Embracing a Multicloud Environment

How to drive a successful multicloud strategy

Insight

The journey to multicloud

We've entered an era where many organizations are beyond using a single cloud platform. Instead, they've shifted to multicloud environments — in other words, they're using multiple public cloud providers.

Why? Because multicloud empowers organizations to access unique capabilities across different cloud providers in order to optimize workload alignment, maximize ROI and drive business-specific objectives. In fact, 92% of multicloud users are satisfied that multicloud is advancing their business goals.[1]

Whether you're looking to move to a multicloud environment or improve your current multicloud strategy, keep reading for important context and considerations.

Workload alignment is top priority.

A multicloud strategy entails distributing cloud workloads across cloud providers to unlock vendor-specific strengths. This means taking advantage of the best possible cloud solution to meet a workload's specific requirements, including cost, data proximity, compliance, resiliency, scalability and disaster recovery.
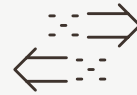
Placing workloads in the optimal locations is critical to ensuring your multicloud strategy delivers maximum benefits and your organization's desired outcomes. Workloads can include:

Compute

Networking and storage needs

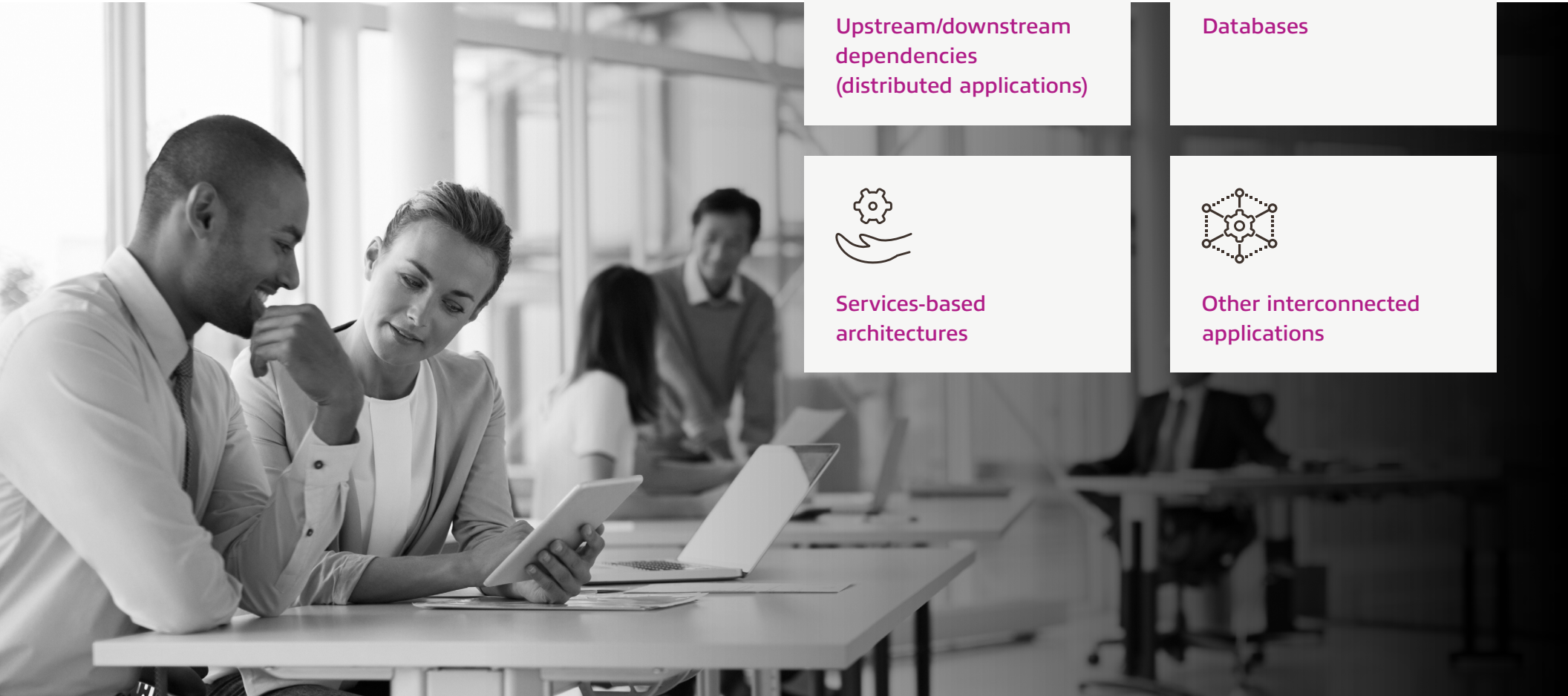**Upstream/downstream dependencies (distributed applications)**

Databases

Services-based architectures

Other interconnected applications

Key Qs for workload alignment

Understanding the complexity and key metrics of your workloads will position you to make the most impactful workload distribution decisions for your organization.

