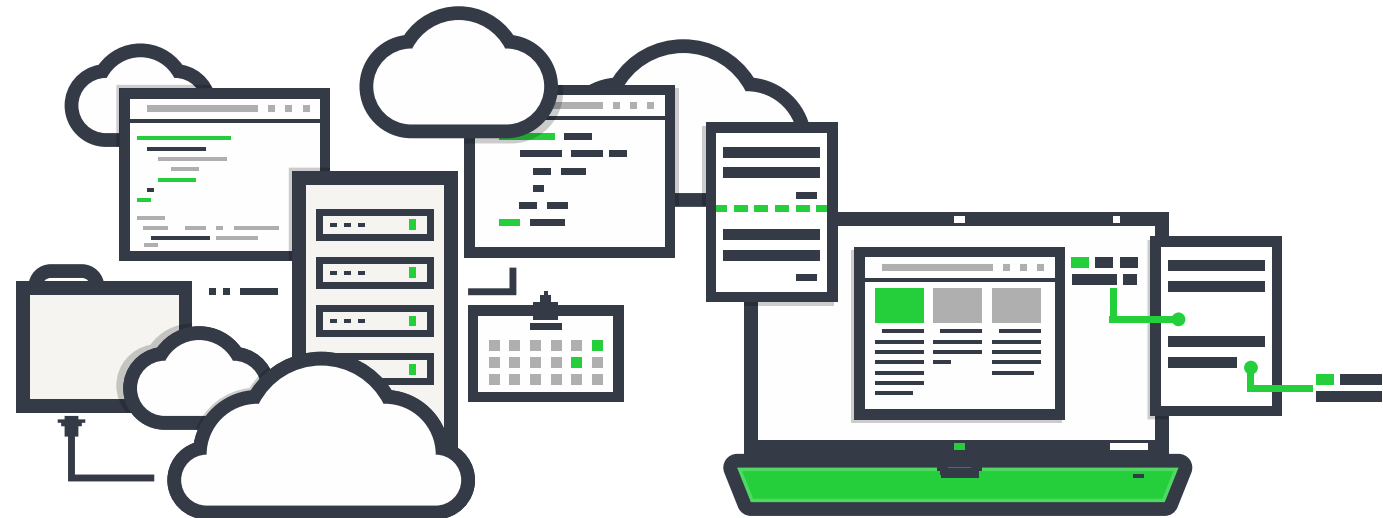
Executive Summary

Multi-cloud is the standard cloud approach for cloud adopting organizations

Organizations are actively pursuing solutions that address application delivery in a multi-cloud world. A solution that assures applications, regardless of where they reside, are simply and reliably delivered to users – when, where, and how they need them.

WITH THE ADVENT OF MULTI-CLOUD, APPLICATION DELIVERY HAS BEEN DISRUPTED

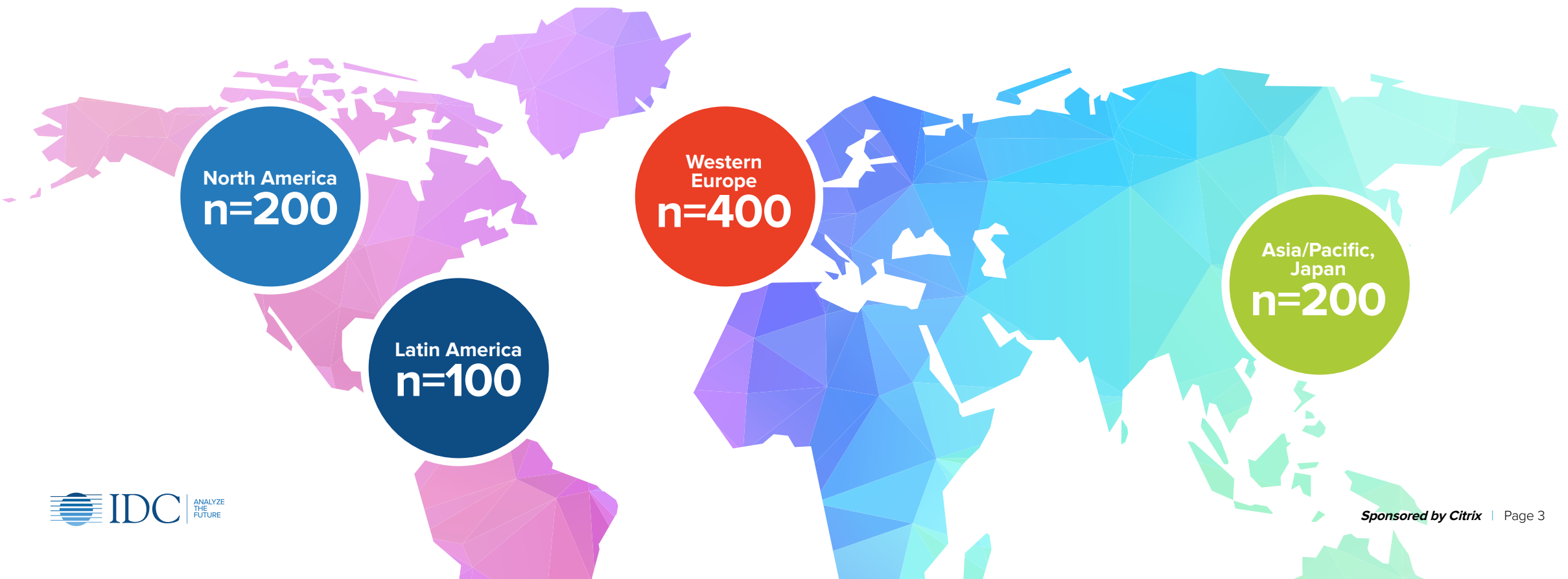
- » Disjointed
- » Subpar performance
- » Lack of predictability
- » Complex, piecemeal
- » Lack of preparedness
- » Elevated security risk



