Hitting the Bullseye: Getting Multi-cloud Application Development Right

April 2023: Complimentary Abstract / Table of Contents

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Contents

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Introduction

- Cloud adoption has increased in recent years with enterprises increasingly investing in cloud transformation initiatives to compete in the evolving digital world. With the availability of multiple cloud service providers, enterprises now have the flexibility to choose the right-fit cloud to best address their requirements and reduce dependence on a single provider, paving the way for them to join the multi-cloud bandwagon

- The multi-cloud ecosystem gives enterprises the freedom to move between different clouds, which helps avoid vendor lock-ins, optimize costs, and comply with regulatory as well as performance requirements. Albeit enterprises realizing these benefits through the adoption of multi-cloud, it needs to be streamlined to build a robust ecosystem

- Hence, enterprises need to align to the right success levers to streamline their adoption in order to reap the full value that a multi-cloud ecosystem has to offer. With Everest Group's research, enterprises will be able to effectively devise and execute a successful multi-cloud strategy

The scope of this report includes:

- Multi-cloud application development market split across geographies and industry verticals
- Key trends in multi-cloud adoption and enterprise objectives
- Multi-cloud maturity levels and associated benefits
- Success levers for enterprises for a streamlined multi-cloud strategy
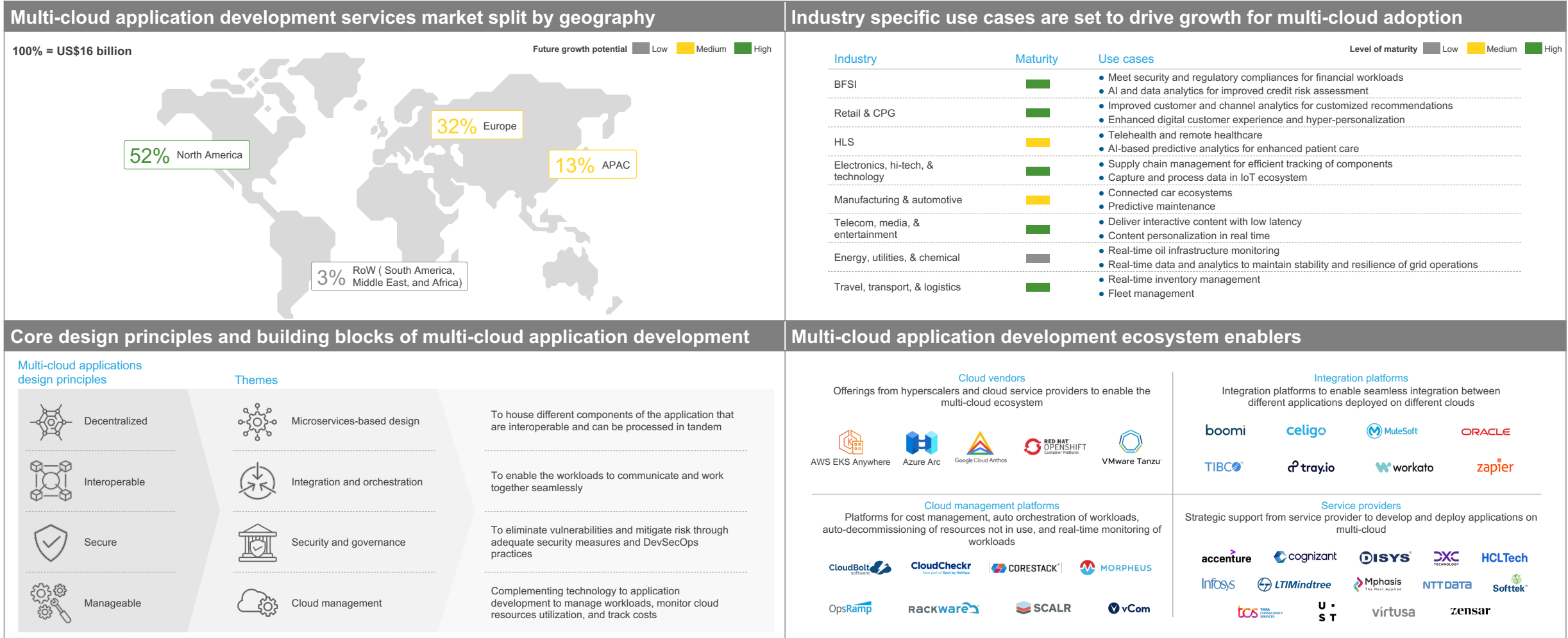
Scope of this report

