# How hybrid cloud helps enterprises turn data into insights
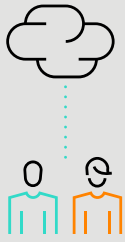
**Establishing a single source of truth for data enables better analytics and smarter decision-making.**

Every business runs on data. Increasingly, that data is collected and used at the edge. But all data becomes truly valuable only when it's turned into intelligence that helps drive business decisions. As recent research demonstrates, implementing a hybrid cloud strategy is one of the most effective ways enterprises can extract insights from their data.

In January 2023, Hewlett Packard Enterprise completed in-depth research into the evolution of hybrid cloud in enterprises.[1] A key finding is that a hybrid cloud strategy has proved to be an efficient approach for turning data into actionable intelligence.
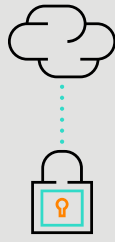
Of the more than 900 business and technology leaders surveyed, cloud-based strategies were deemed more effective than on-premises ones at turning data into intelligence:
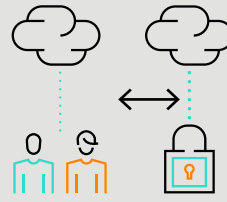
**52%**
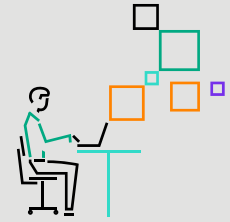said storing data in the public cloud is best for generating insights.

Nearly **47%** believed the private cloud was more effective.

Between **40%** and **46%** of respondents said hybrid cloud (a mix of public, private, and on-premises) was the most effective strategy.

Only **21%** thought keeping data close to where it was created the best way to derive insights from it.

## A truly hybrid data strategy leads to faster insights

Many enterprises tend to take a traditional approach to data, notes Matt Maccaux, global field CTO at HPE. They may keep some data in the cloud but usually bring it back on-prem to analyze it. Going fully hybrid allows enterprises to apply machine learning to that data and deploy AI models more quickly.

"Organizations that extend their data capabilities from on-prem to private or public cloud are able to go from developing, testing, and training their models to operationalizing them much more smoothly," Maccaux says. "That offers a competitive advantage, allowing them to turn their data into true insights."

## Having a single source of truth enables smarter decisions

IT decision-makers in the research noted several key advantages to a hybrid data strategy. Combining data from disparate sources allows them to break down silos, make the intelligence more cohesive and valuable, and establish a single source of truth. That enables faster, more intelligent decision-making.

"Nobody wants to look at 47 screens to do their job," said one CTO of a large enterprise. "I don't have time to look at a different screen for every system we have. What I want is a dashboard that summarizes everything. If all the lights are green, I'm good. If one of the lights is red, I want to drill down into it and see what's going on."

Having a single source of truth—whether as a data warehouse, data lake, or simply a data fabric that reaches across multiple servers on-prem and in the cloud—allows organizations to apply machine learning to that data to identify patterns and generate new insights.

But how each enterprise arrives at that point will vary greatly, says Maccaux.

"There is no single solution that gives organizations the flexibility and productivity gain they expect from the cloud, along with the stability, predictability, and reliability of an on-premises solution," he says. "Our perspective is that we will help organizations adopt the cloud practices, principles, operating methods, and technologies that make the most sense for each customer, at a pace that's practical for each type of application."

After consolidating and linking data sources, CIOs and CTOs must consider what they want data to do for their organization. It may be to gain more visibility into the company's resources so they can use them more efficiently. Or the data may provide new customer retention methods or suggest ways to untangle supply chain snags. The organization may have other long-term objectives that data can help it achieve, but it all starts with the right strategy.

Overall, 43% of those surveyed said they believe implementing a hybrid cloud strategy is most effective at controlling and harnessing data from edge to cloud, while only a third of non-hybrid users could make the same claim. As more data is generated at the edge and the remote workforce continues to grow, the need for flexibility in where and how organizations process data becomes paramount. Ultimately, a hybrid cloud (a mix of on-premises, private cloud, and public cloud) allows enterprises to deploy their resources in the most agile and scalable way.

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