



Mastering Multicloud: Essential Strategies to Overcome Single-Cloud Limitations for Enterprises

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Introduction

This eBook provides a comprehensive understanding of multicloud, exploring the drivers of its adoption, the associated challenges, key components, implementation strategies, and future prospects.

The content is structured as follows:

It is a Multicloud World

In a digital-first world disrupted by AI, discover how multiple distributed cloud environments can coexist and enable growth.

1

The Challenge with Cloud Sprawl

The challenges created by the proliferation of cloud services pertaining to the three Cs of CloudOps: Complexity, Cost, and Compliance.

2

How to Create a Successful Multicloud Strategy

A framework that enables enterprise decision-makers to embrace multicloud, overcome challenges, and create a future-ready IT environment.

3

About Bepin Global

How Bepin Global enables multicloud adoption.

4

Cloud-First for Digital-First

Cloud Is Now the Strategic Core of a Digital Business

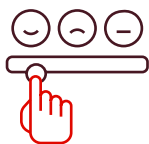
Today, organisations are prioritising digital strategies across all aspects of the business – including customer engagement, employee experience, operations, lines of business, and collaboration with supply chain and ecosystem partners.



of META organisations consider themselves to be a digital business, having implemented a digital-first strategy and deployed technology at scale.¹

At the core of any digital business is a cloud-first approach. Over the past decade, cloud has transformed from being an IT enabler into a crucial factor in achieving business goals. Today, organisations favour a cloud-native model for new and modernisation projects. Cloud offers easy access to a scalable, feature-rich, and secure IT environment, enabling companies to build an agile, innovative, and sustainable digital business.

Key Business Outcomes Enabled by a Cloud-First Approach



Improve Customer Experience



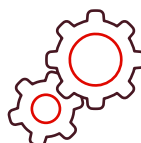
Ecosystem Engagement



Create Digital Business Models



Enhance Employee Experience



Optimise Operations



Improve Security & Compliance

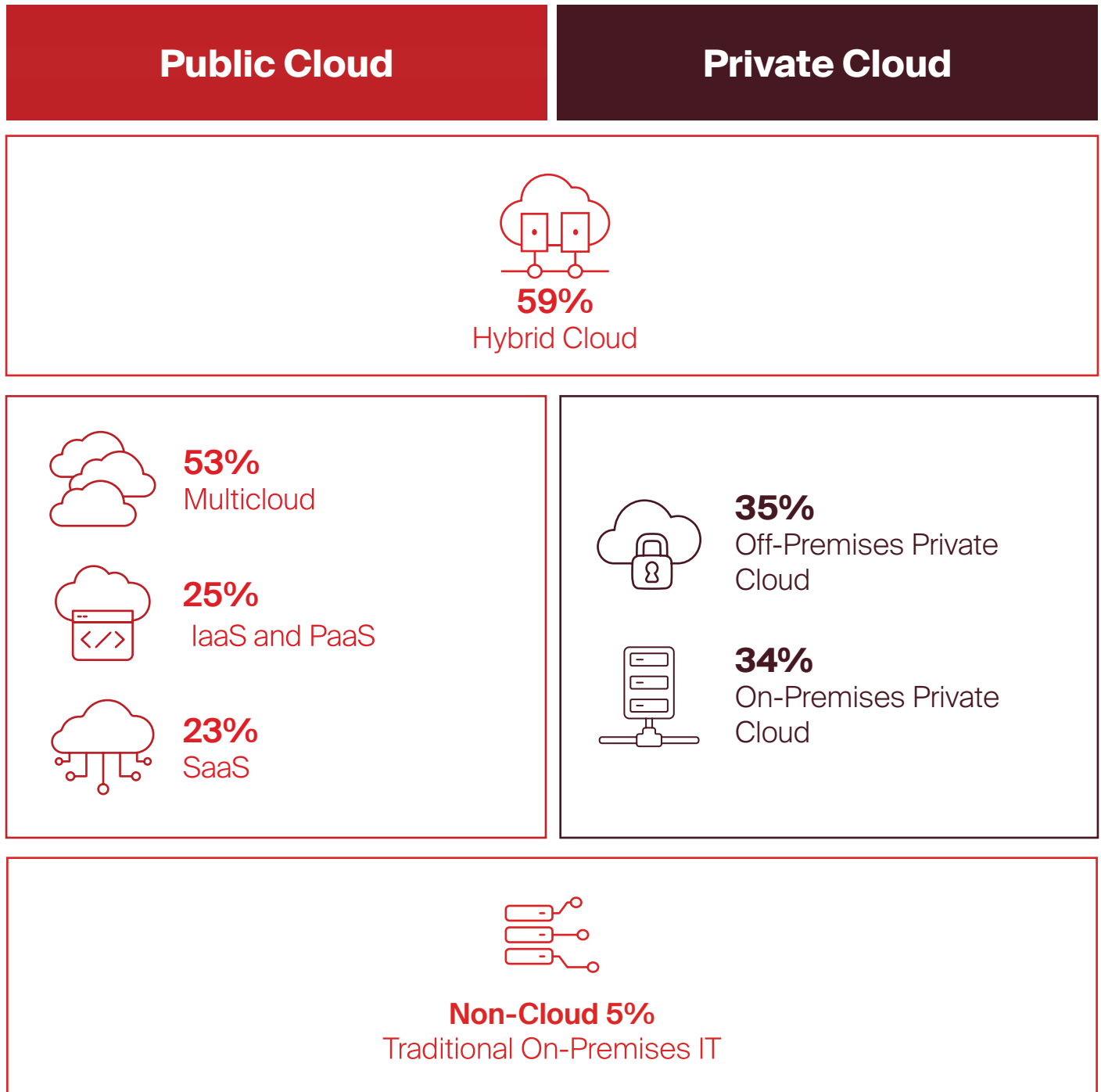
¹ Source: IDC's Cloud Survey, 2024 (Middle East, Turkey and Africa, base: 625; 100+ employees only)