Setting the Stage

Citrix and IDC partnered to understand current challenges and needs with respect to application delivery in hybrid / multi-cloud environments

IDC surveyed 900 global organizations—cloud adopters with multi-cloud environments. This IDC Infobrief summarizes the results of this study.



Multi-cloud Environments Are Pervasive and Growing

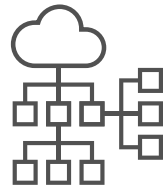


72.3% OF CLOUD USERS HAVE A MIX OF ON-PREM/OFF-PREM CLOUDS

Enterprises are embracing multi-cloud to accommodate existing and new applications, to gain organizational agility, to ensure applications reside in optimized environments, and to protect against cloud lock-in.

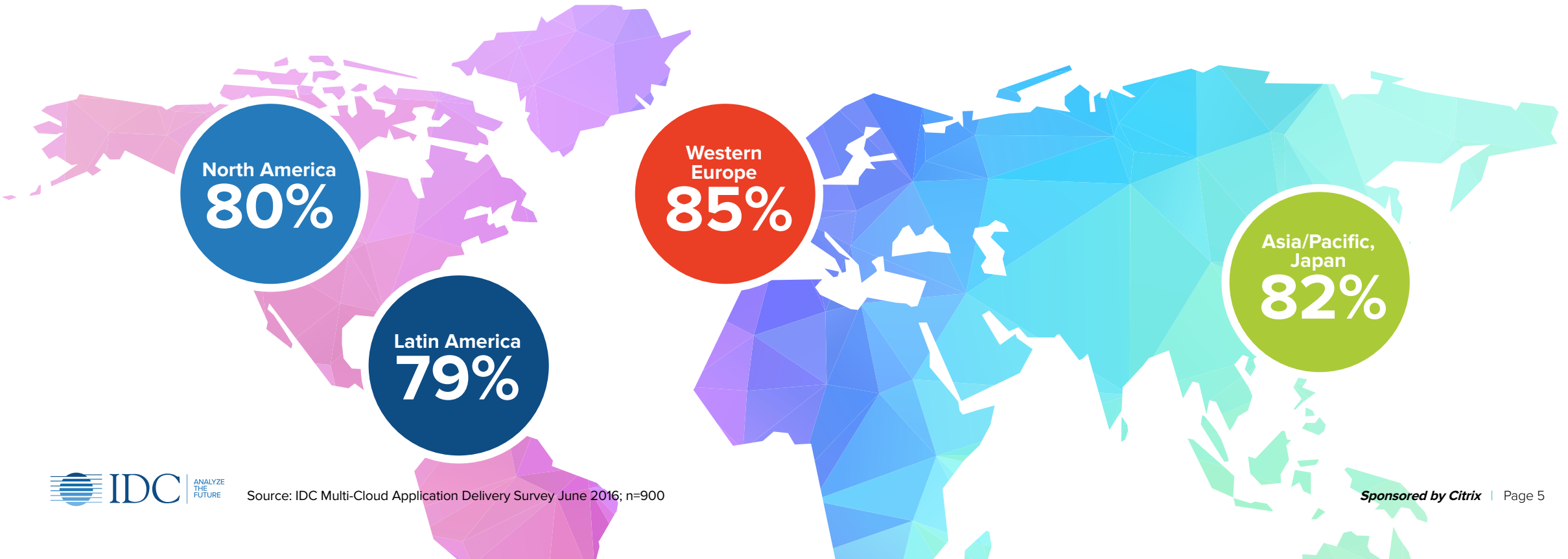
Network Hinders Migration to the Cloud

The network must be transformed to meet the imperatives of digital transformation



82%

believe their org's ability to migrate apps to the cloud is hindered by the increased complexity of their network infrastructure. All regions share this belief.




The Network is NOT Satisfying App Delivery Needs Today

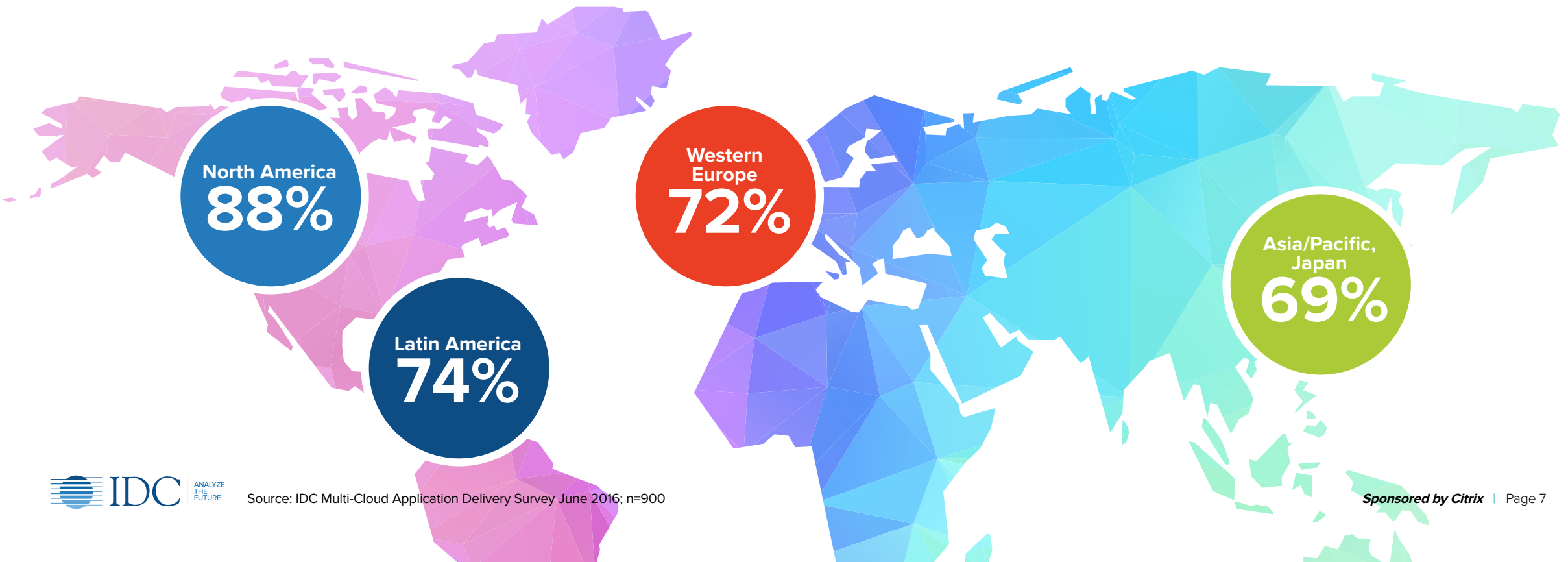
Only 24% of orgs believe their network satisfies their hybrid cloud app delivery

36%

OF ORGS BELIEVE THEIR NETWORK DOES NOT SATISFY CURRENT NEEDS, WHILE 40% SAY THEIR NETWORK SATISFIES ONLY SOME NEEDS.

