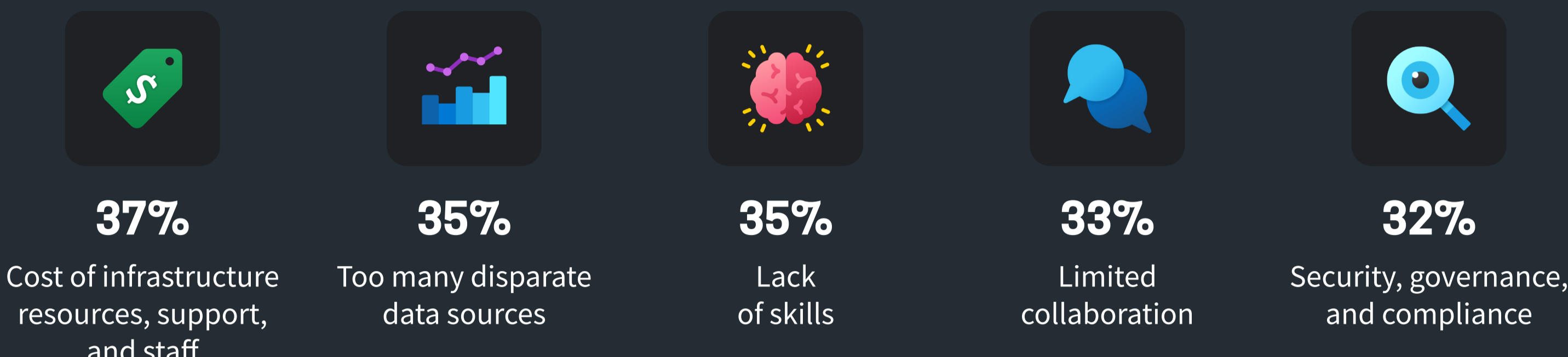# The Foundation of a Hybrid Analytics Future

As organizations grapple with constant data growth in an increasingly distributed way, they have been forced to live in a siloed data world that requires jumping through hoops or paying exorbitant amounts of money to ensure access to the growing data that matters. While many organizations look to the public cloud for help, some workloads simply are not suited for the cloud.

Data Complexity

Organizations recognize the opportunity to incorporate more data into the business, but data location, data growth, and the desire to use more data types create significant complexity.
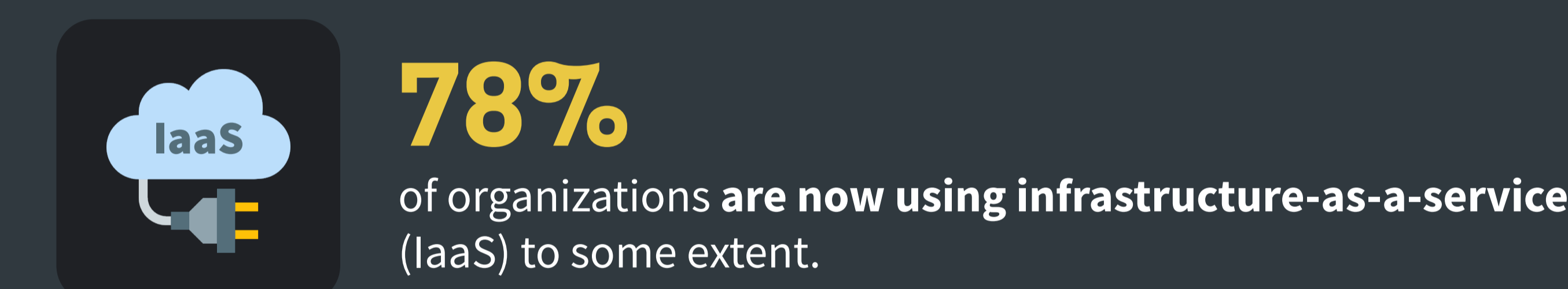
TOP 5
FACTORS THAT HAVE HAD AN ADVERSE IMPACT ON ORGANIZATION'S DATA ANALYTICS STRATEGY AND INVESTMENTS OVER THE LAST 24 MONTHS?

