



The true hybrid cloud definition has been lost in translation

Analyst reports suggest enterprises are adopting hybrid cloud at astonishing rates. Organizations are choosing hybrid cloud because it's flexible, cost-effective and offers a mix of public and private cloud services. But not all IT / media pros are on the same page when it comes to the "true" definition of hybrid cloud.

Unfortunately, the original hybrid cloud definition has been lost in vendor marketing jargon. So what is a hybrid cloud? According to the National Institute of Standards and Commerce, "[Hybrid] cloud infrastructure is a composition of two or more distinct cloud infrastructures (private, community or public) that remain unique entities, but that are bound together by standardized or proprietary technology that enables data and application portability (e.g., cloud bursting for load balancing between clouds)."

Still, due to the fast-moving world of cloud computing -- and vendor messaging -- this hybrid cloud definition can seem misleading and confusing. Basically, every traditional hardware and software provider is placing bets on hybrid cloud computing and seeing it as their saviour. These vendors typically call their traditional hardware and software that runs in a data centre a "private cloud," which, when combined with a public cloud, becomes a "hybrid cloud."

The true hybrid cloud definition is something that most in enterprise IT don't understand. As a result, big enterprise software and hardware players -- and especially those that have been walking the halls of Global 2000 companies for years -- can easily manipulate them.

Getting the hybrid cloud definition straight

True hybrid clouds consist of one or more private clouds -- meaning private clouds with tenant management, self-provisioning, auto-provisioning and most of the features of a public cloud -- running on one's own hardware. An OpenStack distribution is the best example of a private cloud. Hybrid clouds also consist of at least one or more public clouds, such as Amazon Web Services, Google or Microsoft Azure.

My Fitbit has the potential to be paired to a public cloud, but that doesn't make it a private or hybrid cloud.

Other features you need to look for include workload portability, or the ability to move applications and data between private and public clouds, and a common management layer, security layer and orchestration. Even though these features will bring you the most value, most traditional IT providers would argue against this take on hybrid cloud.

This stretching and distortion of the hybrid cloud definition results in enterprises buying more "cloud" hardware and software, and expecting both efficiency and cost savings. However, many end up with an IT environment that looks much like it did before, with little value delivered. In other words, it's not a hybrid cloud without the characteristics listed above; it's another dose of hardware and software.

The path to the true hybrid cloud means doing your research. Discover what's available -- in terms of private clouds -- and understand how to localize your workloads there. Also, understand how public clouds fit into private clouds. Both clouds should be active participants in the architecture from the first day of operations, and their instances should work and play well together out of the box. This is where Cubix comes in...



Cubix: A True Hybrid Cloud Platform

Cubix operates as a true hybrid cloud platform, thanks to its native support for Microsoft Azure SQL and Amazon RDS - as well as its ability to run "remote harnesses" - modules of the Cubix automation layer that allow for the remote control of devices. It also strongly supports different tiers of both on-premise and cloud storage - where orchestrated rules can be applied on a per client basis within a single instance.

This modular approach to device control and tiering of storage and resource across both on-premise and cloud allows clients to maximise the best of both worlds, keep a close eye of cloud costs. Taskflows within Cubix allow for rate cards to be embedded - where automatic quotes can be produced for approval ahead of a project taking place - detailing the costs that will be incurred.

A Cubix platform can start life entirely on-premise, and then migrated a module / device at a time to a public cloud of your choice - given that Cubix is entirely cloud agnostic. Cubix systems can even run across multiple public clouds allowing for media, metadata and services to be backed up in realtime, as well as providing numerous models for active-active clustering.

For more information on how Cubix can be a true Hybrid Cloud Platform for your environment - please contact us on hello@ortana.tv.