It is a Multicloud World

Multiple Distributed Environments Need to Coexist

Most enterprises rely on multiple public cloud services and dedicated on-premises or hosted infrastructure that provides private cloud capabilities. Individual workload deployment choices are based on the specific requirements of individual workloads, data sources, and business priorities. Data security, compliance, and resiliency are increasingly top-of-mind requirements.

What IT environments do META organisations spend most of their IT budgets on?



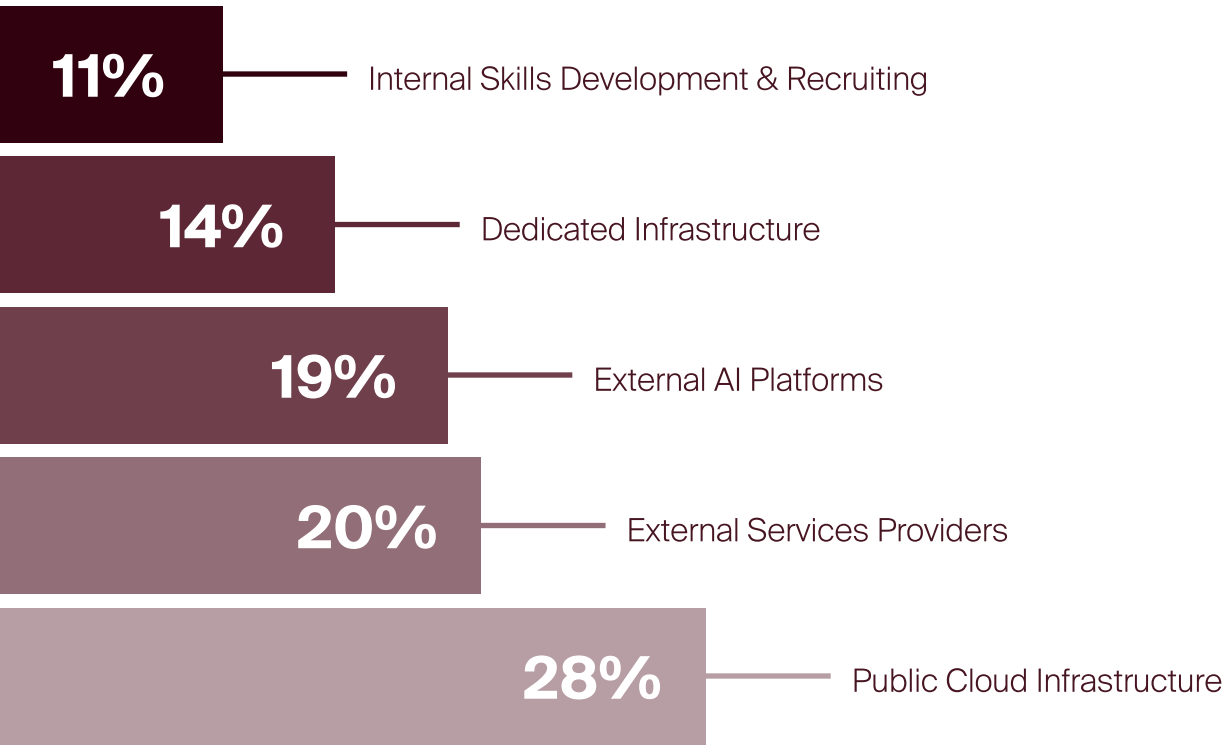
Source: IDC's Cloud Survey, 2024 (Middle East, Turkey and Africa, base: 625; 100+ employees only)

