



Proactivity

Why reducing risk in the hybrid cloud model is the key to fueling growth.



Security is the number-one concern for organizations when managing their hybrid cloud environments.

This is hardly surprising, when you consider that a recent survey found that 98% of companies have experienced at least one cloud-data breach in the past 18 months. The damage from such a breach can be catastrophic.

"The one thing that kills brands is security outages," comments Tim Moody, Head of Global Offering Strategy at Fujitsu.

Leading the pack

[New research from Fujitsu](#) identifies a small group of companies that have already used their hybrid cloud infrastructures to build resilience and accelerate their business-transformation goals.

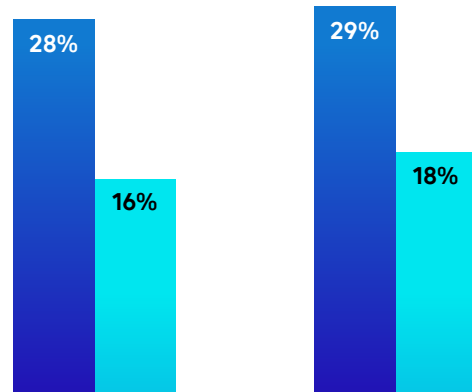
These Hybrid Cloud Leaders, which represent a third (33%) of the sample, are better at managing risks than the rest, the Hybrid Cloud Followers.

It's important to note that not even a third of the Hybrid Cloud Leaders believe that they currently manage either compliance or security effectively. So why does security create such a challenge for companies? And crucially, how can they improve?

Q. How effective is your organization at doing the following in your hybrid cloud environment?

(Those answering "effective" or "very effective")

■ Hybrid Cloud Leaders ■ Hybrid Cloud Followers



Managing compliance

Managing security

About the research

In partnership with Longitude, a Financial Times company, Fujitsu surveyed 300 senior executives about their hybrid cloud strategies in the fall of 2021. The respondents represented companies from five industries (banking and financial services,

manufacturing and automotive, public sector and central government, retail, and utilities) and 14 countries (Australia, Belgium, Canada, Finland, France, Germany, Japan, the Netherlands, New Zealand, Portugal, Spain, Sweden, the UK, and the US).

Trust no-one

Fujitsu's Moody says taking a "zero-trust" approach is essential, especially with a greater proportion of the workforce working remotely.

"How do you secure an organization that has a globally distributed workforce? COVID-19 has really pushed that question forward," he says. "We can help our customers make sure they have a secure operating environment with 'zero trust' models, which are becoming more prevalent."

"Zero trust" refers to a strict identity-verification process that treats every attempt to access networks, applications and data as a potential threat. When it comes to hybrid cloud environments, this can be a crucial security measure in maintaining integrity across public and private areas and across multiple devices.

Innovate with security in mind

The cautious, methodical approach that is required in building a security system is often contrasted sharply with the fast-paced world of innovation. However, it's essential to reconcile the two. Innovation with security at its heart is crucial to protecting the enterprise, according to Fujitsu's Moody.

"There is a real challenge in balancing those two," he emphasizes. "The key is to build security in from the bottom up. So, for every new capability that's developed using hybrid services, security should be a part of the underlying platform that's being delivered, not [simply] applied at the end of the production cycle."

Generating growth

For companies that are able improve their systemic security, the benefits go beyond protection against external threat. The [Fujitsu research](#) shows that 37% of the Hybrid Cloud Leaders believe enhancing security through a hybrid model will facilitate business growth.

The overall message is clear: being proactive on security creates a strong competitive advantage, generating unmissable business outcomes. Companies must invest in promoting a collaborative, secure-by-design culture, and in automated security tools and processes.

Want to know more? [Read the full report](#) "Unlocking the Secrets of Hybrid Cloud Leaders" and take your business to the next level.

Contact

E-Mail: askfujitsu@uk.fujitsu.com

Website: <https://marketing.global.fujitsu.com/HybridIT>

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