



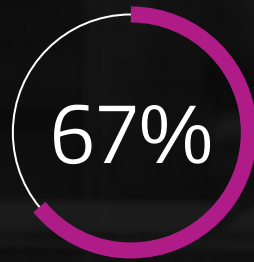
# Business Transformation Begins With IT Modernization

## Modernization is mandatory

Everyone is in the cloud. Data is everywhere and growing at incredible rates. Cybersecurity is more challenging than ever, connectivity is more crucial than ever, and devices are deeply integral to our lives.


The way we live and the way we do business — even the way we understand the world — are inextricably tied to technology, which is constantly changing.

**And that makes IT modernization mandatory.**



of IT leaders say IT modernization is essential to enable business transformation.<sup>1</sup>





IT modernization empowers stronger business outcomes by driving measurable improvements in critical areas, including:



Business  
continuity



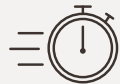
Customer  
satisfaction



Cost-efficiency



Data value



Agility and  
time to market



Regulatory  
compliance



User  
experience



Security and  
data protection



Strategic  
direction



Operational  
efficiency

## IT is a strategic enabler of business transformation.

But in a complex world of ever-shifting solutions, concepts, and technologies, it can be challenging to pinpoint priorities for solidifying your IT strategies and modernizing your IT platforms.

As a leader in IT strategy and solutions, we've seen dramatic shifts across every major area, from the cloud to the data center to storage and data protection to networking and security. We've also heard from our clients that the traditional data center model is no longer the optimal solution for their needs — they're ready for something different. Across the board, the trends indicate a growing need for more flexibility, with growth in areas including:

- Hybrid operating models
- Cloud-like financial models
- Hybrid and multicloud strategies
- Adoption of managed services

The IT modernization needed for business transformation spans several service areas and a host of technologies and solutions — areas in which Insight has honed our expertise for decades, consistently delivering exceptional results for our clients.

We've made it our mission to lead the way, helping organizations adopt the new approaches that enable the right balance of innovation and control to accelerate business transformation.

In this ebook, you'll learn more about what's working in the world of IT modernization, with supporting information on the current state of the IT industry and best practices based on our real-world experiences.

# The change from cloud first to cloud smart

## Insight:

Gartner states that “by 2023, more than 60% of organizations that have adopted a cloud-first strategy will replace it with a cloud-smart strategy.”<sup>2</sup> When the cloud-first mentality flooded the scene, wholesale migrations left many organizations struggling with legacy processes poorly suited to cloud environments and challenged to get a handle on cost, utilization, and new security concerns.

In 2019,

84%

of IT leaders repatriated workloads from the public cloud to alternative cloud or non-cloud locations.<sup>1</sup>

Insight helps organizations take an approach that begins with strategic planning, starting with workload alignment and identification of best-fit infrastructure, resources, and tools.

## Workload alignment

Insight helps organizations properly evaluate applications and workloads and their interdependencies with a holistic view of the IT ecosystem. A high-value cloud transformation based on workload alignment follows these essential steps:



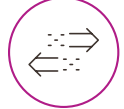
Discover, assess, and prioritize all existing assets in your IT environment



Define current and future business needs and requirements



Develop a cloud strategy in consideration of security, talent, resources, and timelines



Deliver seamless migration and implementation with technology integrations and support for end users



## Realize the Promise of Cloud

Make the most of cloud.  
Discover cloud capabilities to help you effectively plan, build, optimize, secure, and manage your entire cloud environment.

## Hybrid cloud

Hybrid cloud has emerged as a top cloud deployment model, proving highly effective for advancing enterprise transformation initiatives. Combining on-premises infrastructure and cloud resources from one or more public cloud providers, hybrid cloud options often deliver businesses the optimal blend of flexibility, security, cost control, and agility.



### Coming Out on Top: Hybrid Cloud Strategies for Success

Learn four proven strategies to guide you in making — and maintaining — the right cloud decisions for your business.

## Automation

While most organizations are either using automation or planning to automate aspects of their operations, few reap the full benefits automation can deliver. Insight is committed to helping organizations leverage automation to its fullest extent by:

- Discovering organizational pain points
- Identifying best-fit automation solutions
- Implementing automation cost-effectively



### Automation: The Key to a Successful Hybrid Cloud

Hybrid cloud lets organizations modernize at their own pace, but maximizing its value requires strategic efforts — and automation. Learn why and where automation can make a sizable impact.



## Transitioning from traditional data centers to centers of data

### Data infrastructure modernization

Data plays a central role in modern workloads — from the way businesses interface with customers to artificial intelligence and machine learning. Integrating data from edge and near-edge sources and on-premises and cloud applications, and then aligning workloads with correct platforms is essential to IT modernization.

