

# Bridging Hybrid Cloud Storage: Unlocking Enterprise Modernization

Accelerating business agility and AI readiness through unified block and file storage in hybrid cloud environments

**Jasdeep Singh**  
Research Manager,  
Cloud and Edge Services,  
Worldwide Infrastructure Research, IDC

**Dave McCarthy**  
Research Vice President,  
Cloud and Edge Services,  
Worldwide Infrastructure Research, IDC

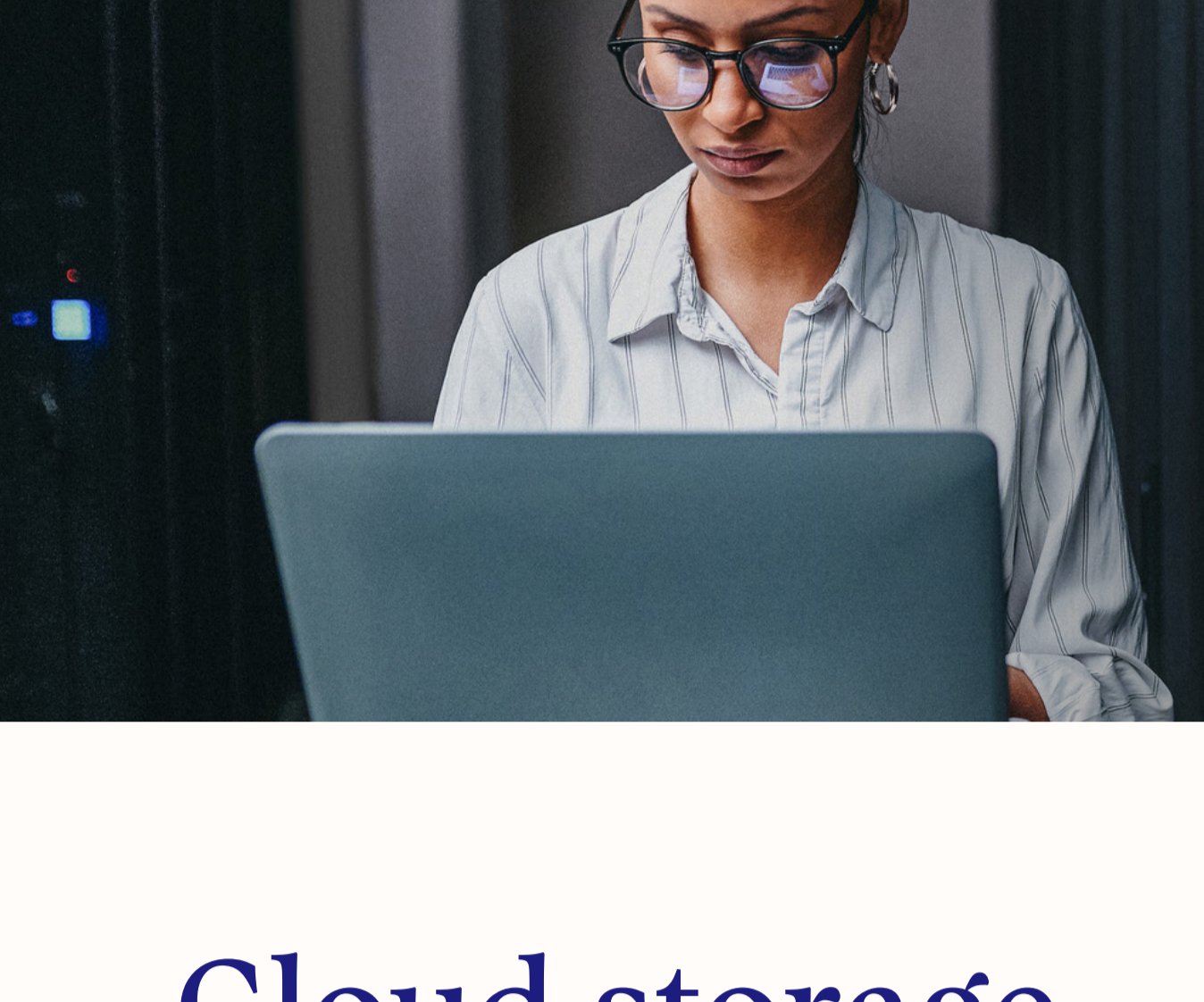