Here are the primary questions to consider when assessing your workloads:

Data

- What data does this workload produce?
- What are the accessibility and storage requirements for the data?
- Where else does the data flow?
- How is the data secured across locations?

Cost

- Is the given public cloud platform cost-effective for this workload?
- How are costs being monitored, controlled and optimized?

Dependency

- What other workloads does this workload impact/interact with?
- What logical, infrastructural or external dependencies exist?
- If this workload needed to be moved, what actions would be necessary to ensure operational continuity?

Application rationalization is essential.

With the expansion of cloud environments, we're seeing an increase in cloud management and cost challenges.

Having the right applications in the right places can greatly alleviate such challenges. For many organizations, it's helpful at this stage to perform an environment discovery. This supports better decision-making regarding application rationalization, workload alignment and cloud strategy by giving a detailed, up-to-date inventory of your data center assets.

How we help: SnapStart discovery engine

SnapStart is a proprietary discovery engine from Insight that performs data center asset discovery — *fast*. Using SnapStart, we help clients looking to move their data centers, inventory data center assets, map dependencies and document requirements in order to accelerate cloud transformations.

Are your applications holding you back?

If your organization's still depending on aging applications being run on legacy platforms, you're not alone. But if you're thinking about multicloud, it's also time to think about application modernization.

Migrating and modernizing your applications on cloud platforms lets you take advantage of the latest capabilities and maximize the value of your data — reducing costs, streamlining time to insights and increasing productivity.

How we help: App migration & modernization

Insight helps organizations like yours unleash the full business value of the cloud through end-to-end application migration and modernization support. Our experts deliver deep expertise around addressing technical debt and designing the right cloud-based environment, helping you migrate, modernize and transform your legacy applications for maximum impact.

Retrofitting a multicloud strategy

Although we've used the term "multicloud strategy" many times already, it's worth noting that sometimes organizations will arrive at a multicloud approach without an intentional strategy in place.

In these situations, strategies will need to be crafted later and retrofitted, as part of cloud optimization initiatives. Here are points to consider during these discussions:

- How your organization wants to consume cloud services, and what you're looking to gain from the cloud
- The size of your workloads and applications
- The alignment between your organization's cloud consumption and its business profile, requirements and objectives
- The intended benefits of a multicloud approach, compared to what you would gain from using other models (i.e., hybrid cloud, single cloud provider, etc.)

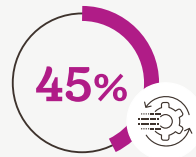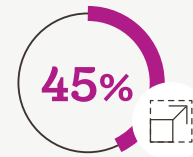**Survey says:** What problems are organizations seeking to address with multicloud?

51%	**48%**	**45%**
Reliability	Cost reduction	Security and governance
45%	**45%**	
Digital transformation	Scalability[1]	

Managing a multicloud environment

While multicloud expands your organization's access to vendor-specific capabilities, it can also create complexities as you juggle multiple cloud providers' varying costs, security and compliance requirements. Ensuring you have confident technicians and managers at the helm, versed in the latest cloud services and best practices, is crucial to the success of any multicloud strategy.

Managed cloud services

Did you know: Skills gaps are ranked as the number one barrier to multicloud?[1] Don't let the complexities of managing multicloud prevent your organization from realizing the benefits of a multicloud strategy. Insight offers Managed Cloud services that handle deployment, management and optimization for multicloud environments — freeing internal teams to focus on other priorities.

We have deep expertise across leading cloud solutions to ensure each of your workloads is aligned to the right platform while maintaining security, compliance, and budget requirements and driving toward your specific goals.

Our partners in the cloud

aws	Microsoft Azure	Google Cloud
• 4 AWS Competencies, including Security, Migration and Microsoft Workloads	• 6 Microsoft Solutions Partner designations	• 2018–2023 Google Cloud Partner of the Year
• Well-Architected Partner Program	• 2023 Worldwide Business Transformation Solution Assessments Partner of the Year	• 500+ Google Cloud-certified experts
• AWS Solution Provider Program	• 2023 U.S. Azure Cloud Native App Development Partner of the Year	• 10 specializations, including Work Transformation, Infrastructure and Data Analytics

The list goes on…

About Insight

Insight Enterprises, Inc. is a Fortune 500 Solutions Integrator helping organizations accelerate their digital journey to modernize their business and maximize the value of technology. Insight's technical expertise spans cloud and edge-based transformation solutions, with global scale and optimization built on 34 years of deep partnerships with the world's leading and emerging technology providers.

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