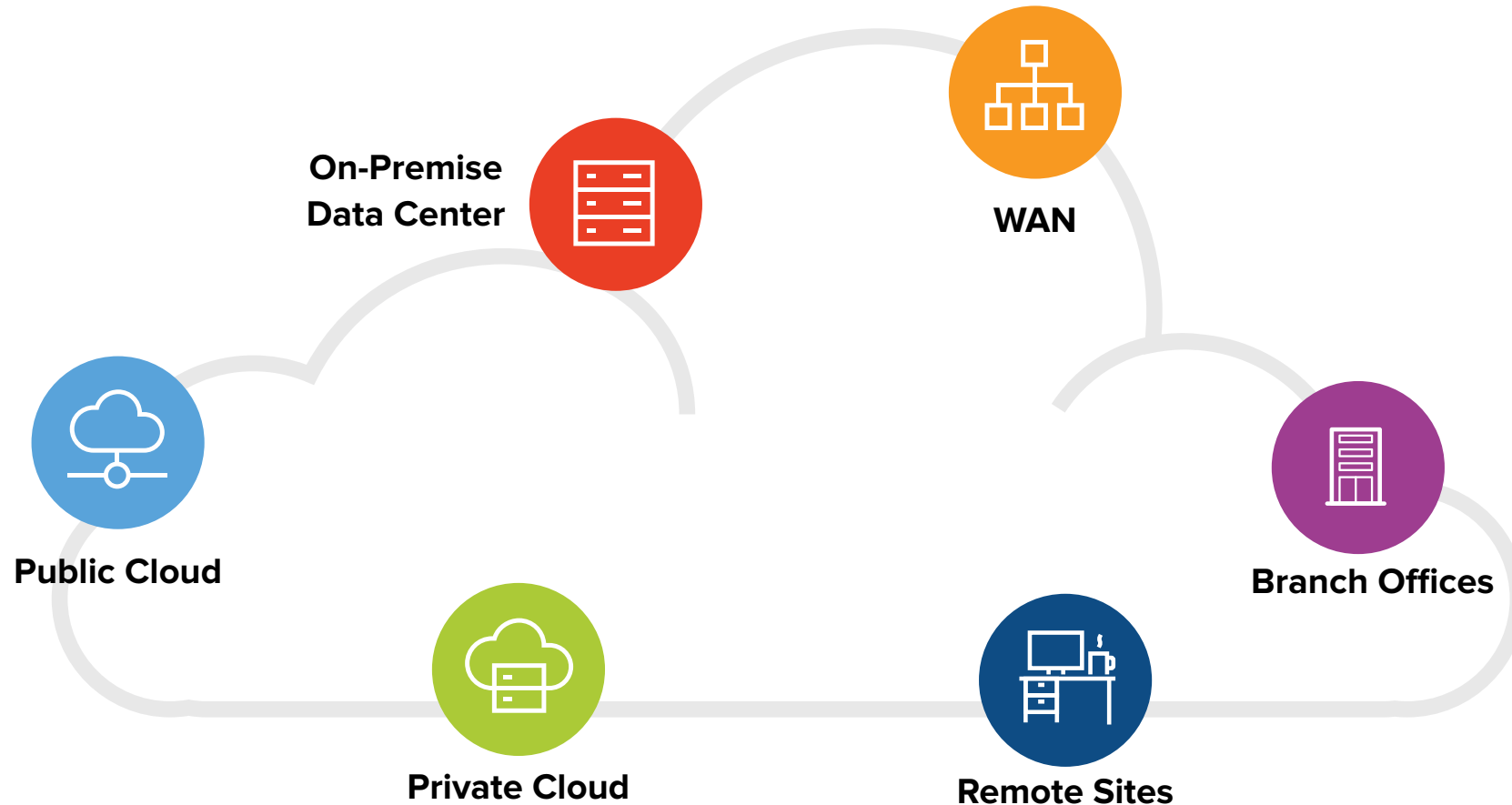
Organizations Have a Strong Appetite for Reassessing Their Network Infrastructure

 **79%** of worldwide organizations plan to address application disruption via a unified application-delivery strategy.



What is a Unified Application-Delivery Strategy?

