

From Fragmented to Fluid: Managing Data in the Hybrid-Cloud Era

Modernize how you manage
data with a platform that adapts,
automates, and scales everywhere
your business goes.

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Introduction

In a world where 72% of organizations are embracing cloud-first or hybrid-cloud strategies, the promise of hybrid cloud is clear: agility, scalability, and performance across both cloud and on-premises environments. But the reality for many IT teams is far more complex, especially when traditional storage architectures are involved. Legacy systems were never designed to integrate smoothly with the cloud, often leading to disjointed management, costly migrations, and unpredictable expenses. To fully capitalize on hybrid cloud, businesses need a modern, unified approach to data management—one that eliminates silos, simplifies operations, and delivers cloud-like experiences everywhere. That's where the Everpure™ Platform offers a distinct advantage. Purpose-built for hybrid cloud, it provides a seamless, intelligent foundation for managing data across any environment, unlocking new levels of efficiency, automation, and resilience at scale.

This white paper explores the unique demands of hybrid-cloud environments and what it takes to build infrastructure that can handle them. It explains why traditional storage falls short, what's replacing it, and how the radically different approach of Everpure delivers the performance, agility, and resilience enterprises need to thrive in the cloud era.

Traditional storage is stuck on the ground

Cloud computing has become ubiquitous, with 72% of organizations taking a cloud-first or hybrid-cloud strategy.¹ A hybrid-cloud approach has significant advantages: you get the flexibility and scalability of the cloud while maintaining the performance and security of an on-premises infrastructure.

You might think you can continue using your traditional storage while reaching for the cloud for innovation and scalability. But even as it delivers the best of both worlds, the hybrid cloud also creates challenges, especially if the on-premises half of the solution is a traditional storage architecture.

Traditional storage systems weren't built to act in concert with the cloud. In hybrid-cloud solutions based on traditional storage, no consistent architecture or unified user interface exists. You have to keep up with multiple different management systems, a problem that's exacerbated if you also maintain multiple older storage arrays with different user interfaces. Monitoring and managing so many different systems is a massive time drain for IT. Plus, such a disjointed infrastructure increases the likelihood of human error when it comes to tasks such as applying security policies, monitoring cloud spend, or flagging performance issues.

Data migration is another challenge. While some companies are repatriating specific workloads from the public cloud to on-premises systems, most of those organizations still have a cloud presence, and it's just a matter of what data goes where.² In theory, the beauty of the hybrid cloud is that your data can live anywhere, seamlessly shifting to wherever it's most needed.

However, that's not possible with traditional storage. Without a unified management system and better visibility across the environment, IT teams must deal with the constant manual work of data migration using multiple siloed management tools. The more data they bring on premises, the more pressure they put on those aging legacy storage arrays. And just as moving data between different traditional storage arrays requires heavy IT involvement, so does moving data between a traditional array and the cloud. As your stores of data grow, this burden on IT will only get worse.

Combining traditional storage with the public cloud hurts more than just your IT team—it impacts your bottom line. Sticking with a legacy storage architecture means committing to endless rebuy cycles to keep up with new technology. Meanwhile, public cloud costs can escalate unpredictably, especially without close monitoring. The result? You get the worst of both worlds: the ongoing maintenance and upgrade expenses of on-premises systems and the unpredictable and sometimes rapid cost growth of the cloud.

Cloud computing has changed the world. If your business embraces a hybrid-cloud strategy, as many do, utilizing systems designed for an on-premises approach is not practical. You need a platform built with cloud principles in mind.

Creating a cloud experience anywhere

For users, the main benefit of a modern cloud experience is obvious: data is always available, wherever and whenever you need it. However, delivering that experience across hybrid environments has been anything but simple for IT teams. Fragmented multi-architecture systems make it harder to move data freely, and in most cases, data needs to be migrated between different formats rather than simply moved.

Hybrid cloud is today's standard, and a modern storage strategy must reflect that. Applications and data must move seamlessly across environments with dependable security, resilience, and automation. IT teams need centralized control that makes their jobs easier, not more complicated. And the business expects continuous availability, agility, and cost efficiency.

Legacy storage cannot meet these expectations. You need a new model—one that brings cloud-like operations to your entire hybrid environment through a unified platform. This is the promise of the Enterprise Data Cloud.

As you plan your next steps, key questions to consider include:

- How can you provide users and IT teams a unified experience, regardless of where the data resides?
- How can you simplify operations and increase automation to match the pace of modern workloads, including AI?
- How can you deliver continuous uptime, seamless upgrades, and operational consistency across hybrid environments?

