

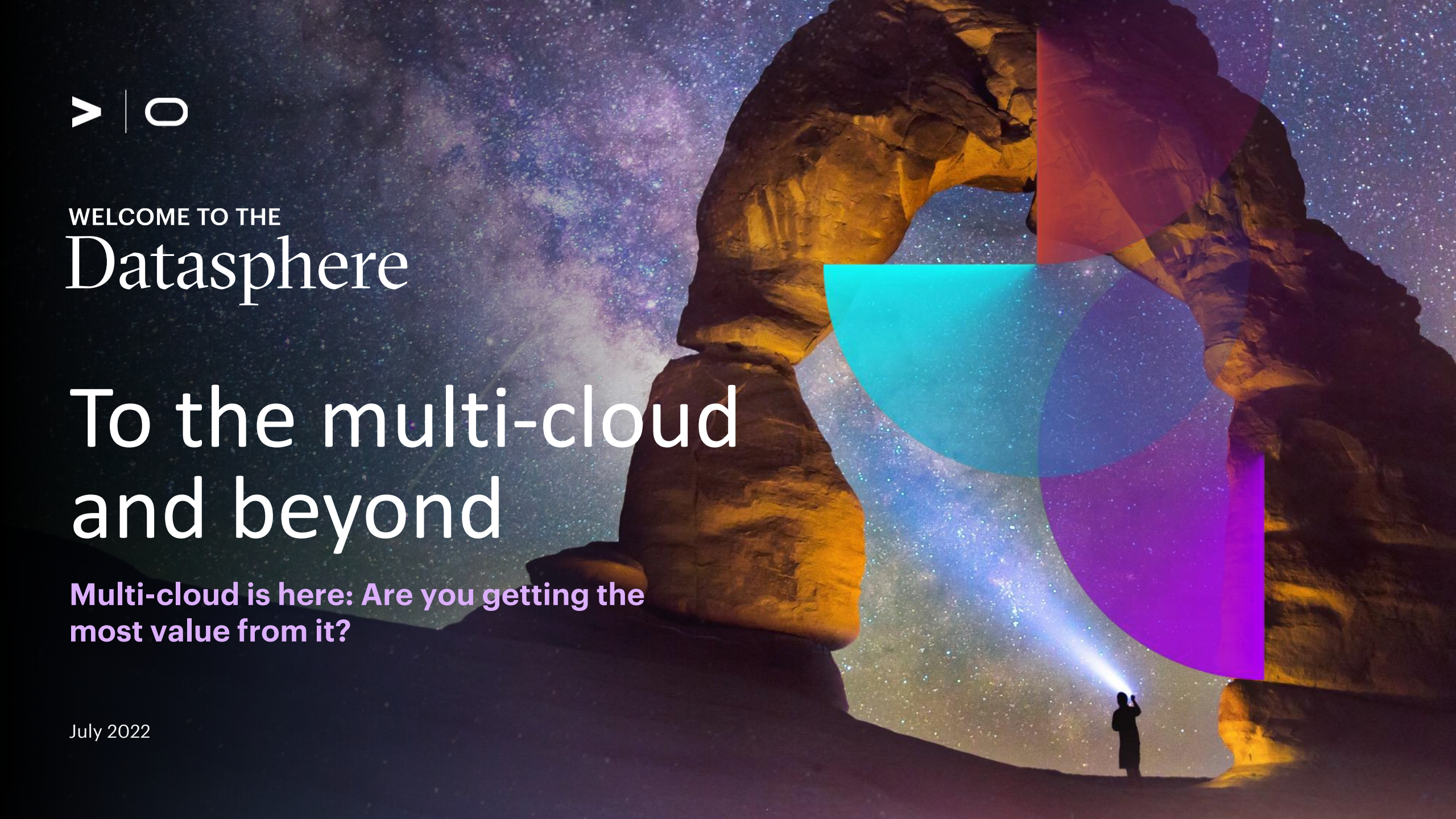


WELCOME TO THE
Datasphere

To the multi-cloud and beyond

Multi-cloud is here: Are you getting the most value from it?

July 2022



One cloud no longer fits all

As the world grappled with the COVID-19 pandemic, cloud quickly became central to helping businesses navigate a time of exceptional challenge and change.

Cloud platforms facilitated a massively accelerated shift to remote working, supported new customer demands, and sustained operations under severe disruption.

