

Hybrid Cloud Market Growth Driven by Increasing Demand for Data Security and Compliance

Data security and compliance concerns play a significant role in driving the adoption of hybrid cloud solutions.

PORTLAND, PORTLAND, OR, UNITED STATES, June 5, 2023 /EINPresswire.com/ -- The market for hybrid cloud services was valued at \$36,138 million in 2017; by 2025, it is anticipated to have grown to \$171,926 million, with a CAGR of 21.7%.

The market is expected to rise as a result of a shift in consumer preference towards hybrid clouds, an increase in digital disruptions, growing usage of hybrid clouds in IT service management (ITSM) models, and rising demand for scalable, flexible, and affordable cloud computing solutions. However, it is anticipated that the growth of the market will be hampered by security concerns and workload complexity in the hybrid cloud environment.

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One of the major drivers for the hybrid cloud market is the need for flexibility and scalability. Hybrid cloud environments combine the benefits of both public and private clouds, allowing organizations to dynamically allocate workloads based on their specific needs. This flexibility enables businesses to scale their IT infrastructure efficiently, accommodating fluctuations in demand and optimizing resource utilization.

Data security and compliance concerns are critical factors driving the adoption of hybrid cloud solutions. Hybrid clouds offer the advantage of keeping sensitive data on-premises while leveraging the scalability and cost-effectiveness of the public cloud for other workloads. Organizations that deal with sensitive data or operate in regulated industries can maintain control over their data and comply with strict regulatory requirements, thereby reducing potential security risks and ensuring data privacy.

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Cost optimization is a key driver in the adoption of hybrid cloud solutions. Hybrid cloud architectures enable organizations to optimize their IT costs by leveraging the cost-effective public cloud for non-sensitive workloads and utilizing the private cloud for more critical or

latency-sensitive applications. This approach allows businesses to strike a balance between performance, cost, and resource utilization, resulting in cost savings and improved operational efficiency.

The increasing focus on digital transformation is also fueling the growth of the hybrid cloud market. Organizations are modernizing their IT infrastructure to support emerging technologies like artificial intelligence, machine learning, big data analytics, and the Internet of Things (IoT). Hybrid cloud environments provide the necessary infrastructure and agility to support these transformative technologies, enabling businesses to innovate, improve customer experiences, and gain a competitive edge in the market.

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Some of the key market players profiled in the report include Microsoft Corporation, Amazon Web Services, Inc., VMware, Inc., Rackspace Inc., Hewlett Packard Enterprise, Dell EMC, International Business Machines Corporation (IBM), Google LLC, Verizon Enterprise, Cisco Systems, Inc., and others.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

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