AI and Cloud: A Perfect Partnership

Multicloud to Enable AI Adoption

Cloud and AI have a synergistic relationship, with most of today’s AI investments being based around cloud – including infrastructure initiatives focused on both public and private cloud, data and AI platforms, and AI-infused SaaS applications.

Focus of GenAI Investments for META Organisations, 2024-2025



The AI journey is often hindered by some key challenges organisations face. The biggest concern is being tied to a particular vendor or solution, affecting flexibility and long-term growth. The other key challenges are skills, security, compliance, and performance issues.

Top 5 Concerns Around AI on Cloud

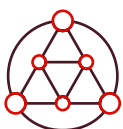
1	2	3	4	5
Vendor Lock-In	Skills Gap	Data Privacy & Security	Compliance & Regulations	Performance & Latency

Source: IDC’s Data & AI Survey Survey, 2024 (base: 320) and IDC’s Cloud Survey, 2024 (META, base: 625)

The Challenge with Cloud Sprawl

The Three Cs of CloudOps: Complexity, Cost, and Compliance

As organisations rapidly adopt cloud and AI to meet their growing needs, the inevitable result is cloud sprawl – the uncontrolled proliferation of an organisation’s cloud services, instances, and resources. This creates challenges in three key areas – complexity, cost, and compliance.



Complexity

41%

of META organisations indicated cloud sprawl as a key challenge.

- Limited visibility across IT infrastructure and apps
- Unable to scale due to lack of skills



Cost

34%

of META organisations indicated that over 30% of their cloud spending is wasted.

- Inconsistency of billing from multiple providers
- Multi-year cloud commitments



Compliance

1

Compliance is the most challenging cloud outcome to achieve for META organisations.

- Lack of consistent governance policies across different environments
- Disparate security protocols

Source: IDC's CloudOps Survey, 2024 (META, base: 506) and IDC's Cloud Survey, 2024 (META, base: 625)

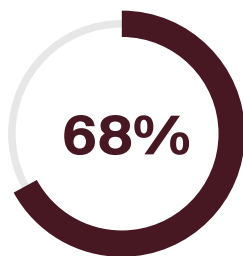


Create a Multicloud Strategy

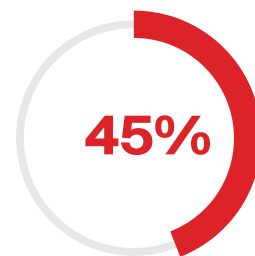
Organisations with a Multicloud Strategy Enjoy Better Returns on Their Cloud Investments

Organisations must adopt a multicloud strategy to overcome these challenges and enable a frictionless digital-first organisation. IDC's research shows that enterprises with a hybrid multicloud strategy enjoy better returns on investment from their cloud deployments. Such organisations attributed their higher satisfaction to better alignment with business requirements, faster innovation, enhanced processes, reduced costs, and improved compliance.

Percentage of Organisations that Indicated a Satisfactory ROI on Cloud Spending



Organisations
WITH a Hybrid
Multicloud Strategy



Organisations
WITHOUT a Hybrid
Multicloud Strategy

Key Benefits of a Multicloud Environment



Flexibility

- Choose the right environments for each workload
- Choose the best solutions from a range of cloud providers



Control

- Optimise the environments to reduce costs
- Avoid vendor lock-in



Compliance

- Comply with national and industry regulations
- Improve security posture

Source: IDC's Cloud Pulse Survey, Q4 2023 (Global, base: 1,350)