## Evolving enterprise storage challenges

Legacy infrastructure and hybrid cloud complexity drive demand for unified storage solutions.

**70%** of organizations now take a hybrid or multicloud approach to storage infrastructure.

Only 10% store all data in the public cloud; **most prefer hybrid or multicloud strategies.**



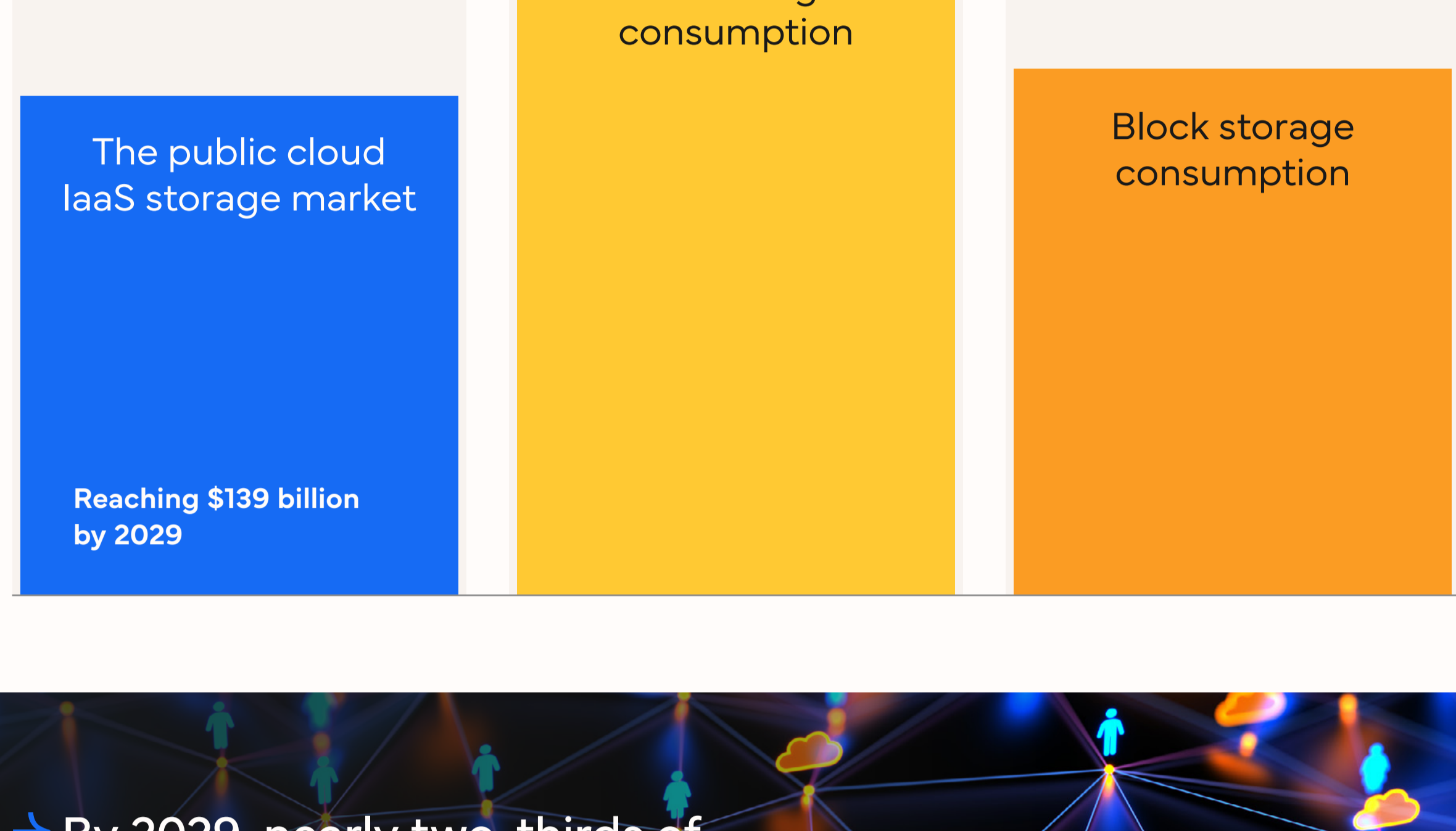
- Managing block and file storage separately increases operational inefficiencies and migration obstacles.
- Enterprises seek solutions to bridge silos and enable seamless workload migration.

