

# Cloud to fuel six major technology priorities in 2021 Driving innovations across the board

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The COVID-19 pandemic has taught us that to operate effectively in the presence of an unanticipated crisis, organizations need to be agile, robust, and secure. This has led to an acceleration in the adoption of hybrid cloud technology and services in 2020, allowing organizations to run workloads on-premises, in the private cloud, and the public cloud.

As we enter 2021, where hybrid ways of working may be the new normal, not only will organizations continue to focus on ensuring they make the right technology choices, they will adopt a holistic, hybrid multicloud architecture, allowing them to easily build and modernize applications and make their data ready for their journey to AI across the company. A recent IBM study highlighted that organizations in India will increase their share of spend on hybrid cloud, from the current 17 percent to about 49 percent by 2023. This represents nearly half of their cloud budget on hybrid over the next three years. Further, the public cloud spend will reduce from 50 percent share now to 43 percent by 2023. Also, Indian organizations expect to be using an average of 10 clouds, however, only 29 percent of businesses have holistic multi-cloud management strategies in place - by 2023.

Disruptions are redefining business as usual, increasing demand for new digital capabilities and services, fuelled by changing customers and employee's needs. This is driving the rapid evolution of technology and operations to improve business agility and manage long-term strategy. With pandemic accelerating the adoption of hybrid cloud, companies are turning to initiatives like application modernization, process automation, and AI infusion to derive insights that can deliver scalable, and secure digital services as per customer's and employee's need. A hybrid cloud platform approach delivers 2.5 times more value than a traditional, public cloud-only approach.

The next chapter of the cloud demands the power to quickly innovate and respond to changing market and client demands-build once and deploy anywhere. With cloud investment being key, we will witness six major technology priorities enabled by cloud in 2021.



## Containerization to drive modernization

As Cloud migration projects become mainstream there will be a clear drive by IT teams to standardize on the technology enablers. Container platform decisions will become the focus and customers will look for flexibility, security, openness, and agility as the main criteria. This is far more relevant in environments where a large number of applications are targeted for modernization (banking or telco enterprises). Whether these applications are homegrown or Commercial-off-the-shelf (COTS), standardizing on a container platform will help remove manageability nightmares.

## Enabling journey to Cloud with industry lens

To address the roadblocks regarding security, compliance and regulatory requirements, cloud providers will begin to offer a refined form of cloud and associated services aligned with the needs of the industries particularly those like financial services and telecom, which have extensive regulatory controls. Thus, customers can instead focus on innovation and their product, and services offerings.



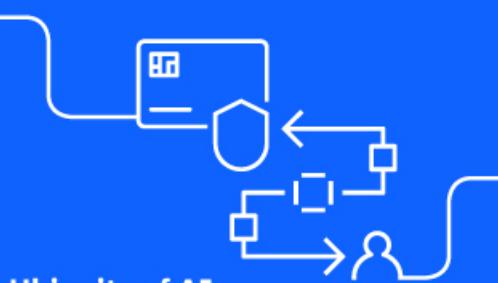
## Edge and Satellite computing

will be more appealing to industrial customers who are looking to bring IT and Operational Technology (OT) closer, leveraging fast and future-rich networking such as 5G while not losing sight of becoming cloud-native.



## Intelligent Automation to go mainstream

Cloud will play a major role in addressing the need for bringing more quality and consistency in business processes, customer engagements and optimal deployment of skills. AI-infused Automation will gain traction as it brings greater levels of personalization in contactless digital engagement. Segments like retail, banking, telco, the government will drive the usage of intelligent automation.



## Fortification of the core security wall

In the new normal, leveraging cloud-based security solutions to establish a common control pane for handling threats across the organization will become a reality. The idea will be to leverage the cloud to consolidate all security information, harness the knowledge available on the cloud to successfully manage threats and provide intelligence to the community.



## Ubiquity of AI

Apart from use cases centred on risk, fraud, security, customer engagement, AI adoption will see an increase in mainstream IT operations to help predict outages and facilitate the timely resolution of issues. With AI, the retail industry will look to bring the showroom shopping experience to digital while government agencies will increasingly digitize citizen services to bring hyper-personalization.

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