



# What's Driving **Private Cloud** Adoption?

SUSE commissioned a survey to determine why private clouds are becoming essential elements of data center transformation in many companies.

# Introduction

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## It's a fact: you can't know your customers too well.

So, at SUSE, we set out to discover the extent to which our customers and prospects—IT professionals in enterprises around the world—are adopting private clouds and their reasons for doing so. That led to sponsoring the recent study by Dynamic Markets Limited, *Private Cloud Research: 2015*, which reports on the ways large companies are using cloud services with a particular emphasis on private cloud and the

OpenStack Project. The study examines opinion across seven countries from 813 senior IT professionals in companies with 250+ employees. Issues explored relate to adoption rates, drivers, future plans and the impact on corporate data, as well as on an IT professional's career. The findings show that private cloud is nearly ubiquitous in large companies now, and it is the most popular cloud type for mission-critical applications. However, attempts to implement OpenStack private cloud have not been without their difficulties, yet companies remain determined to succeed. Some interesting statistics to note are:

90%

have already implemented private cloud solutions

91%

plan to carry out a private cloud installation in the future

65%

say attempts to implement OpenStack cloud have been difficult

88%

believe that within five years, the majority of workloads will be deployed as lightweight containers on cloud infrastructures

93%

are convinced that Infrastructure-as-a-Service (IaaS) is the future of the data center

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Although proprietary enterprise cloud stacks from VMware, Microsoft and Oracle are strong contenders in the current market, open source private cloud solutions are gaining momentum. In particular, OpenStack is displaying exceptional market growth and acceptance. Today, there are more than 30,000 developers, technologists and members in the OpenStack community. They span

170 countries and are employed in more than 540 supporting companies. This level of engagement and enthusiasm has led to continuous, rapid innovation that addresses the short- and long-term needs of diverse IT infrastructures. In fact, many of the world's most successful companies are now running their production environments on OpenStack cloud software.

# Senior IT Professionals Cite Key Drivers for Private Cloud Adoption

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Companies are moving to private clouds for wide variety of reasons. However, the IT professionals surveyed in our report are largely in agreement regarding these five key drivers:

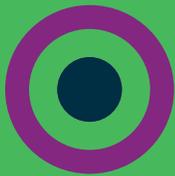
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## Agility (58%)

Public cloud elasticity makes it easier to handle the wide-ranging peaks and demands of various workgroups and product lines.

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## Data Security Simplification (91%)

Enterprises need to simplify the ways they protect assets and infrastructure. On-premise hosting of sensitive data behind the company's own firewall and in compliance with strict internal security guidelines can allay concerns about data security.

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## IT Budget Constraints (33%)

IT funds and staffing resources have decreased in recent years even as demand for computing capabilities has increased. The improved efficiency of a public cloud environment makes it easier for IT to live within its means.

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## Innovation (45%)

The data center environment must keep up with market and customer demands.



## Cost Reductions (51%)

Capex and OPEX costs come down as efficiency, agility and utilization increase with a private cloud.

# Open Source Solutions Are Gaining Traction



Open source software's popularity keeps growing at exponential rates. You could ask "why," but the better question is "why not"? Open source solutions are driving innovation in enterprises everywhere, freeing companies from vendor lock-in and replacing proprietary vendors' relatively small developer teams with a global corps of developers—a cast of thousands—constantly working on new features and enhancements as well as improvements in everything from functionality to interoperability to security.

After years of toiling in relative obscurity—often spending the larger proportion of their time deploying, updating, and maintaining existing data center solutions and essentially doing the manual labor for proprietary and legacy environments—IT professionals are using open source software to innovate and drive the success of the business. There has never been a better time to prove data center value than right now, and open source solutions are the tools that developers, CIOs and data center technologists are using to make it happen.

## Why OpenStack Makes the Most Sense

Of all the open source private cloud projects, OpenStack has the most momentum. OpenStack can provide Infrastructure-as-a-Service (IaaS) that gives users access to automated pools of IT resources to run applications and workloads. It offers the flexibility to respond quickly and easily to new demands and provides a platform for increased innovation while helping data center managers control and reduce costs. And it's the basis for a progressive, mixed-hypervisor, multi-vendor enterprise IT environment.

Today, nearly all of the big names in the IT industry offer support for OpenStack software.

**It's no wonder that, of the 96 percent of the IT pros**

**surveyed who expressed interest in open source private cloud solutions, 66 percent are looking into OpenStack.**

But perhaps the best reason to consider implementing a private cloud based on OpenStack software is that there are robust and mature distributions on the market today: specifically, SUSE® OpenStack Cloud, which was the first enterprise OpenStack distribution. It is now in version 5 and leads the way in providing the private cloud platform for business-critical enterprise workloads.

# To Buy or to Build?

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There are many factors that must be considered when deciding whether to buy an OpenStack distribution or to download the software and do it yourself. Chief among those considerations are staff size and skill sets, complexity of deployment and projected time to value. Something else to consider is feedback from peers:

**65%** of IT executives surveyed report that they have found the experience of trying to implement OpenStack cloud difficult.

Aside from deployment complexity (and labor intensity), the OpenStack Project's rapid design cycles and new code releases must be taken into account. Complex and disruptive upgrades are the rule rather than the exception.

On the positive side (the private cloud distribution side, from our biased perspective), a private cloud software distribution can take the hassle out of deployment, customization, upgrading and ongoing support. Also, if speed is of the essence, the right distribution is the right way to go. Even with OpenStack's management tools and documentation, building it yourself is a complex and time-consuming process. Staff time and the company's money are better spent elsewhere.

## Why SUSE OpenStack Cloud is the Ultimate Solution

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These days, everybody and his or her brother is jumping on the OpenStack bandwagon. Seriously, everyone from dawn-of-the-industry tech giants to start-ups that were literally born yesterday are developing software with OpenStack source code, or at least providing API compatibility. But the truth is nearly all of them are late to the game.

SUSE is a founding member and Platinum sponsor of the OpenStack Foundation, and SUSE OpenStack Cloud is the gold standard of OpenStack distributions. It was the first commercially supported OpenStack distribution, launched back in 2012. Along with the fastest deployment and smoothest upgrade experience, it also has a more stable, business-oriented release cycle and a longer support period than other distros. With the widest hypervisor support available on the market, SUSE OpenStack Cloud makes it easy to implement a highly available, mixed-hypervisor private cloud infrastructure.

Of course there's heritage to consider too. SUSE has more than 20 years of experience turning open source innovation into enterprise-grade solutions. SUSE has a global ecosystem of business partners—5,000 strong—that works with us to bring our products to our customers, as well as alliance partners that include all the leading names in the industry. These are important considerations when you are looking for the most comprehensive hardware and application support, along with the best interoperability available. SUSE is also well known for having the best Linux support in the industry. That exceptional support quality extends to our OpenStack private cloud offering. So, not only do you get to choose the best private cloud distribution, you get to pick the best partner.



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