A strategy that extends from on-premises datacenter(s) out to the public cloud and across the WAN to your branch offices and remote sites



The Benefits of a Unified Application Delivery Strategy

Orgs perceive the **top benefits** of a holistic strategy to include:

- » Increased IT efficiency
- » Reducing risk to the organization from any potential security breaches
- » Freeing IT Staff to focus on more strategic initiatives

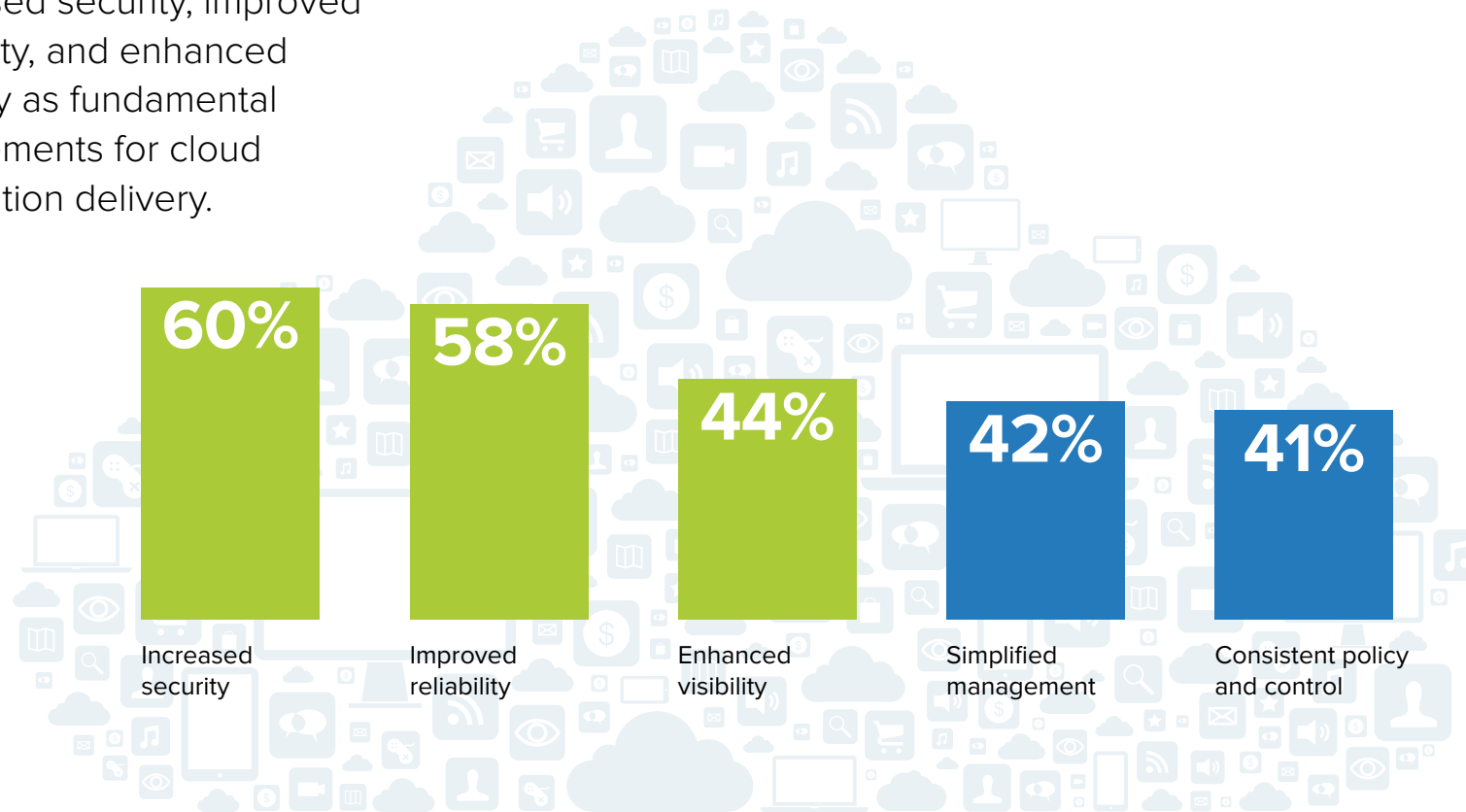
Moreover, a unified application delivery strategy would address the **top inhibitors** to migrating apps to the cloud:

- » Security & Compliance
- » Cost



Base Level Requirements for delivering applications in the cloud

Respondents identified increased security, improved reliability, and enhanced visibility as fundamental requirements for cloud application delivery.



Plan Your Application Delivery

Are you ready for a solution that assures applications, regardless of where they reside, are simply and reliably delivered to users – when, where, and how they need them?

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Appendix: Benefits of Holistic App Delivery Strategy

What are the most important benefits your organization would expect to realize from a holistic application-delivery strategy that extends from your on-premises datacenter(s) out to the public cloud and across the WAN to your branch offices and remote sites? Please rank the top 3 in order of importance, with #1 being the most important.