Source: IDC's Enterprise Infrastructure Pulse, 3Q24: Storage Systems — Executive Summary, March 2025

## Cloud storage market expansion

Rapid growth in public cloud IaaS and storage consumption highlights its strategic importance.

**Projected to grow CAGR from 2025 to 2029**



→ By 2029, nearly two-thirds of all enterprise storage capacity will reside in the cloud.

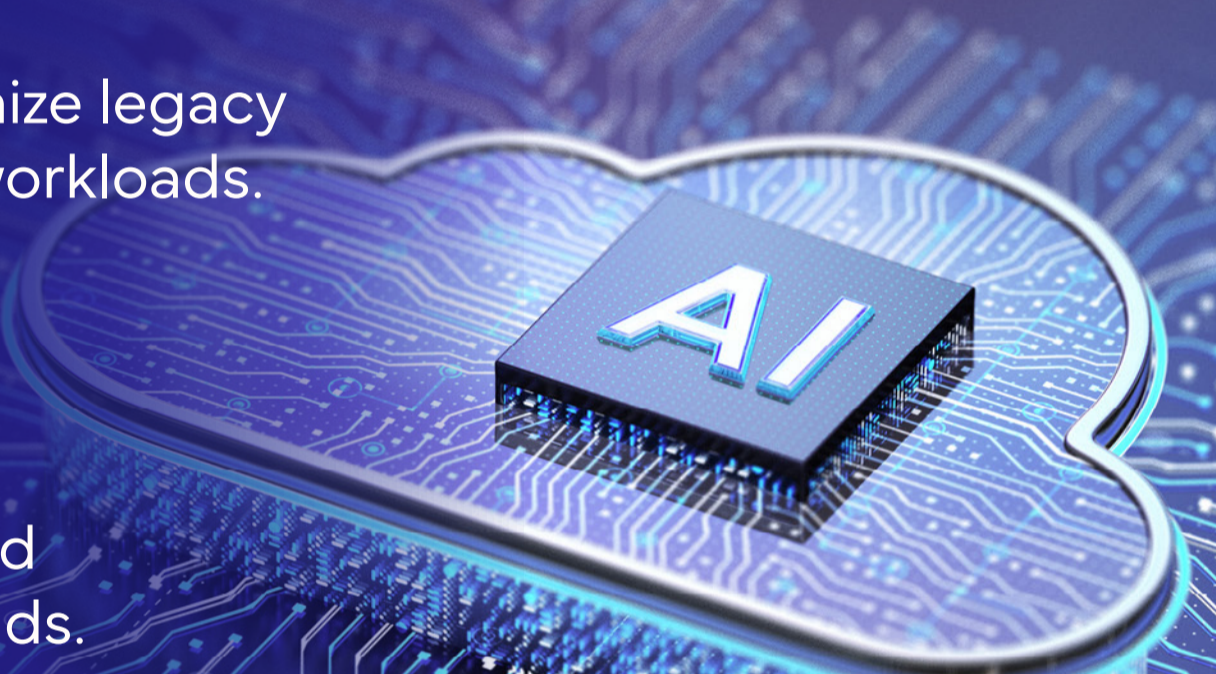
Source: IDC's Semiannual Public Cloud Services Tracker, November 2025; IDC's Worldwide Enterprise Global StorageSphere by Vertical Industry Forecast, 2025–2029, December 2025

## Unified storage drives innovation

Consolidated management and protocol flexibility support advanced workloads and compliance.