The following are key capabilities to prioritize:

- **Unified management:** A truly modern storage platform offers a single control plane across on-premises, public cloud, and hybrid environments. Centralized policies, consistent service level agreements (SLAs), and full visibility simplify management, reduce human error, and free up your IT teams for higher-value tasks.
- **Intelligent automation and orchestration:** The right platform automates routine tasks such as provisioning, optimization, and protection while supporting DevOps and cloud tools like Kubernetes, Ansible, and Terraform. Automation ensures faster service delivery and reduces operational complexity across all environments.
- **Effortless data mobility:** Seamless data movement is essential in a hybrid world. Your platform should enable fast and secure data mobility between clouds and on-premises systems without disruption or heavy manual involvement, enabling applications and AI workloads to run where needed most.
- **Nondisruptive scalability and upgrades:** Your storage should scale effortlessly as your environment grows, without downtime, costly migrations, or service interruptions. Continuous modernization must be built into the platform to maintain availability and performance without operational disruption.
- **Automated governance, cyber resilience, and intelligent resource efficiency:** Security, compliance, and resource optimization must be built into the platform, not bolted on. Automated governance should minimize human error and enforce policies consistently across environments. Simultaneously, your platform should have real-time analytics to strengthen cyber resilience, optimize infrastructure usage, improve sustainability, and help control costs by eliminating wasteful overprovisioning.
- **Consistent performance and predictable costs:** A modern storage platform must deliver high throughput, low latency, and reliable performance across hybrid environments. At the same time, predictable, consumption-based pricing models should give finance teams clear visibility and control over costs as demand grows. Cost management is a significant challenge for over 80% of cloud users, so this is an especially critical concern.³

Why the Everpure Platform delivers the best Enterprise Data Cloud

For technical leaders managing accelerating business demands, the Enterprise Data Cloud offers a transformational approach to storage data management. Built for today's hybrid-cloud environments, Enterprise Data Cloud simplifies data management across on-premises and cloud landscapes. It creates a unified, intelligent foundation that reduces operational burden, drives efficiency, and unlocks agility at scale.

Unify with your favorite cloud service providers

The Everpure Platform is uniquely architected to deliver the full value of the Enterprise Data Cloud, which is especially relevant in ubiquitous hybrid-cloud environments. Unlike traditional storage solutions that layer cloud extensions onto legacy architectures, Everpure provides a natively unified platform for all your data, including block, file, object, and cloud storage. This unified approach, all with a single control plane, ensures consistent policies, seamless visibility, and predictable service levels across the entire environment.

With the Everpure Platform, you don't need to change the public cloud instances that have worked well for you; it integrates with the cloud service providers you already use. Everpure is an Amazon Web Services (AWS) Service Ready Partner and Advanced Technology Partner that can serve your needs regardless of your AWS services. With Microsoft Azure, the Everpure Platform offers Everpure Cloud Azure Native, an ISV service developed with Microsoft and VMware to reduce and simplify operational costs and streamline management. And, in addition to being a Google Cloud ISV partner, Everpure is also part of the Google Cloud Anthos Ready Storage Initiative, enabling seamless integration of containerized applications on the Google Anthos platform.

