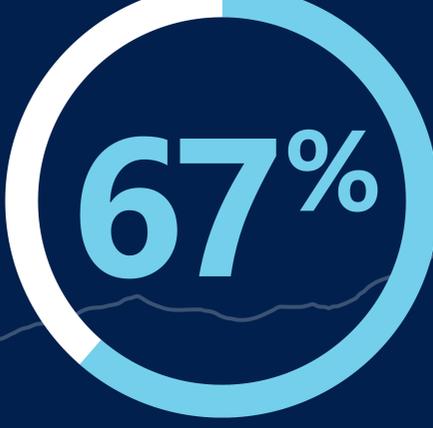


By the numbers: hybrid cloud

In the *State of the Hybrid Cloud 2018* survey we asked IT pros and managers how they view the landscape of hybrid cloud—an approach that combines a private cloud or on-premises infrastructure with public cloud services.¹ The international survey included more than 1,700 respondents from midmarket to enterprise-sized companies. Here's what we found:

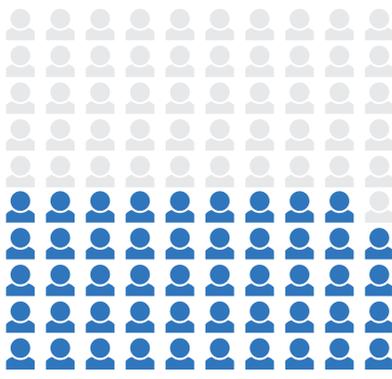
Hybrid cloud is more common than you may think

67% of survey respondents were already using hybrid cloud or considering it as a future option.



Many are new to hybrid cloud

Of respondents using hybrid cloud, 49% did their first hybrid cloud deployment in the past year.

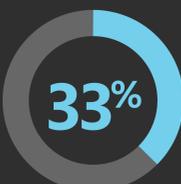


49%

Motivations for using hybrid cloud



say cost is key



say it increases consistency



say it drives scalability

How companies are using hybrid

71% controlling data storage

69% backup or disaster recovery

65% cloud analytics



The hybrid advantage

According to current users there are many advantages to hybrid cloud:

- 88% say it gives them better IT infrastructure
- 86% say it allows them to use important technologies
- 82% say it improves consistency
- 85% see hybrid cloud as essential to a digital strategy

The number one benefits of hybrid cloud, by geography



To learn more about how others in IT are innovating in hybrid cloud environments, watch our webinar on the *State of Hybrid Cloud 2018* report: "Among the clouds: enterprises still prefer hybrid."

▶ [Watch the hybrid cloud webinar](#)

¹Participants for this online survey were recruited from (non-Microsoft) local market lists selected by the Microsoft CMR and the international research firm Kantar TNS, which was hired to conduct the outreach. Survey participants were from companies sized upper midmarket to enterprise (250+) and included IT professionals, professional developers, and business decision makers/influencers who use, are planning, or are considering a hybrid cloud deployment. Survey was conducted Jan. 4–24, 2018.