By 2027, **80%** of organizations will modernize legacy cloud environments for AI workloads.

By 2029, **over 70%** will use heterogeneous cloud infrastructure for AI workloads.



- Unified infrastructure management and single-pane-of-glass observability are top enterprise priorities.
- Integrated monitoring and policy enforcement are required to maintain governance across distributed environments.

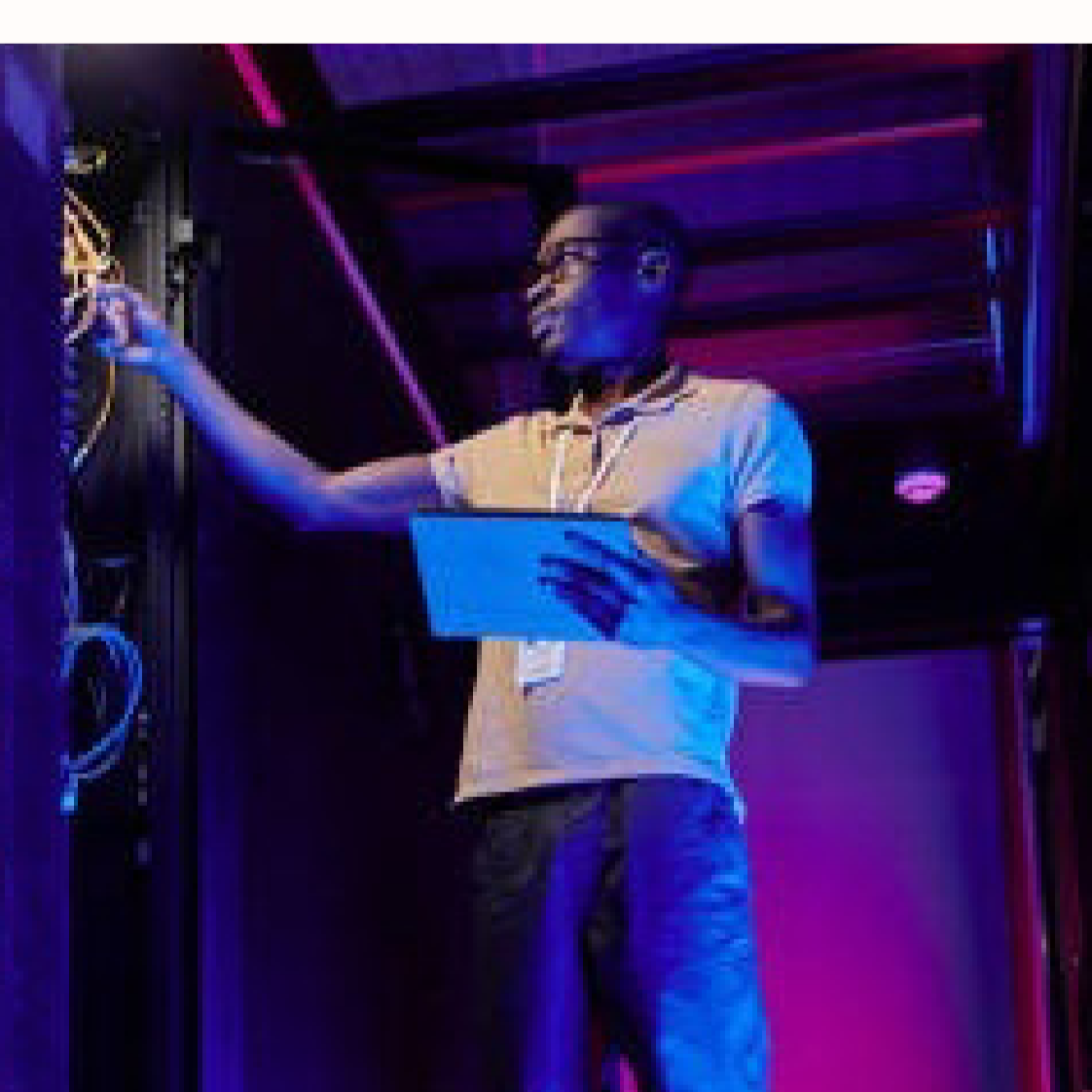
Source: IDC's FutureScape: Worldwide Cloud 2026 Predictions, October 2025; Worldwide Public Cloud Infrastructure as a Service Forecast, 2025–2029, August 2025

