Why Multi Cloud and Hybrid Cloud Matters for Partners

The opportunity around selling Cloud is no secret to partners at this point. But many partners align one with only a single Cloud provider and stay there—and it may be costing those that do so. Hybrid cloud and multi-cloud architectures are on the rise with organizations both large and small and show no signs of slowing down.

Hybrid Cloud (using a mix of public cloud and private cloud infrastructure) is already being used by 72% of organizations according to the 2023 Flexera State of Cloud Report. Multi Cloud (using two or more public cloud vendors) usage is also rising with 89% of organizations either already having or planning to implement multi-cloud networking, according to IDC survey data.

Why Multi Cloud and Hybrid Cloud

While multi-cloud and hybrid cloud infrastructure are ultimately different, many companies look to these options for the same reasons, including:

Cybersecurity, data resilience, and disaster recovery: While steps should be taken to prevent and mitigate them, cyberattacks, system failures, and downtime can happen at any time. Keeping all of an organizations data and systems in a single location risks a major business interruption if there is an attack or failure. Spreading data and systems across multiple locations and/or providers can protect against extended downtime and get organizations back up and running faster.

Regulatory compliance: While regulations vary with industry and region, it's not unusual for regulations to include strict measures about where and how data should be stored and for how long. These regulations could include requirements for data to be stored in separate locations or a particular region that could necessitate an organization using a multi cloud or a hybrid cloud infrastructure. If you're selling into a regulated industry, be sure you understand how to keep your end customers in compliance with these regulations and where multi-cloud and/or hybrid cloud may be necessary.

Cost and operational efficiencies: Not all cloud providers are the same. Multi cloud and hybrid cloud architectures allows organizations to decide where they want to manage their systems, apps, and data and can provide better operational efficiencies and cost management. For example, you may find one provider works better for your customers' hot storage and day to day operational needs, but their cold storage and back up options aren't a great fit for one reason or another. Splitting these needs across vendors allows for a more cost-effective solution.

In addition to benefits, multi cloud and hybrid cloud architectures also share a major challenge: how to connect the different clouds and make sure they work together (and work together securely). A multi cloud or hybrid cloud architecture with disconnected systems could potentially create more challenges than it solves. As you move to expand your offering to offer multi-cloud and hybrid cloud, consider how these clouds will be connected and secured. Most cloud vendors offer a way to connect to other clouds directly, but you can also look at additional

vendors who provide zero trust cloud connectivity, zero trust network access (ZTNA), or other solutions to provide a secure connection between different clouds.

Getting Started

If you're looking to expand your line card to offer more multi cloud and hybrid cloud vendors and services, you have resources available to you from TD SYNNEX, including:

- Robust line card of public cloud, private cloud, and cloud security vendors
- Full team of cloud experts who can help you find the right vendors, products, and services to fit your needs and your end user needs,
- Cloud Practice Builder trainings (both vendor agnostic and vendor-focused) to help you expand your knowledge base into new areas
- Cloud services to fill in line card gaps without putting added burden on your team

To learn more about TD SYNNEX's Hybrid Cloud, read Hybrid Horizons: Charting Trends and Introducing Our Cutting-Edge Hybrid Cloud Strategy.

To learn more or get started on your multi cloud and hybrid journey, reach out to CloudSolutionsSales@tdsynnex.com.