Why reinvent the wheel?
"The Sincerest Form of Flattery - Hyperscalers Are Moving On-Premises."

If everything can go to the public cloud, why is AWS coming to your data center? For years, Dell Technologies has recognized the need for a hybrid and multi-cloud strategy, providing the necessary hardware and software. In contrast, Amazon Web Services (AWS) has only recently moved into this area.

Enterprises have begun to realize the value of a hybrid cloud model over strategies exclusive to the public cloud. Enabling public, private, and edge cloud components to work together efficiently and consistently offers customers synergies regarding costs and IT frameworks when developing a cloud model. As such, customer sentiment has changed, and now companies need to meet customers where they require on-premises and edge hardware-related solutions and services.

As companies shift toward digital transformation, expedited in the past year due to COVID-19, they have several options for cloud computing: private (on-premises or in a co-location facility), public (multi-tenant), multi (multiple cloud platforms), and hybrid (public/private). Amazon's move from being a solely public cloud provider to adding a hybrid cloud option is testimony to the fact that the public cloud is not the only place to keep all workloads. The data center and the edge are just as important.

Amazon Web Services (AWS) Switching Lanes

As AWS states in several keynotes, AWS continuously develops products to meet customer demands. Early on, many companies viewed the public cloud as a way to "get out of the data center business," and as such, they would craft "cloud-only" or "cloud-first" strategies. These strategies would range from "lift and shift" to "cloud-native" approaches for which AWS created web service tools companies needed to get these workloads onto the AWS cloud platform. Many expected the switch to the public cloud to be less expensive and simple/quick, but as requirements grew, that thought process changed, and it was clear that the cloud was not for every workload and not for every budget. For example, in a study done by Krystallize Technologies, the cost-performance of an SAP HANA workload running on Dell Technologies PowerEdge server was on average 30% less expensive over three years compared to infrastructure public cloud providers. [1]

If you did decide to go with a public cloud-only approach with AWS, many of the tools created for companies are only AWS friendly. Take AWS Outposts, which only works with the AWS Cloud and requires constant connectivity to it. AWS does not bolster a multi-cloud strategy as its focus, making repatriation harder. When concerns arise about cost, security, performance, and control for an application being in the cloud and a company decides to bring it back on-premises, this is called repatriation.

According to the IDC, in 2019, 80 percent of organizations expected to repatriate workloads. They also reported that companies expected to return 50 percent of their public cloud applications to be hosted privately or within on-premises locations over the next two years[2]. While the recent increase in work & learn from home has provided considerable interest in public cloud migrations to accelerate new application deployment, the repatriation trend will likely continue.

Case in point - a telecommunications enterprise in Mumbai, India, recently migrated workloads to Dell EMC Elastic Cloud Storage (Object Storage) away from AWS. They realized the AWS enforcement of outbound data transfer (egress) increased costs soon after implementation. In addition to the rapidly rising costs, the company was concerned that AWS could not provide adequate security for its sensitive customer data. As a result of Dell Technologies' successful repatriation, the company achieved more than 55% cost reductions and gained greater control. Moreover, the Dell

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[1] Based on the Krystallize Technologies whitepaper commissioned by Dell Technologies, "Krystallize Technologies SAP HANA PowerEdge Whitepaper," November 2019, actual results may vary.

Technologies solution provided the ability to refresh the infrastructure and scale workloads to over 20 petabytes to support their growing customer base.

Dell Technologies – Innovate Anywhere

Dell Technologies has taken all these priorities - building upon two decades of virtualization and infrastructure-related innovation - and has been developing a cloud portfolio that addresses the broadest range of needs for companies. Dell Technologies meets companies where they are to find the best place to run their workloads and develop new applications using services from different public clouds, all while using familiar tools without the need of learning new processes and avoiding the expense of repatriation.

Dell Technologies recognizes the benefits of using the cloud, allowing customers to choose what fits their needs and how they want to pay for it. Whether a customer wants to run workloads at the edge, in the public or private cloud, or colocation facilities, Dell Technologies can tailor your cloud strategy to that of your business needs with end-to-end solutions. Build, deploy and manage modern applications with a consistent experience across physical, virtual, and containerized workloads with Dell Technologies Cloud Platform.

To Learn More
Krystallize Technologies SAP HANA PowerEdge Whitepaper
Dell Technologies on Demand
Dell Technologies PowerEdge Servers
Dell Technologies Project Apex

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[2]Kovar, Joseph F. "IDC: Increased Services, Pullback From Public Clouds Huge IT Disrupters." Crn.com, 19 Feb. 2019, 11:56AM, www.crn.com/news/running-your-business/idc-increased-services-pullback-from-public-clouds-huge-it-disrupters.