

ANALYST REPORT: DIGITAL BUSINESS DEMANDS HYBRID CLOUD

Becoming a digital business is a requirement for success in a digital economy. IDG Research Services reports hybrid cloud helps you get there faster.



Going digital? Go hybrid.

88% of IT & business leaders surveyed: Hybrid cloud is key digital business enabler.

92% say competitive strategy calls for digital business initiatives.



Cut IT costs. Reinvest in digital.

Up to **24%** IT cost reduction seen by IT leaders using hybrid cloud.

Nearly **40%** of those savings are earmarked for new digital IT initiatives.



Reach digital goals faster.

Up to **50%** lower IT costs for companies with most workloads on hybrid cloud. These companies are 3x more likely to approach digital readiness goals.

Accelerate your IT Transformation with hybrid cloud.

Today's digital businesses demand IT Transformation. Adopt a hybrid cloud and IT as a Service (ITaaS) model and move ahead on your transformation journey. Whether you are building your own cloud or utilizing a turnkey cloud solution, start with Dell EMC cloud solutions powered by Intel®. Transform IT and start outperforming your peers in this digital economy.

[Download the full 6-page report from IDG](#)



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