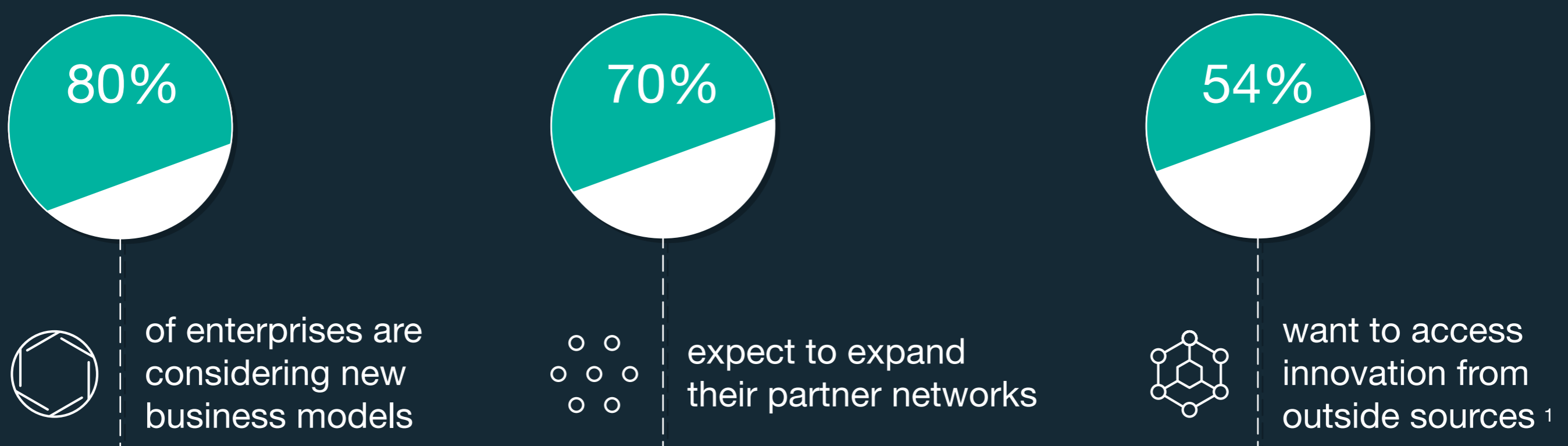


HYBRID CLOUD: KEY TO EVOLVING BUSINESS

Intelligent hybrid environments ensure the optimal mix of on- and off-premises resources.