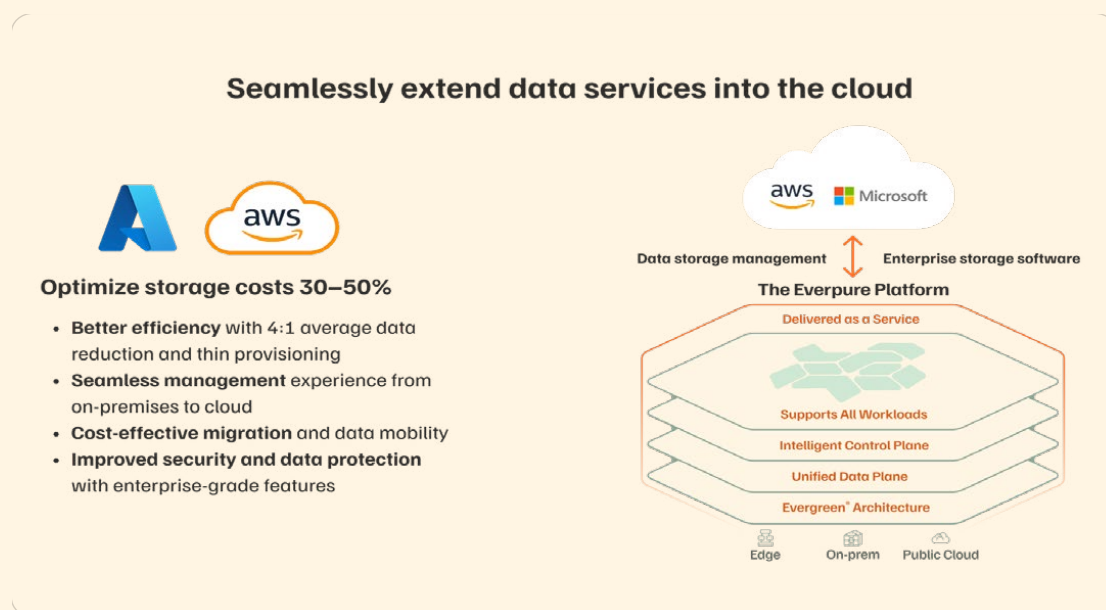


FIGURE 1 Extending the Everpure Platform to the public cloud

Standardize management to give ease back to IT

Just as you've experienced with public cloud services, the Enterprise Data Cloud is a virtualized cloud of data delivered through a single management experience across all environments. By eliminating manual, siloed workflows and replacing them with fleet-wide operations driven by automation and real-time intelligence, Enterprise Data Cloud helps you shift from reactive support to proactive service delivery.

Management is standardized across the entire data estate, improving operational resilience, infrastructure efficiency, and governance. Portworx®, part of the Everpure Platform, epitomizes this unified management experience. For your teams working on developing and releasing applications, Portworx provides a consistent DevOps experience across all environments, making it easy to move your apps between different environments as they grow or their requirements change.

Replace manual work with smarter automation

Automation is deeply integrated across the platform. Policy-based operations replace manual tasks such as provisioning, tuning, and performance optimization. Industry-leading telemetry and AI-driven insights, available through Pure1®, continuously monitor and analyze system performance and data usage. This enables smarter workload placement, dynamic balancing of capacity and performance, and faster troubleshooting without needing constant manual intervention. Simultaneously, real-time analytics optimize resource usage, improve sustainability, cut operational costs, and eliminate overprovisioning across the hybrid-cloud environment. With more IT work automated, the platform helps you both reduce human error and give IT teams more time to deal with their most difficult tasks.

Stay modern no matter what

Continuous modernization is a fundamental advantage of the Everpure Platform. Your platform evolves along with your needs, with scaling aligned to service level objectives rather than hardware limitations. With Evergreen® Architecture, you can avoid disruptive forklift upgrades and costly rebuys. Instead, just like in a cloud environment, hardware and software upgrades are nondisruptive so that you can keep your environments on the cutting edge of modernization without downtime or migrations. These continuous upgrades are backed by Evergreen//One™, offering guaranteed performance, availability, and efficiency SLAs.

Conclusion

As hybrid cloud becomes the new normal, continuing to rely on fragmented, legacy storage systems only holds your business back. The Everpure Platform empowers organizations to move beyond the limitations of traditional storage with a truly unified, cloud-ready architecture. It delivers effortless data mobility, intelligent automation, and continuous modernization through a single management experience across all environments. With predictable consumption-based pricing, built-in cyber resilience, and integrations with major cloud providers like AWS, Azure, and Google Cloud, Everpure helps you simplify operations, reduce costs, and future-proof your infrastructure. In short, the Everpure Platform transforms hybrid cloud from a challenge into a competitive advantage, empowering your teams to innovate faster, operate smarter, and scale seamlessly.

Additional resources

- Explore the [Everpure Platform](#).
- Learn more about the [Enterprise Data Cloud](#).
- Read about how the Everpure Platform [supports AI and other solutions](#).
- [Learn how to build your Enterprise Data Cloud with the Everpure Platform](#).

Pay for only what you use

The platform also extends cloud economics across the entire hybrid environment. Instead of balancing capital expenditures (CAPEX) for on-premises hardware purchases and operational expenditures (OPEX) for cloud purposes, everything is a flexible subscription-based consumption model, meaning you only pay for the resources used. Combined with reductions in data center footprint, power consumption, and cooling requirements, the Everpure Platform helps enterprises scale sustainably and predictably without unexpected costs. Requirements for space, power, and cooling are lowered so significantly that you can consume up to 80% less power in 20% of the data center space.⁴

The bottom line

Success in today's hybrid-cloud world depends on a unified cloud operating model. The Enterprise Data Cloud, powered by the Everpure Platform, delivers consistent control, seamless mobility, and intelligent automation across your environments. With a single operating model for managing data everywhere, you can reduce complexity, optimize resources, and accelerate innovation at the speed your business demands.

1 | TechTarget, Feb 2024. Technology Spending Intentions Survey.

2 | <https://blogs.idc.com/2024/10/28/storm-clouds-ahead-missed-expectations-in-cloud-computing/>

3 | <https://www.statista.com/statistics/511283/worldwide-survey-cloud-computing-risks/>

4 | <https://blog.everpuredata.com/perspectives/you-dont-have-to-compromise-all-flash-storage-reduces-costs-for-all-workloads/>

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