The past year has pushed cloud into the mainstream, and now organizations are making the next evolution in their cloud journey: adapting to a multi-cloud reality. Flexera's 2021 State of the Cloud Report found that 92% of organizations have adopted a multi-cloud approach, spanning an array of public and private cloud service providers (CSPs).

Using multiple clouds can bring compelling benefits, with enhanced workload performance, reduced service disruption and vendor diversification ranking high among them. However, if not planned properly, they can cause costs and complexity to soar.

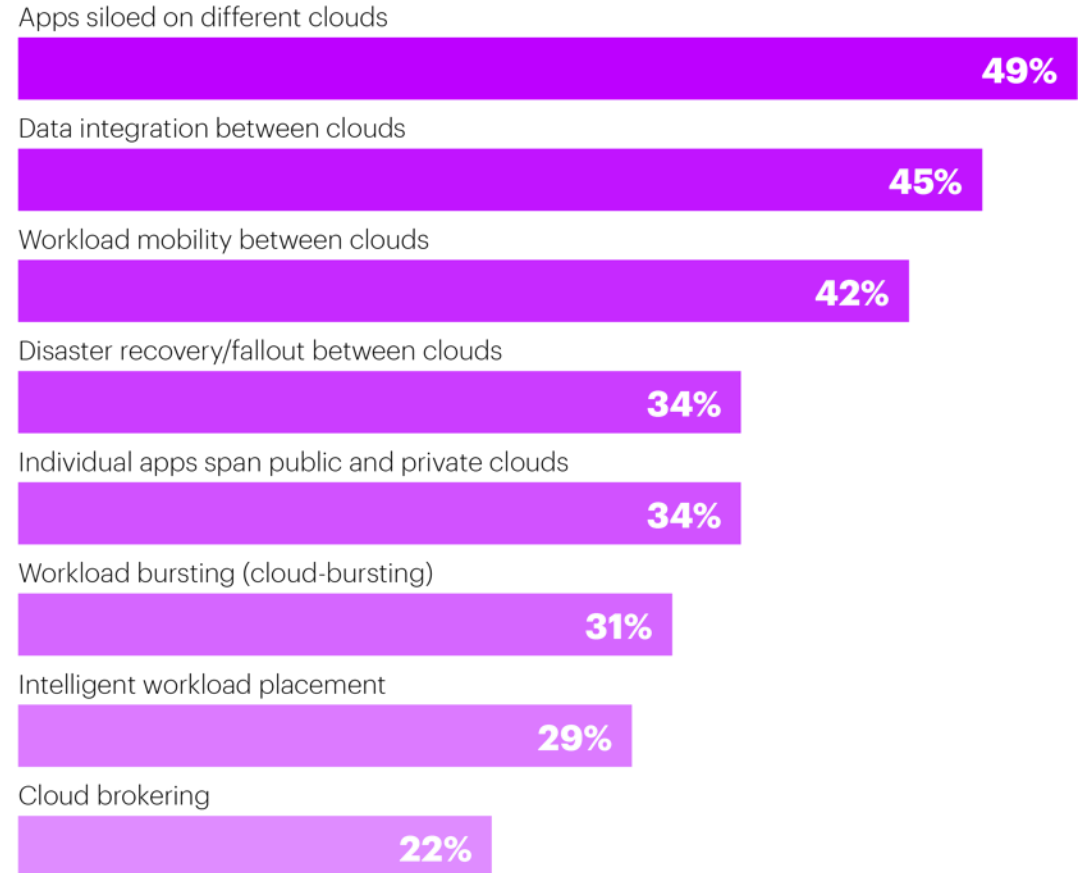
Most multi-cloud architectures arise organically, with different areas of the business deploying different clouds as new needs arise. Taking such a siloed, piecemeal approach to adoption limits scalability and makes cloud management difficult, leaving many businesses unable to realize the full value of multi-cloud.

For multi-cloud initiatives to succeed, interoperability is key—and this demands closer collaboration between CSPs. When cloud resources from multiple providers are connected, orchestrated and secured in a harmonized way, workloads run in unison to drive business agility, reduce the costs, and harmonize processes—making the multi-cloud a valuable place for businesses to be.

While organizations are using multiple clouds, this doesn't necessarily mean individual applications are spanning clouds. Siloed apps on different clouds is the most common multi-cloud implementation. However, data integration between clouds is picking up pace and more than one third of respondents are also using more advanced architectures.