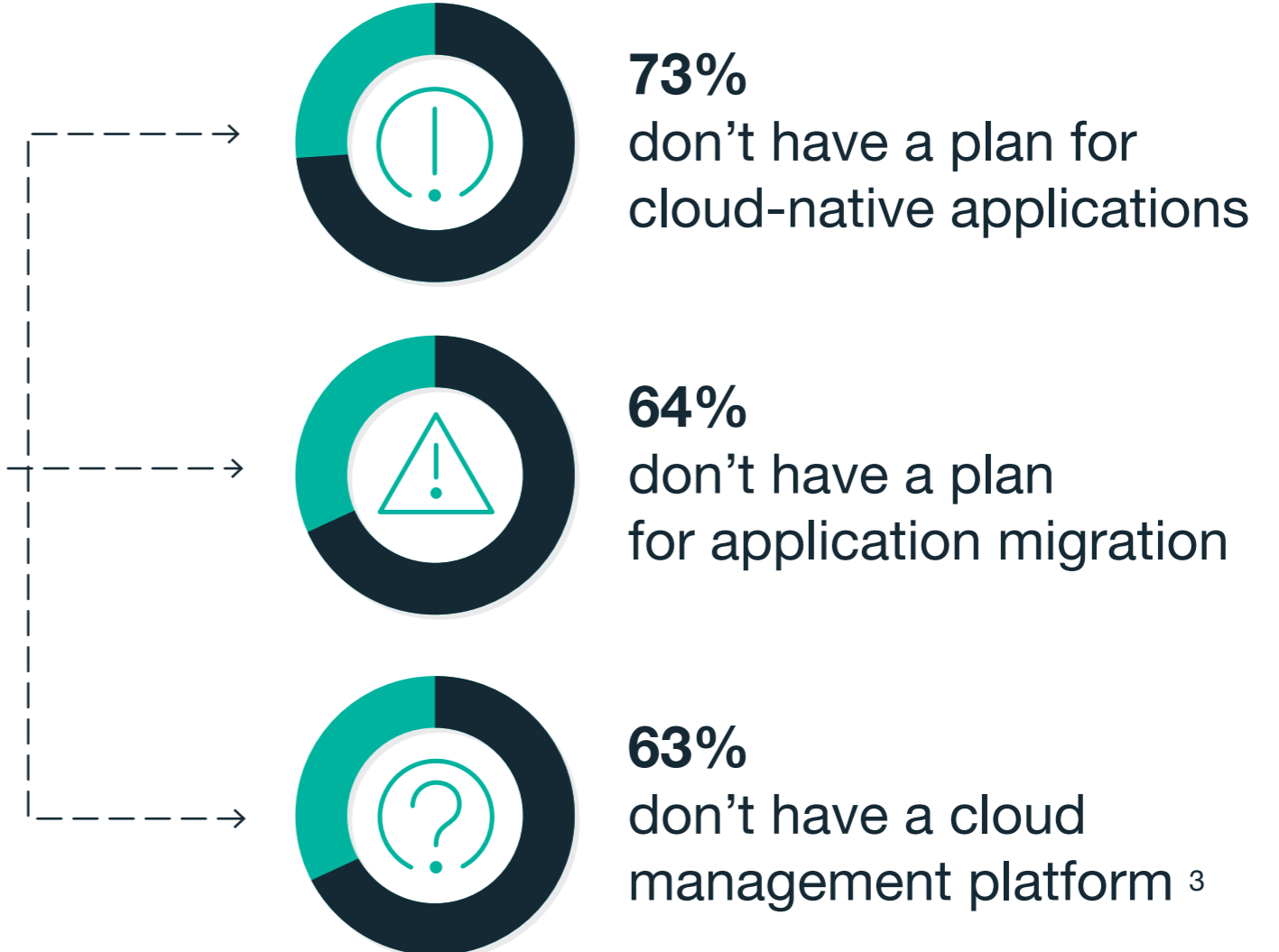
Drivers for hybrid environments



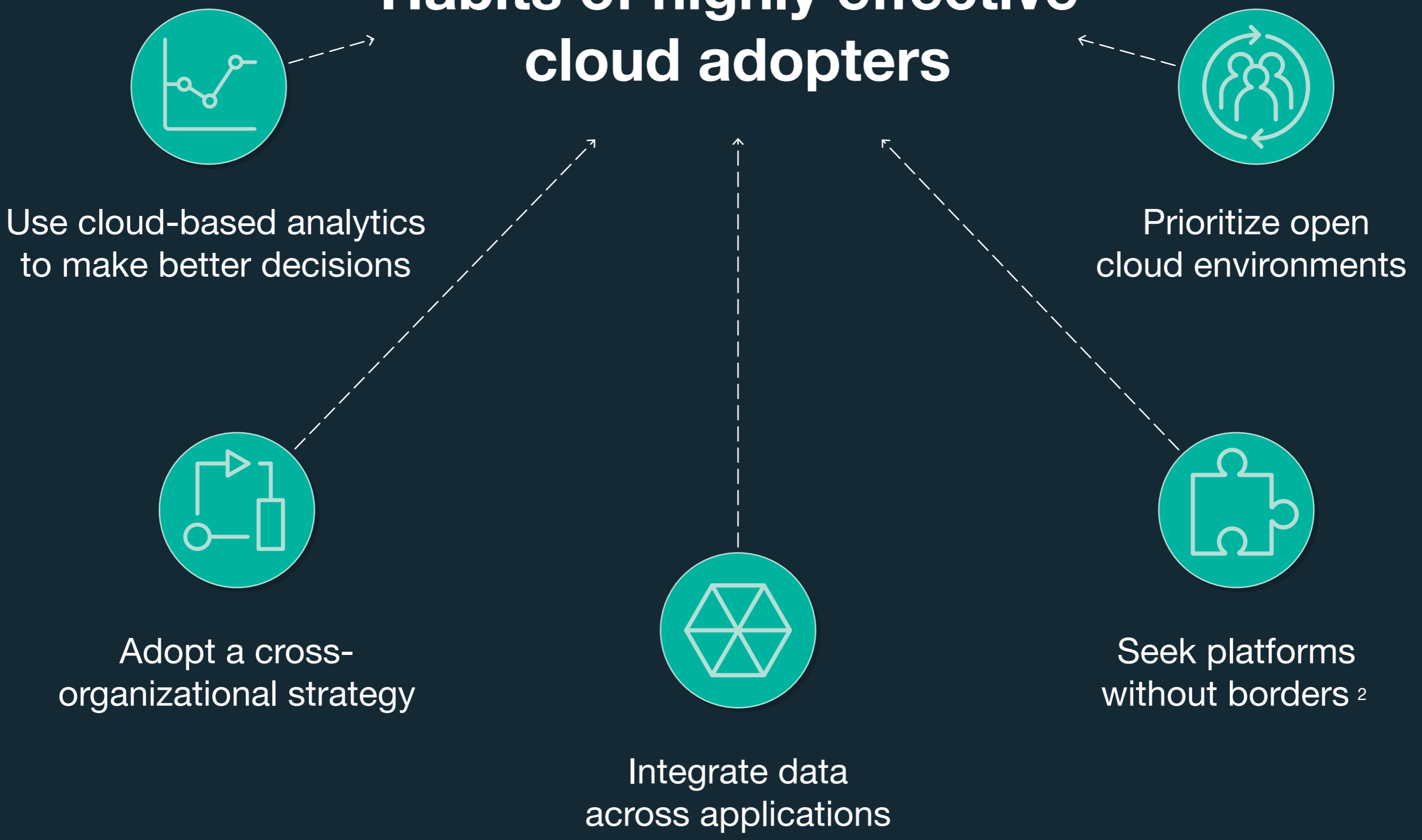
Enterprises still struggle to embrace hybrid models

61% will be using a hybrid environment this year. ²

However:



Habits of highly effective cloud adopters



Intelligent hybrid deployments yield benefits



What to look for in a hybrid cloud platform

- Tight security
- Seamless integration with on-premises systems
- Public, private, and hosted options
- Global footprint
- Open source compatibility
- Broad ecosystem of cloud-based services
- Comprehensive service and support

To learn more about building a hybrid cloud as part of your IT architecture strategy, visit: ibm.com/bluemix/hybrid

IBM Bluemix™

Sources and disclaimers

¹ "Redefining Boundaries: Insights from the Global C-Suite Study," IBM Institute for Business Value, November 2015.

² "Under cloud cover: How leaders are accelerating competitive differentiation," IBM Center for Applied Insights, October 2013.

³ "Everybody Is Hot On Hybrid Cloud, Even If They Don't Quite Understand What It Is." Forbes, December 2014.