IT infrastructure used to be the realm of the data center. Now? Infrastructure is everywhere — because data is everywhere.



In fact, in 2020,

**IT leaders cited defining and executing a strategy for integrating disparate centers of data**

(i.e., public, private, and hybrid cloud; on-premises data centers; the edge/IoT) as one of the top three challenges to IT modernization.<sup>1</sup>

This increasing — and urgent — need to store, move, and manage data effectively across locations is transforming the way IT leaders approach the notion of the data center.

Moving away from the traditional data center and toward a “centers of data” model allows enterprises to create a modern architecture for effective data management.



### From Data Centers to Centers of Data — What it really means

Listen as Insight Senior Vice President Shawn O’Grady and Principal Architect Jeff Bozic discuss the principles behind our shifting understanding of data center infrastructure.

[Watch now](#)

## Storage

Data is accumulating at an impressive rate. Artificial intelligence and machine learning solutions help businesses capitalize on their data — driving more data and increasing complexity in the process. So, modern data storage is not only a challenge in that it should be cost-effective, fast, reliable, and secure — but the right storage solution often has to offer automation, scalability, and integrity upon which to build apps, DevOps, and other software-based business tool sets.

**Insight helps clients implement scalable, optimized, and agile storage technologies across a wide range of solutions to help set the stage for innovation.**



On-premises



Cloud storage



Storage as a Service

## Data protection

Data protection is complex, especially given that data is everywhere. From governance and compliance to application security, data privacy, and protection, it can be difficult to know where to start. Plus, today's crowded vendor and technology ecosystem muddies the waters even further.

**At Insight, we help organizations sort through the noise and identify a path for reduced complexity based on your business objectives and industry realities:**

- Traditional backup architectures can no longer meet the demands of those moving to cloud.
- Modernizing infrastructure provides increased application security and availability.
- Mobility for archive data creates opportunity for disaster recovery, analytics, and dev/test in the cloud.
- Modern data protection will simplify and accelerate hybrid cloud adoption and consumption.



### What Will You Do With All That Data?

In an environment with exponential data growth and increased cloud adoption, organizations face a host of questions as they decide where and how to store their data. Get an in-depth look at modern data storage strategies and considerations in this ebook.



### 10 Rules to Protect Workloads in a Hybrid or Public Cloud

This whitepaper looks at some common mistakes and lessons learned about data protection in public and hybrid cloud environments, offering high-level guidance to better protect your data and applications, especially when they reside in someone else's cloud.

[Read the whitepaper](#)

## AI/ML

Artificial Intelligence (AI) deployment is skyrocketing, with first adopters already seeing substantial returns on their early investments. Customer service chatbots support sales and customer loyalty. AI-powered machines enable faster, more accurate healthcare diagnostics. Robo-managers reduce portfolio management fees.

How could your business leverage the power of AI and Machine Learning (ML) to do more? And is your data center infrastructure prepared to support it? Insight helps organizations harness the power of AI/ML with services including:



### IT requirements and readiness assessments

Bring in a trusted, outside perspective to assess your environment based on business requirements and objectives.



### Platform assessments and validation

Evaluate existing infrastructure or options you might be considering with expert data center and cloud consultants.



### Deployment, migration, management, support

Execute new platform strategies seamlessly with proven methodologies and industry-leading support services.



### AI Proof of Concept Lab

Test and validate AI and machine learning models using unique, owned data sets with prebuilt architecture and supercomputers.



## Moving from fixed to flexible perimeters

### Networking and security solutions

Fixed-perimeter designs are no longer the answer to secure networking. The perimeter today is more flexible and permeable than ever. Organizations are dealing with more traffic, more users, more devices, and, as a result, more complexity.

According to a survey commissioned by Insight and conducted by IDG, upgrading security infrastructure and processes is the top obstacle to modernizing the IT operating environment.<sup>1</sup>

Is it possible to redefine access and authentication and reinforce security while reducing complexity? We think so.

We help businesses implement network optimization efforts driven by critical business objectives and considerations and aligned to modern priorities:

- **Better visibility** — Know what is happening on your network at all times.
- **Better contextual information** — Get more granular details about network activity.
- **Increased control** — Have the tools and infrastructure you need to defend your network against complex, persistent, and surfacing threats.
- **Simplified management** — Leverage technologies and centralized management to reduce manual labor and requirements and improve network integration.
- **More automation** — Streamline processes like policy creation, governance, and threat containment.



### Network Security: An Essential Element of Digital Transformation

Learn how to drive digital transformation that accounts for network security and the critical areas of compliance, cloud readiness, and IT modernization in this whitepaper.