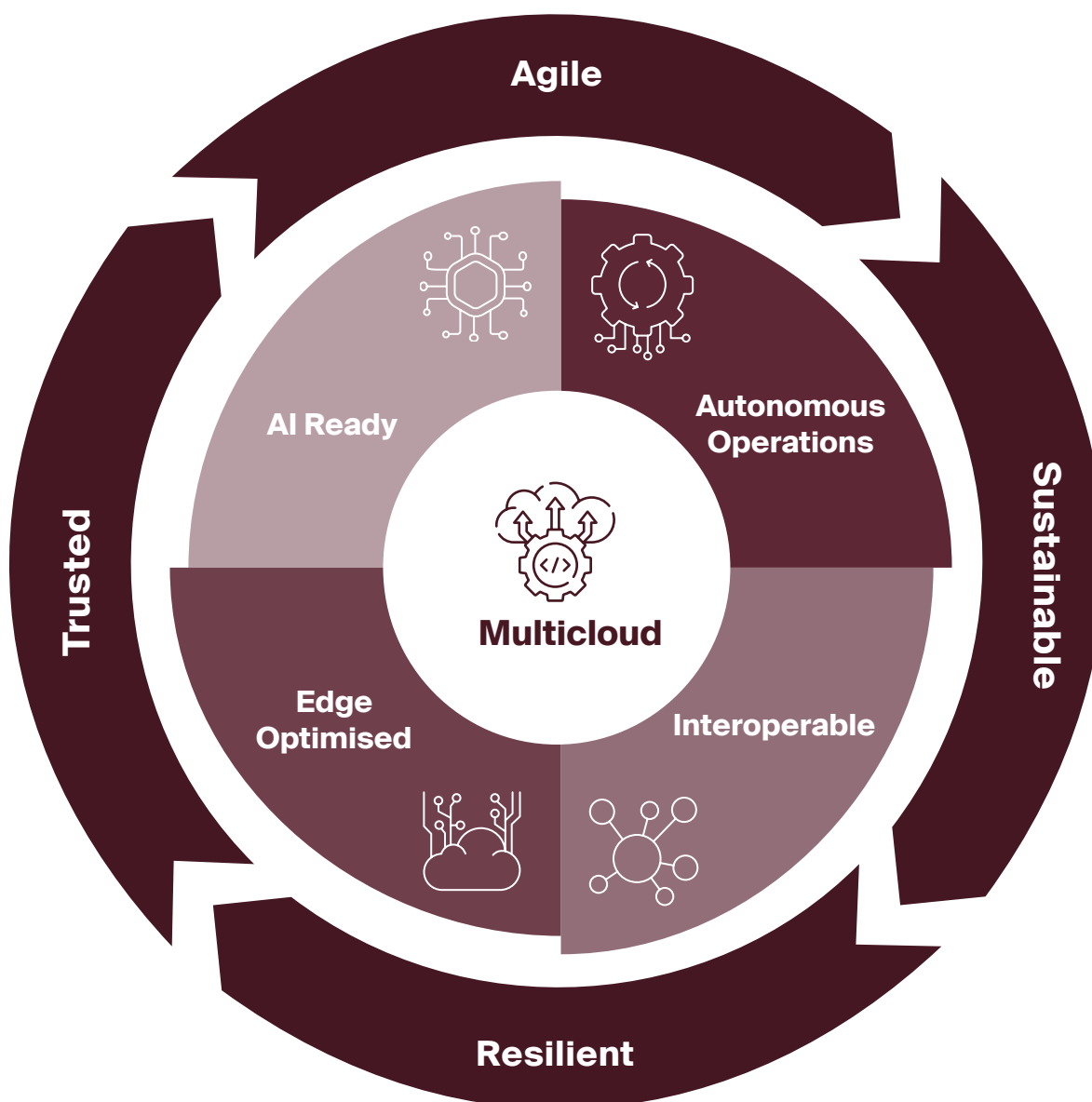
Crafting a Successful Multicloud Strategy

Key Attributes of a Future-Proof Cloud Environment

A multicloud environment provides mission-critical underpinnings for agile digital business, including emerging workloads and use cases powered by high-performance, data-intensive AI technologies. Architecting, implementing, operating, and continually refreshing a multicloud environment requires IT leaders to anticipate ways in which requirements will evolve and disrupt the status quo. They must then harness the environment for business advantage.

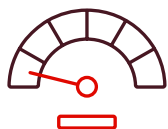
The framework below provides enterprise decision-makers with a view of what a future-ready multicloud environment should encompass.

Cloud Framework for the Future Enterprise



Best Practices for a Multicloud Strategy

A future-proof multicloud strategy should address the six building blocks listed below. It should adopt best practices within them to create an IT estate fit for a digital business and AI-enabled business outcomes.



Performance

Assess the application landscape and choose the right environment for each workload to ensure high availability, scalability, and low latency.