## Simplifying hybrid cloud operations

Centralized management consoles and unified storage pools reduce complexity and enhance governance.

- Unified storage consolidates block and file protocols under a single platform, enabling IT teams to manage diverse workloads through a common control plane.
- Ease of scaling, multiprotocol data access, and seamless operation across on-premises and cloud sites are some of the top benefits.
- Auto-tiering dynamically moves infrequently accessed data to lower-cost tiers, reserving high-performance storage for active workloads.

→ Unified storage enables consistent policy and data protection enforcement, including snapshots, replication, and policy-based retention across hybrid environments, reducing the risk of data silos, limited visibility, and slow analytics.

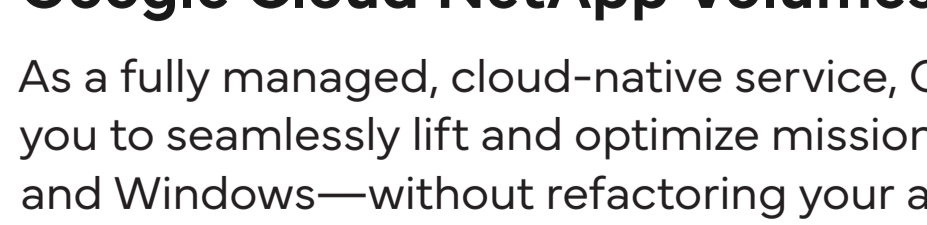


## Empowering AI, compliance, and agility through storage evolution

Address storage challenges and enable modernization opportunities by:

- Investing in scalable, secure, and compliant storage platforms that support legacy and next-generation workloads
- Prioritizing unified management, protocol flexibility, and integrated data protection to streamline operations and reduce complexity across hybrid and multicloud environments
- Enabling seamless migration, granular resource optimization, and consistent policy enforcement
- Establishing a foundation for AI, analytics, and global scalability while maintaining operational visibility and cost control

## Message from the sponsor



### Simplify Your Hybrid Cloud with Unified Storage and Google Cloud NetApp Volumes

As a fully managed, cloud-native service, Google Cloud NetApp Volumes (GCNV) allows you to seamlessly lift and optimize mission-critical workloads—including SAP, VMware, and Windows—without refactoring your applications. By unifying your infrastructure with support for NFS, SMB, iSCSI, and multiprotocol environments, you can achieve the high performance your enterprise demands, with throughput scaling up to 22 GiB/s and 750,000 IOPS.

Beyond performance, GCNV delivers unmatched efficiency. Leverage instant, zero-footprint snapshots to reduce storage costs by up to 90% and ensure business continuity with ransomware recovery times of less than one minute.

Ready to modernize your storage strategy?

[Visit the Google Cloud NetApp Volumes page today to get started](#)

[See how Wayfair achieves scale and flexibility with Google Cloud NetApp Volumes](#)