37%	**35%**	**35%**	**33%**	**32%**
Cost of infrastructure resources, support, and staff	Too many disparate data sources	Lack of skills	Limited collaboration	Security, governance, and compliance

74% of organizations say that to yield a reliable outcome in support of data-driven initiatives, **they must integrate at a minimum four disparate data sources.**

60% of organizations use a mix of structured and unstructured data for analytics, **AND...**

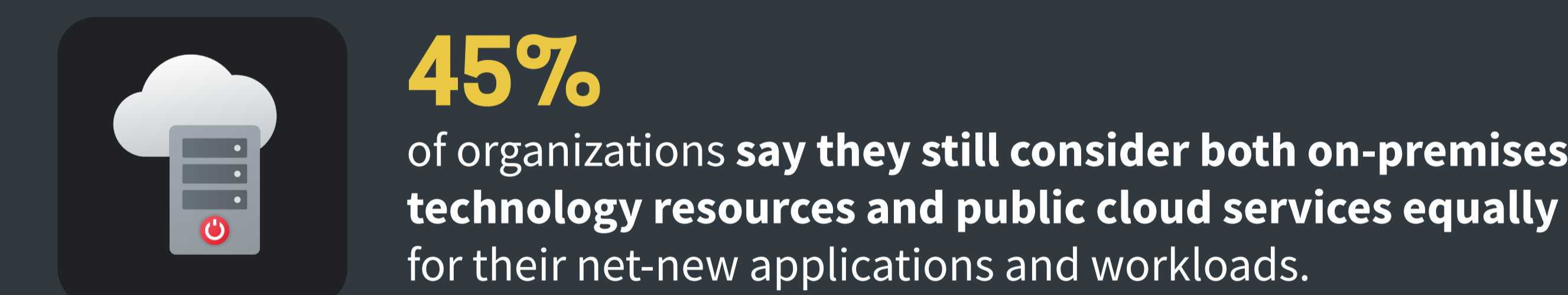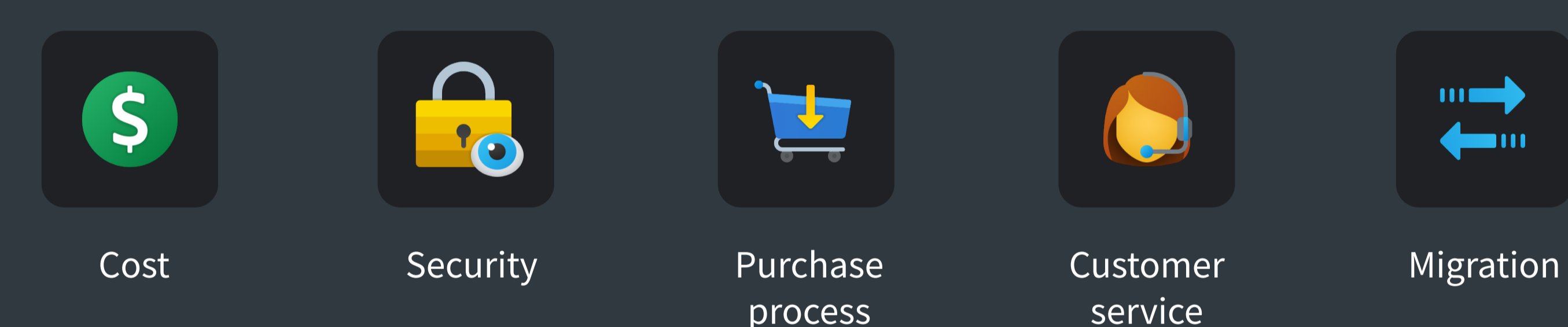**50%** of those organizations use that mix of data together to gain more comprehensive insight.