Multi-cloud architectures

% of all respondents (N=750)



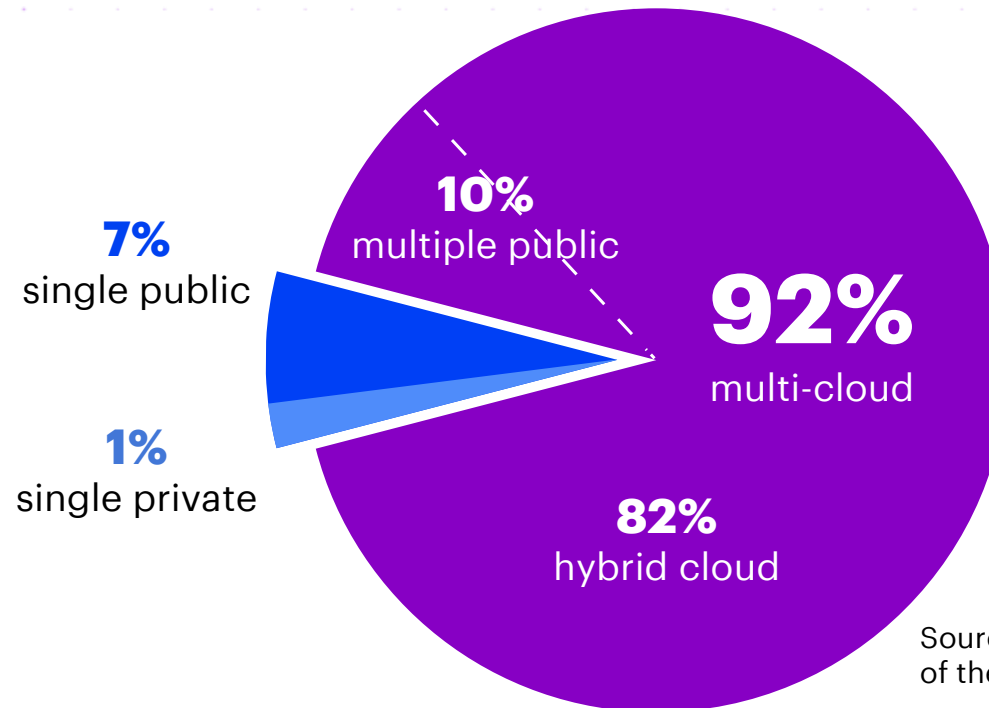
Source: Flexera 2021 State of the Cloud Report

Life in the multi-cloud

We are living in a multi-cloud world, where most enterprises are using 5 different clouds on average.

Enterprise cloud strategy

% of enterprise respondents (N=750)



Source: Flexera 2021 State of the Cloud Report

Rise to new heights

Multi-cloud adoption is taking off—and for good reason. Organizations stand to benefit on multiple fronts by making the jump to multi-vendor deployments:



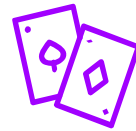
Enhanced workload performance

Not all workloads perform equally on all clouds. Choosing a multi-cloud approach allows businesses to deploy workloads where they run most efficiently from both a price and performance perspective.



Greater choice

A multi-cloud strategy enables vendor diversification and prevents lock-in. This gives organizations more flexibility, allowing them to take advantage of best-of-breed solutions that are aligned with their business objectives.



Reduced risk

With workloads orchestrated across multiple clouds, businesses can reduce the risk of service disruption if one cloud goes down. A well-designed multi-cloud approach also helps to increase security, as each cloud provider delivers added security to handle the load of disrupted servers.



More negotiating power

The ability to move workloads among different clouds puts organizations in a stronger position to negotiate favorable commercial constructs from preferred CSPs, helping to reduce costs and optimizing overall IT expenditure.

Storm clouds ahead

While using multiple clouds offers attractive advantages, building and running services across more than one cloud brings fresh challenges that need to be navigated carefully.

More to manage. Multi-cloud architectures are more complex and, therefore, can be more difficult to manage. The more cloud platforms an organization has, the more people and tools it needs to manage them—and this incurs greater costs.

Stuck in silos. If different cloud offerings are adopted in an unsystematic way, companies can end up with workloads operating in silos. Data and applications cannot be migrated easily outside their platform stack, hindering the organization's ability to scale cloud adoption and realize the full business benefits.