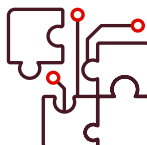
Cost

Implement a FinOps practice to control costs. Review multi-year cloud commitments with vendors and establish consistent billing practices.



Governance

Establish standard policies and frameworks across the environments to ensure compliance with national and industry regulations.



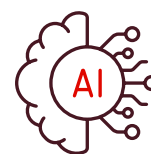
Integration

Integrate the systems and ensure data interoperability and mobility between the environments.



Observability

Create a single-pane-of-glass view to ensure full-stack visibility across applications in the multicloud environment.



Automation

Establish intelligent CloudOps by leveraging AI/GenAI for use cases such as automation, orchestration, visibility, cost optimisation, and root cause analysis.

Choosing the Right Multicloud Partner

Key Factors to Consider When Choosing Your Cloud Partner

It is crucial for organisations to carefully select a partner to help implement their multicloud strategy. IT decision-makers should choose service providers with a broad range of cloud solutions and strong partnerships with hyperscalers. The selected partner should be able to support integration, interoperability, and the cost-effective management of the multicloud environment.

Key Factors Organisations in META Consider While Choosing a Cloud Provider for Migrating and Modernising Applications

41% **Cost effectiveness**

39% **Ecosystem and partnerships**

37% **Security and compliance**

35% **Vendor reputation, references, and customer support**

34% **Interoperability**

29% **Performance and scalability**

21% **Integration capabilities**

18% **Data sovereignty and compliance**

14% **Future road map and innovation**

13% **Availability and reliability**

8% **Sustainability credentials**

Source: IDC's Cloud Survey, 2024 (META, base 625; 100+ employees only)

Conclusion & Future Outlook

IDC's Top 5 Global Predictions for Cloud

Cloud in all its permutations will continue to play ever-greater, and even dominant, roles across the IT industry as enterprises pivot to the “AI Everywhere” era. The following are the top 5 predictions that frame IDC's perspective on how IT organisations can best take advantage of cloud technologies, capitalise on the extension of clouds into new locations, and focus on more intelligent governance of cloud resources in the coming five years.

1

Multicloud

By 2027, 40% of enterprises will rely on interwoven IT architectures across cloud, core, and edge to support dynamic, location-agnostic workflow priorities.

2

GenAI on Cloud

By 2025, 70% of enterprises will form strategic ties to cloud providers for GenAI platforms, developer tools, and infrastructure, requiring new corporate controls for data and cost governance.

3

Intelligent CloudOps

By 2027, 65% of companies will save over \$1 million a year by using event-driven automation to improve resiliency and reduce repetitive IT operational tasks, while moving to a fully autonomous digital infrastructure.

4

FinOps

By 2026, 50% of G2000 companies will expand their FinOps scope to identify new cost optimisation opportunities by adding SaaS management platform tools and capabilities.

5

Cloud Data Mobility

By 2025, 55% of the G2000 will adopt multicloud data logistic platforms to enable active data migration between hyperscalers to optimise costs, reduce vendor dependencies, and improve governance.

Source: IDC's Predictions 2024

“With 68% of META organizations identifying as digital-first, multicloud is no longer a niche, it's the strategic default. As AI becomes embedded into every layer of business, multicloud architectures are essential to integrate AI effectively, ensuring flexibility, avoiding vendor lock-in, and addressing data sovereignty and compliance”