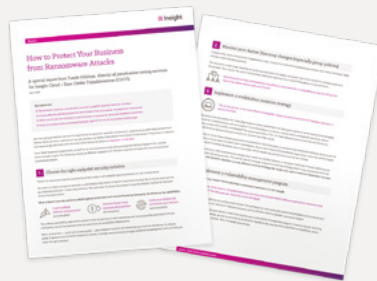


## Software-defined technology

With so many business-critical applications in the cloud (like Salesforce, Office 365®, and Dropbox®), remote users need more bandwidth to get their jobs done. Additionally, the complexity of modern environments takes a toll on IT and the business.

Too often, the result is discrete IT and siloed processes that slow operational agility and result in less than satisfactory experiences. Software-defined technologies (such as SD-WAN, SD-LAN, and SDDC) provide a solution, helping to:

- Simplify IT management
- Automate workflows
- Reduce repetitive tasks
- Lower the risk of human errors
- Increase IT bandwidth for business objectives



## How to Protect Your Business from Ransomware Attacks

Discover six strategies you can start implementing now to help protect your business from today's top cybersecurity threat.

## Ransomware

Nearly 60% of U.S. businesses reported ransomware attacks in 2019. This number is growing as the threat and severity of attacks increase.<sup>3</sup>

**The good news:** Gartner analysis of clients' ransomware preparedness shows that over 90% of ransomware attacks are preventable.<sup>4</sup>

**The bad news:** While most IT leaders understand ransomware attacks are a matter of when, not if, most also lack comprehensive, effective defenses.

From assessment to strategy to design and implementation, Insight can deliver immutable data protection, intelligent threat detection and prevention, and architectures designed to minimize risk.

## IoT

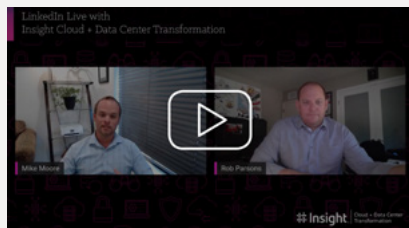
Having hit its stride, the Internet of Things (IoT) is exploding. It's predicted that the number of IoT devices will exceed 41 billion by 2027, up from roughly 8 billion in 2019.<sup>5</sup>

IoT devices allow organizations to gather and leverage data in new ways and new places. Applications stretch the limits of imagination, ranging from gathering customer insights to measuring conditions to automating security mechanisms and beyond. They also stretch the limits of organizations' current IT infrastructure, adding complexity and specific considerations around security, networks, compute, and more.

Insight's expertise encompasses the scope of IoT implementation and optimization needs. We help clients identify IoT opportunities, improve service levels, and optimize cost-efficiency of current operations by evaluating every component of the IoT environment and your IT infrastructure.

**We can help you answer every question IoT implementation poses, such as:**

- How will we manage increased traffic?
- How do we need to manage the new security vulnerabilities IoT introduces?
- How can we drive effective edge computing?
- Where should we leverage automation?



### Providing Secure Infrastructure for the Future of IoT

Prepare for adoption and growth of IoT solutions within your IT strategy. Watch as Insight security experts discuss key technical and operational considerations for harnessing the power of IoT for positive business impact.

Helping future-ready organizations realize the potential of IoT

**50+** IoT device types classified, profiled, and onboarded securely to the network

Optimized network, security, and Wi-Fi to support fleet of IoT robotic forklifts



Set the groundwork for repeatable architecture at

**25+** distribution facilities

Discovered **3x** the number of IoT devices expected during an assessment



## Insight: Your partner for manageable, meaningful modernization

IT modernization is necessary for business transformation — and it requires evolving across IT functions, expanding IT infrastructure, and eliminating silos to streamline and unify the entire IT ecosystem. It's a tall order.



41%

of IT leaders report that 2019 IT modernization initiatives at their organizations were delayed or abandoned, most often due to competing priorities and/or a lack of a clear strategy.<sup>1</sup>

When you're ready to make modernization a reality for your organization, Insight has the partnerships, expertise, and vision to make it possible.

**We'd love to talk with you about the many ways we can help.**



[solutions.insight.com](https://solutions.insight.com) | [insight.com](https://insight.com)

Sources:

- <sup>1</sup> Marketpulse Research by IDG Research Services. (February 2020). The State of IT Modernization 2020. Commissioned by Insight.
- <sup>2</sup> Gartner, Move From Cloud First to Cloud Smart to Improve Cloud Journey Success, Henrique Cecci, 25 February 2020.
- <sup>3</sup> Sophos. (May 2020). The State of Ransomware 2020.
- <sup>4</sup> Gartner, Defend Against and Respond to Ransomware Attacks, Brad LaPorte and Paul Webber, 26 December 2019.
- <sup>5</sup> Newman, P. (2020, March 6). The Internet of Things 2020: Here's what over 400 IoT decision-makers say about the future of enterprise connectivity and how IoT companies can use it to grow revenue. Business Insider Intelligence.