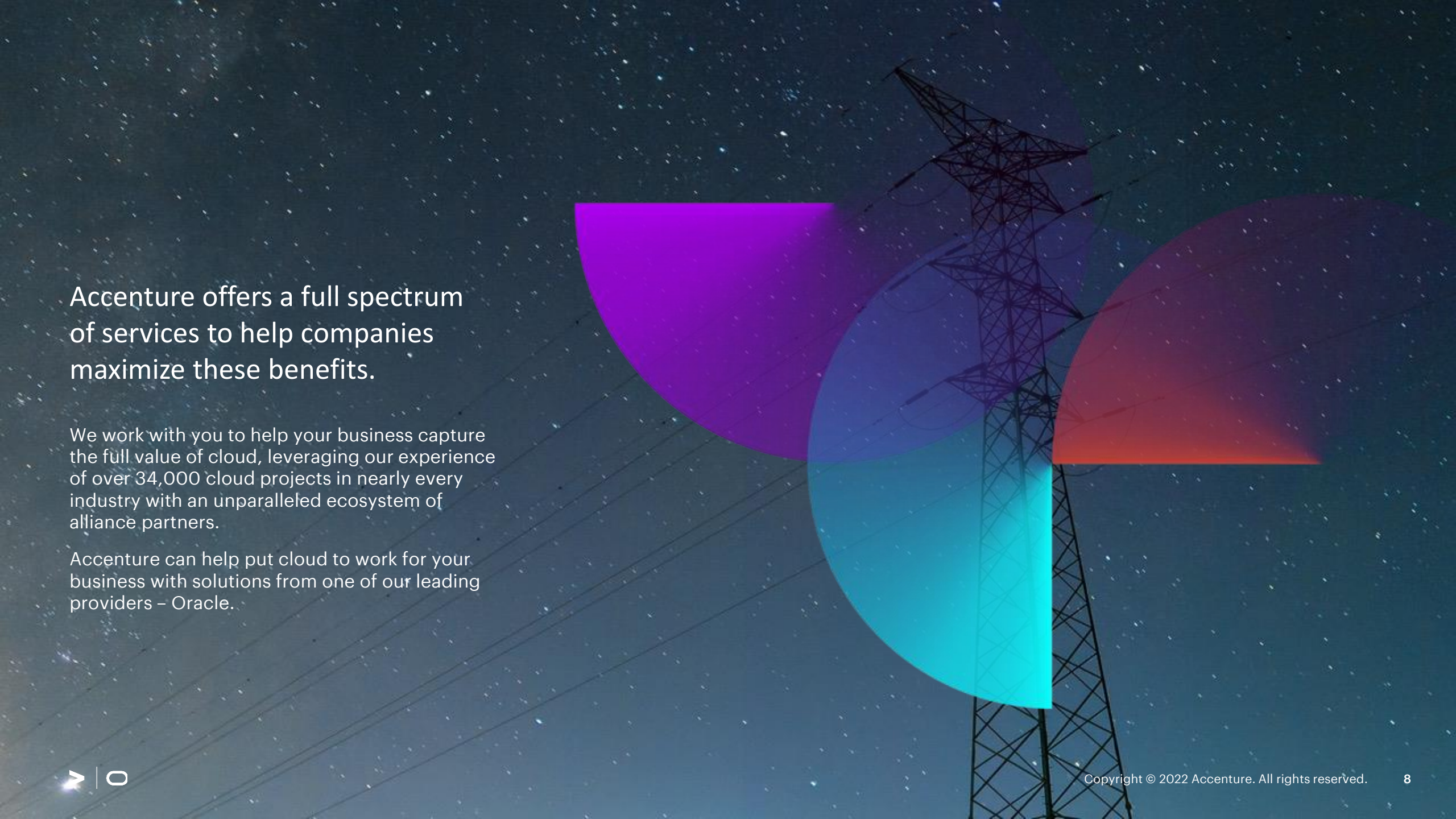
Data is the new center of gravity

The difficulty of migrating data between clouds poses perhaps the biggest barrier to a successful multi-cloud strategy. [A report by Omdia](#) revealed that the inability to move workloads between clouds is slowing cloud computing adoption among 52% of businesses surveyed.

This challenge arises due to a phenomenon known as **data gravity**. The idea is that data and applications are naturally attracted to each other, primarily because the closer apps are to data, the more they can avoid latency and increase throughput. It's similar to the attraction between objects that is explained by the Law of Gravity. As datasets grow larger (and gain more "gravity") they pull more applications, services and processing power into their orbit.