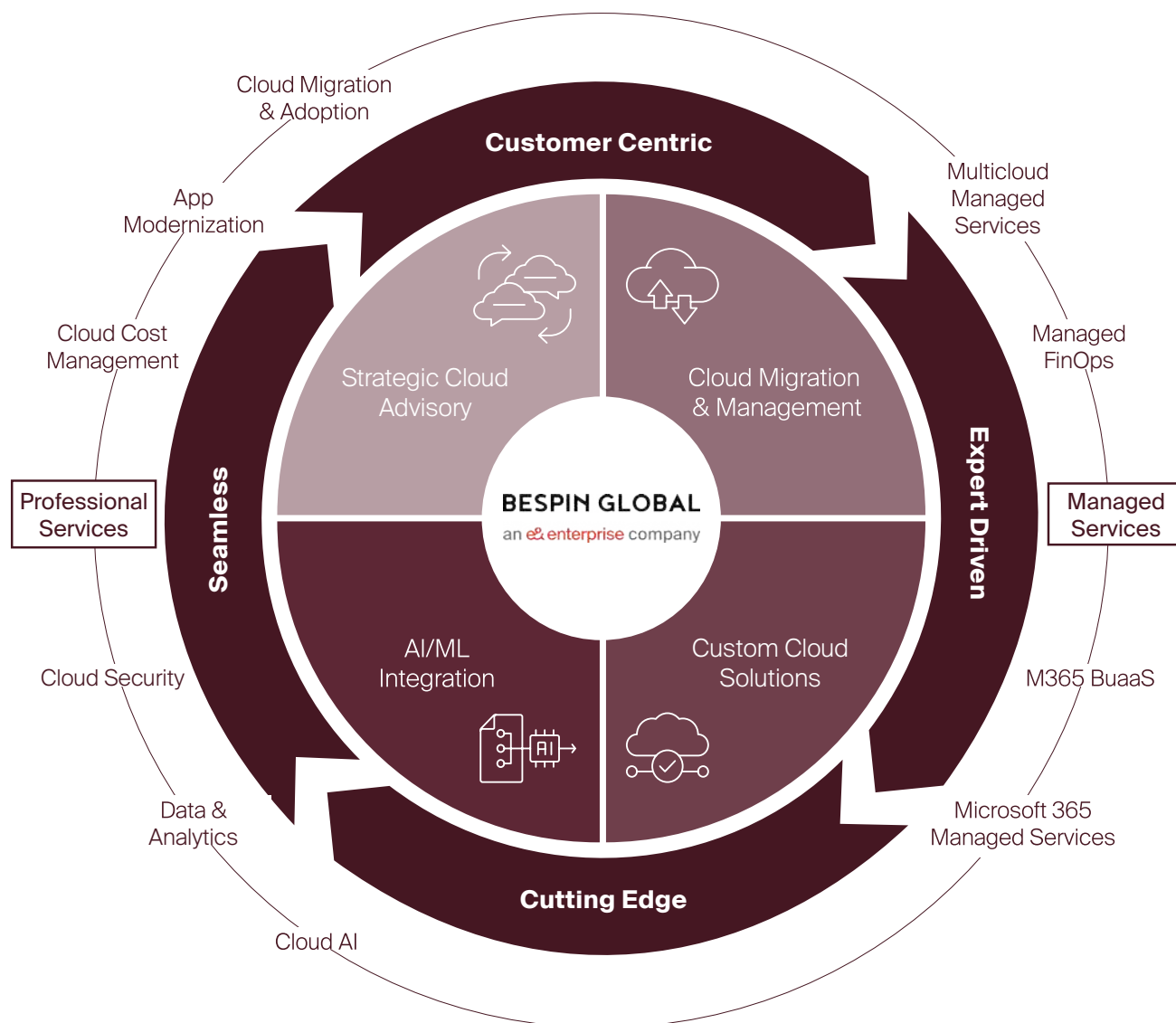
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Wael Al Aaraj

Chief Technology Officer, Bepin Global MEA an e& enterprise company



Solution Portfolio & Partner Ecosystem



About Bespin Global an e& enterprise company

Bespin Global established a joint venture with e& enterprise, making it the largest public cloud managed and professional service provider in the Middle East. We serve as your strategic ally in the digital landscape, adeptly navigating complexities and unlocking opportunities with precision and foresight.

Our services encompass cloud migration, integration, and management, empowering businesses to scale efficiently and adapt dynamically in an ever-evolving market.

Bespin delivers the tools, expertise, and support needed to ensure a sustained future.

Bespin is committed to elevating the clients' technological capabilities, emphasising continuous improvement and proactive engagement. Our holistic, customer-centric approach ensures that every solution not only meets but exceeds expectations.

Bespin forges lasting partnerships and creates enduring value. It is the go-to partner for expert cloud integration and strategic guidance.

About e& enterprise

e& enterprise is a digital transformation leader supporting governments and large-scale organisations in building and scaling their digital core.

Through optimising operations, enhancing customer engagement, and data-driven decision-making, we enable seamless, sustainable, and secure transitions into the evolving digital world.

Currently operating in the UAE, KSA, Egypt, Turkey and Oman, e& enterprise brings cutting-edge digital scalable solutions designed to deliver tangible business value and address the unique challenges faced by organisations and executives across industries.

With a proven track record as a trusted digital transformation partner, technical expertise, and the ability to deploy and manage complex solutions, e& enterprise provides collaborative tailored solutions that empower customers to navigate their end-to-end digital transformation journey.

To learn more about e& enterprise, visit our site or reach out:

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About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,100 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For 50 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.



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