Driving a Hybrid Cloud

While the use of public cloud infrastructure continues to grow, areas such as cost, security, governance, and migration risk are forcing organizations to maintain an on-premises footprint and embrace a hybrid cloud infrastructure model.
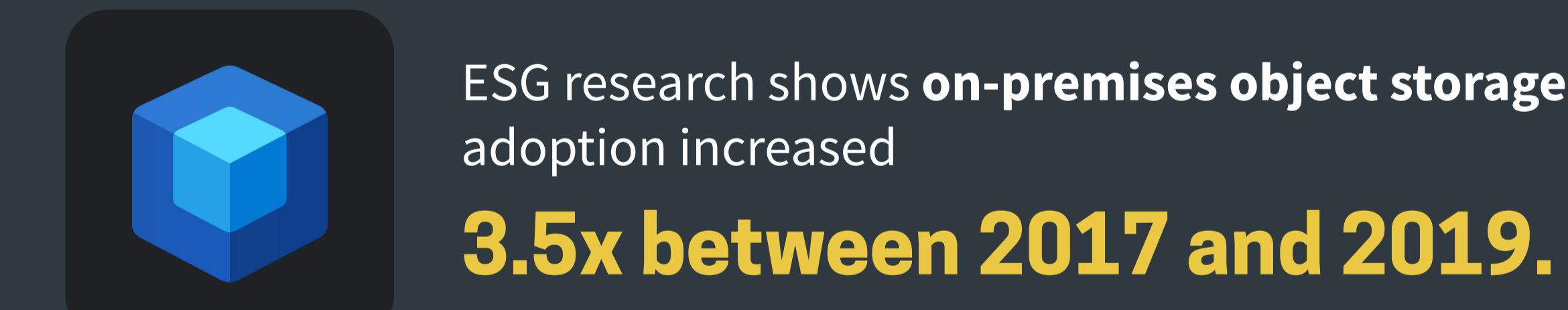
IaaS

78% of organizations **are now using infrastructure-as-a-service (IaaS) to some extent.**

TOP 5
PUBLIC CLOUD ATTRIBUTES THAT FALL SHORT OF EXPECTATIONS

Cost	Security	Purchase process	Customer service	Migration

45% of organizations **say they still consider both on-premises technology resources and public cloud services equally** for their net-new applications and workloads.

Object storage is a key area of interest.

ESG research shows **on-premises object storage** adoption increased **3.5x between 2017 and 2019.**
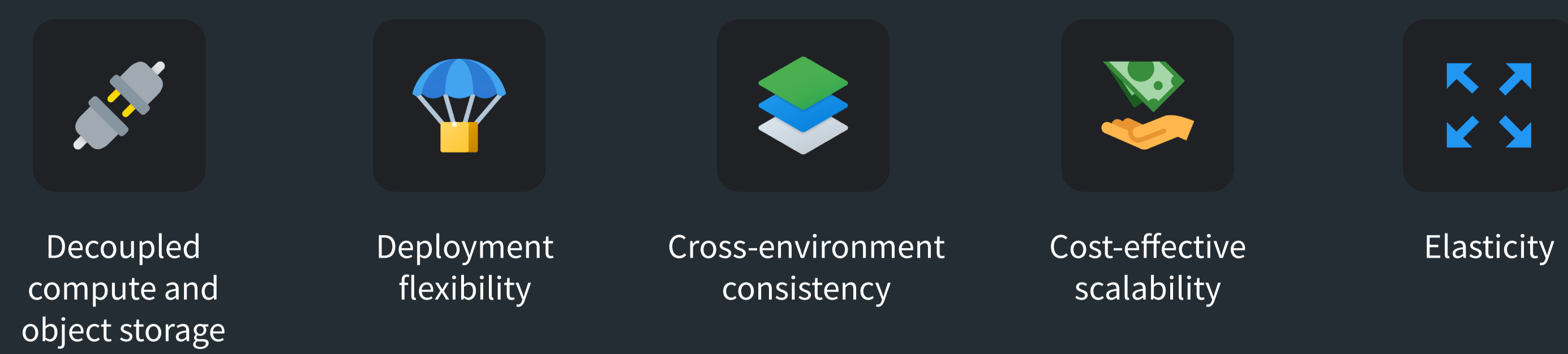
Hybrid Analytics Platform Considerations

Data platforms that enable organizations to take back control of their diverse and growing cross-environment data ecosystems are becoming popular.

TOP 5
CONSIDERATIONS FOR A HYBRID ANALYTICS PLATFORM

Decoupled compute and object storage	Deployment flexibility	Cross-environment consistency	Cost-effective scalability	Elasticity

The Bigger Truth

Organizations are looking for data-centric solutions that can satisfy their data-driven goals by delivering cloud-like flexibility, scale, and economics, while enabling a unified view of data across multiple environments from on-premises to multiple clouds. They want technology that can redefine cloud economics and embrace hybrid cloud using object storage as a main data repository. They want to cost-effectively scale a right-sized infrastructure to achieve elasticity, improve workload management, and reduce waste in infrastructure costs. Until recently, achieving all of this was not possible. Vertica enables organizations to achieve the desired outcome by delivering a unified view of cross-environment data using durable object storage.

[LEARN MORE]

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