Consequently, as you amass more data in one cloud, and more of your apps and services rely on that data, it becomes increasingly difficult, not to mention costly, to move that data to another cloud. It's a vicious cycle that can impede companies from effectively operating a distributed architecture across multiple clouds.

However, data gravity doesn't have to be a dead end for multi-cloud adoption. With the right strategy—and partners supporting it—organizations can realize the key benefits of multi-cloud: sourcing best-of-breed solutions from trusted providers, architecting a flexible, high-performing digital infrastructure, and governing the entire landscape effectively.



Accenture offers a full spectrum
of services to help companies
maximize these benefits.

We work with you to help your business capture the full value of cloud, leveraging our experience of over 34,000 cloud projects in nearly every industry with an unparalleled ecosystem of alliance partners.

Accenture can help put cloud to work for your business with solutions from one of our leading providers – Oracle.

Why Oracle cloud is the place to be

Cloud is a catalyst for the strategic use of data, advanced analytics, and AI. Oracle is the only provider to offer a unified strategy and set of tools for making the most of these assets in a multi-cloud environment.

Nearly half the world's data runs on Oracle databases. As more and more organizations move that data—and the workloads that rely on it—to the cloud. It's vital to ensure that it is used, managed, and secured in the best way. That's where Oracle Cloud Infrastructure (OCI) provides an all-important edge.

Running Oracle Database on OCI offers customers the best performance and the best price for that performance—a fact that's backed up by [recent tests](#). When you add Oracle Autonomous Data Warehouse (ADW) to the mix, it provides an added edge: lifting performance even higher while streamlining database activity and improving database analyst (DBA) efficiency.

Using OCI, [Accenture was able to execute online transaction processing \(OLTP\) transactions](#) up to 7.8x faster, compared to another leading cloud provider. It's also 97% cheaper per query to run Oracle Database on OCI using nonvolatile memory

express for solid-state drives (NVME SSD) storage, compared to other clouds' SSD.

The bottom line is that Oracle Cloud technology allows companies to access the performance they need to handle the large, high-powered database workloads that are fundamental to critical enterprise applications.

Accenture is ready to help enterprises unlock that huge potential.

We bring 30 years of experience with Oracle solutions, in-depth knowledge of industry-specific needs, and an extensive background in cloud initiatives. Our specialists in the Accenture Oracle Business Group have both the ability to apply Oracle solutions to complex business environments and the expertise to unite them with other enterprise technologies.

Reaching higher together

To make multiple cloud platforms work, making sure that applications and services operate seamlessly between them is a must. This is not a task that should fall to businesses alone either: true multi-cloud connectivity requires close collaboration between cloud providers.

Recognizing that reality, Oracle is forging a pioneering cloud ecosystem that brings together best-of-breed solutions from leading technology providers including Microsoft, VMware, ServiceNow and Equinix.

One of the cornerstones of the new ecosystem is an industry-first cloud interoperability alliance partnership between Oracle and Microsoft. Through this alliance, joint customers can deploy workloads across both Microsoft Azure and Oracle Cloud environments, allowing them to leverage their existing investments while helping to improve agility, performance and resilience.

Similarly, with the Oracle Cloud VMware Solution, customers can move their VMware workloads to Oracle Cloud without modification—gaining scale and agility while continuing to use the VMware technology they know and trust.

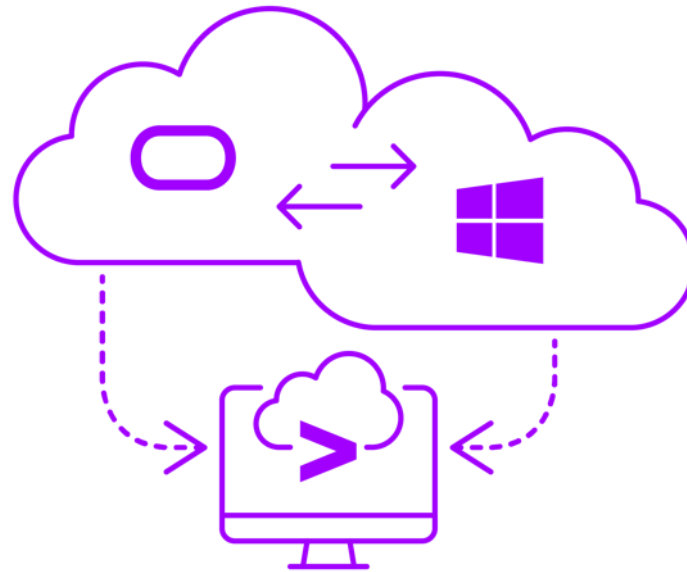
Integration of ServiceNow's IT Operations Management (ITOM) Visibility with OCI provides a single dashboard that makes it easier for joint customers to view and manage all of their public cloud resources from Oracle, as well as other major cloud providers.

