

Communications, Media and Publishing Use Hybrid IT for Mass Data Management

The 451 Take

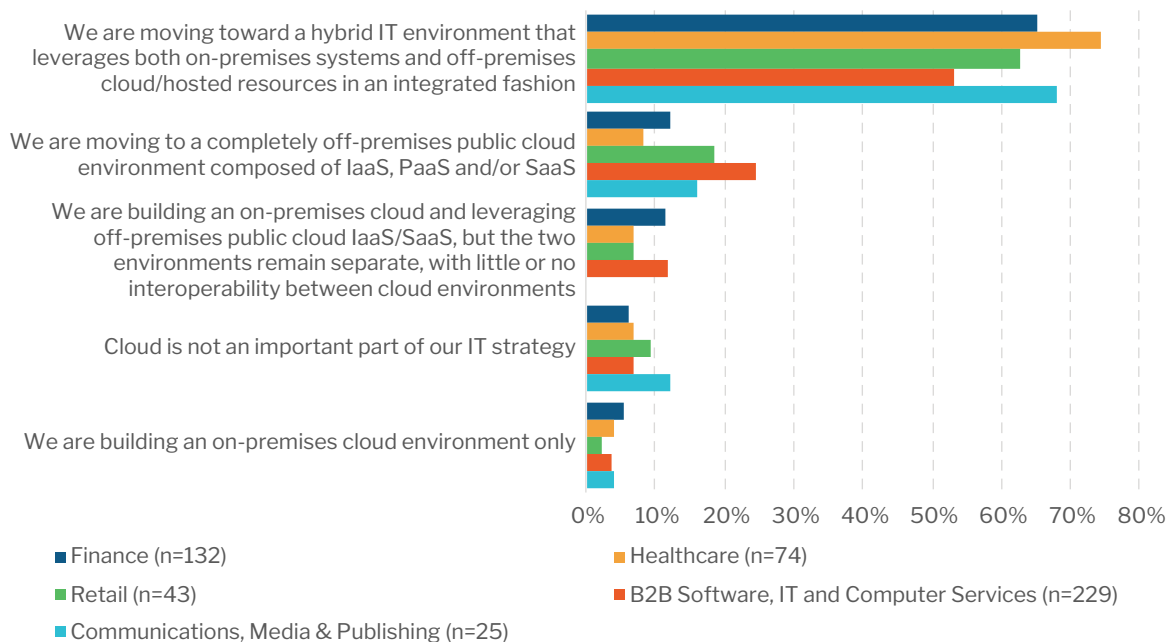
Despite the growth of cloud adoption across multiple industries, most communications, media and publishing firms are not looking for cloud-only solutions, citing latency and application performance as critical decision-making factors. Approximately 68% of these firms are actually taking a hybrid approach to IT, leveraging a combination of co-location and private and public cloud services to support operations. With primary concerns centered on workload performance and managing the growing application volume, communications, media and publishing firms will need to remain focused on that approach to support the requirements and demands of end users.

While not the top priorities, latency for timely delivery of content and overall cost of the IT approach are still considered when determining workload and application placement, which can exclude cloud for many applications. Only 16% of participants in 451 Research’s Voice of the Enterprise: Digital Pulse survey are launching cloud-only environments. Most communications, media and publishing firms rule out cloud-only approaches, citing concerns over security and the cost to retrieve large amounts of data from the cloud on a consistent basis, such as with streaming media. Additionally, many communications, media and publishing firms are targeting a multi-location deployment to support consumers at the edge. Edge datacenters offer proximity and competitive pricing to support large deployments associated with streaming and dynamic content.

Overall IT Approach and Strategy

Source: 451 Research’s Voice of the Enterprise: Digital Pulse, Workloads & Key Projects 2019

Which of the following best describes your organization’s overall IT approach and strategy?



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Business Impact

LEVERAGE HYBRID IT TO MITIGATE COST AND COMPLEXITY. With high-volume streaming video and dynamic content, a cloud-only strategy is typically not an option for communications, media and publishing firms. This type of content is difficult to get into the cloud and expensive to retrieve on-demand in large quantities. Communications, media and publishing firms can mitigate the cost and complexity involved by leveraging colocation services for the streaming, dynamic content and cloud for long-term data storage.

EMPLOY COLOCATION AS A PRIMARY STRATEGY FOR HIGH-VOLUME DEPLOYMENTS. The hybrid IT approach also supports the ever-growing volume of content, applications and workloads created in the communications, media and publishing industries. Hybrid IT, leveraging colocation for primary content storage and delivery, is a cost-effective solution to data distribution and transport challenges, while putting data in the locations where it's needed through various stages of development.

LOOK TO EDGE DATACENTERS TO SUPPORT LOW LATENCY AND REDUCE DATA MIGRATION.

Latency and data migration are also significant concerns among communications, media and publishing firms. The sheer volume of data being transported can create bottlenecks, reducing availability during production and to end users when it comes to streaming content. Edge datacenters as part of a hybrid strategy are effective in reducing the latency to devices and connectivity costs to transport data by putting the data closer to the end users.

Looking Ahead

Content development in the form of movies, online publications, social media and more, will continue to grow, generating immense amounts of data and creating the need for additional options for storage and delivery. IoT devices will play a critical role in the evolution of IT strategies for communications, media and publishing firms as users demand access to content from new devices without delay. A hybrid IT approach that includes an edge strategy will be critical to support demand for low-latency, near-real-time delivery of content to the growing number of devices. While cloud services can support long-term storage of data, a cloud-only approach will likely never be a practical solution for communications, media and publishing firms. IT strategies will need to include resilient colocation facilities at the edge in order to reach end users while addressing concerns around security, cost and latency.



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