Underpinning and enabling Oracle's multi-cloud solutions is the Equinix Interconnection Platform. Through their partnership, Oracle and Equinix offer direct access to Oracle's full suite of IaaS and PaaS solutions—enabling applications, workloads and data to operate seamlessly in public and private multi-cloud environments over secure, scalable, and low-latency connections.



Best of both clouds

In particular, the alliance between Oracle and Microsoft makes it easier for businesses to reap the benefits of multi-cloud. It consists of direct interconnection between the companies' respective clouds, integrated identity and access management, and a collaborative support agreement.



Organizations gain the ability to run Oracle's industry-leading applications, as well as their own custom apps, on Azure virtual machines while enjoying the benefits of hosted database services on OCI.

Customers are free to choose the best of Oracle's and Microsoft's technologies, and use them to build and deploy performance applications that seamlessly span technology stacks—unleashing the full potential of multi-cloud's scale, performance, and cost-efficiency.

Defying data gravity

Oracle and Microsoft have designed their cloud interoperability partnership around several core capabilities that directly address data gravity issues, facilitating businesses to seamlessly use multiple clouds with more ease and effectiveness.

Fast cloud-to-cloud connectivity. Direct interconnection between Oracle and Microsoft's clouds delivers fast access to cloud-based apps and data. Closer cloud resources mean less latency, which facilitate better data transfer and application interaction between clouds and help support a broader spectrum of workloads using resources on both sides.

Low-cost data exchange. Oracle's competitive pricing makes data egress easy and cost effective for customers to move data between clouds and out to other enterprise systems while minimizing data lock in.

Collaborative support. Businesses can leverage their existing Oracle or Microsoft customer relationships and processes to simplify support requests. Customers can contact either Microsoft or Oracle, open a ticket and both companies will work together to resolve the issue.

Elevating operations

This telecoms giant in Brazil was quick to seize the opportunity presented by Oracle and Microsoft's alliance. It decided to perform a full lift and shift of 6,000 servers to a multi-cloud environment, deploying workloads across Microsoft Azure and Oracle Cloud Infrastructure.

As the company's strategic IT provider—and the sole systems integrator recommended by both Microsoft and Oracle—Accenture designed an optimal migration strategy that helped reduce cost, migration time and risk for the telco. Accenture worked with Microsoft and Oracle to secure an exclusive migration investment through Accenture Services, enabling the company to move to the new multi-cloud environment at greatly reduced cost.

Beyond the immediate cost savings, taking advantage of Oracle and Microsoft's combined capabilities allows the company to allocate applications where they can deliver the best performance at the lowest cost, while also improving availability and reliability.



Accelerate the journey to autonomous with a multi-cloud approach

For companies wishing to modernize their database and datacenter landscape, making the move to Oracle Autonomous Database in a multi-cloud environment can lift performance, innovation and agility.

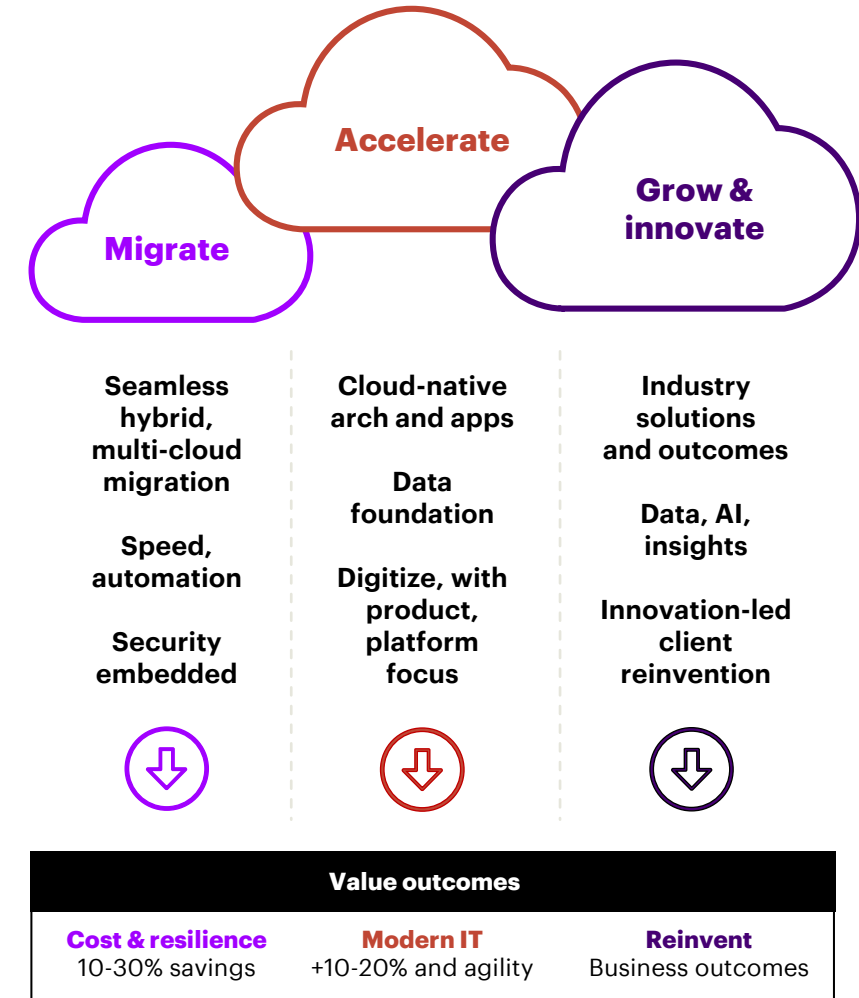
Accenture is ready to accompany you on the journey to Autonomous. We help accelerate your path to value by bringing together intelligent platforms and human ingenuity, expanding your people's potential to drive positive change.

Accenture applies Oracle Cloud technologies through three core cloud transformation horizons: Migrate, Accelerate, Grow & Innovate.

We work with clients to activate and deliver the journey successfully by:

- Defining your strategy and architecture and the value case behind them to streamline your **migration**
- **Accelerating** optimized and intelligent operations
- Unlocking **growth** initiatives while capturing the benefits of the **innovation** enabled by Oracle Cloud

Cloud transformation horizons



Together with Oracle, Accenture activates the potential of data, innovation and cloud for clients so they can drive enterprise-wide change and unlock new possibilities. We are redefining the rules of our partnership to accelerate the path to value for our clients.

Accenture's Oracle Business Group combines value-led and technology agnostic approaches to deliver cloud solutions at speed and scale. We help enterprises find new and better ways to leverage cloud, from migration to cloud management to the evolution of your cloud estate. This allows organizations to realize the full promise of cloud for driving innovation and sustainable growth.

Accenture uses proprietary assets such as Accenture myConcerto and myNav digital platforms to assess, architect, and simulate your own cloud solutions. This allows us to determine which Oracle solutions best fit your business requirements and to optimize your operational model to accelerate your cloud transformation and drive better business outcomes.



Make your move

Multi-cloud is here to stay. With the right alliance partners and solutions, you can make the most of its huge potential.

The path to multi-cloud success isn't always straightforward, but businesses don't have to walk it alone: Organizations that make use of demonstrated multivendor solutions and leverage the experience of their partners will be best placed to build, migrate, and manage solutions that span clouds with ease.

Whether your business is already immersed in a multi-cloud environment, or just starting to test the waters, getting your strategy right is essential to unlocking the true promise of multi-cloud operations—greater resilience, more agility and fresh opportunities for innovation.

About Accenture

Accenture is a global professional services company with leading capabilities in digital, cloud and security. Combining unmatched experience and specialized skills across more than 40 industries, we offer Strategy and Consulting, Technology and Operations services and Accenture Song — all powered by the world’s largest network of Advanced Technology and Intelligent Operations centers. Our 710,000 people deliver on the promise of technology and human ingenuity every day, serving clients in more than 120 countries. We embrace the power of change to create value and shared success for our clients, people, shareholders, partners and communities. Visit us at www.accenture.com.

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