Geography
Global

Industry
Market activity and investments of application service providers across all industries

Services
Application services

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This study offers a deep dive into key aspects of the multi-cloud application development market; below are four snippets to illustrate the depth of the report

Multi-cloud application development services market split by geography

100% = US$16 billion

Future growth potential: Low | Medium | High

- 52% North America
- 32% Europe
- 13% APAC
- 3% RoW (South America, Middle East, and Africa)

Industry specific use cases are set to drive growth for multi-cloud adoption

Level of maturity: Low | Medium | High

Industry	Maturity	Use cases
BFSI	High	• Meet security and regulatory compliances for financial workloads • AI and data analytics for improved credit risk assessment
Retail & CPG	High	• Improved customer and channel analytics for customized recommendations • Enhanced digital customer experience and hyper-personalization
HLS	Medium	• Telehealth and remote healthcare • AI-based predictive analytics for enhanced patient care
Electronics, hi-tech, & technology	High	• Supply chain management for efficient tracking of components • Capture and process data in IoT ecosystem
Manufacturing & automotive	Medium	• Connected car ecosystems • Predictive maintenance
Telecom, media, & entertainment	High	• Deliver interactive content with low latency • Content personalization in real time
Energy, utilities, & chemical	Low	• Real-time oil infrastructure monitoring • Real-time data and analytics to maintain stability and resilience of grid operations
Travel, transport, & logistics	High	• Real-time inventory management • Fleet management

Core design principles and building blocks of multi-cloud application development

Multi-cloud applications design principles
- Decentralized
- Interoperable
- Secure
- Manageable

Themes

Theme	Description
Microservices-based design	To house different components of the application that are interoperable and can be processed in tandem
Integration and orchestration	To enable the workloads to communicate and work together seamlessly
Security and governance	To eliminate vulnerabilities and mitigate risk through adequate security measures and DevSecOps practices
Cloud management	Complementing technology to application development to manage workloads, monitor cloud resources utilization, and track costs

Multi-cloud application development ecosystem enablers

Cloud vendors
Offerings from hyperscalers and cloud service providers to enable the multi-cloud ecosystem
- AWS EKS Anywhere
- Azure Arc
- Google Cloud Anthos
- RED HAT OPENSHIFT Container Platform
- VMware Tanzu

Integration platforms
Integration platforms to enable seamless integration between different applications deployed on different clouds
- boomi
- celigo
- MuleSoft
- ORACLE
- TIBCO
- tray.io
- workato
- zapier

Cloud management platforms
Platforms for cost management, auto orchestration of workloads, auto-decommissioning of resources not in use, and real-time monitoring of workloads
- CloudBolt software
- CloudCheckr Now part of Spot by NetApp
- CORESTACK
- MORPHEUS
- OpsRamp
- RACKWARE
- SCALR
- vCom

Service providers
Strategic support from service provider to develop and deploy applications on multi-cloud
- accenture
- cognizant
- DISYS
- DXC TECHNOLOGY
- HCLTech
- Infosys
- LTIMindtree
- Mphasis The Next Applied
- NTT DATA
- Softtek
- tcs TATA CONSULTANCY SERVICES
- UST
- virtusa
- zensar

Research calendar
Application Services

Reports title	Release date
Multi-cloud Application Development Services PEAK Matrix® Assessment 2022	September 2022
Understanding Observability and Measuring Its Value in IT Operations	October 2022
Application Services: Time to Revive Quality Assurance with an Evolved Vision	October 2022
Multi-cloud Application Development Service Provider Compendium 2023	October 2022
Design and Prototyping Tools – Taking Center Stage in Building Human-centric Software Products	November 2022
Future of Enterprise Quality	January 2023
Hitting the Bullseye: Getting Multi-cloud Application Development Right	**April 2023**
Sustainability in Software – Paving the Way for a Greener IT Landscape	Q2 2023
Application Automation Services PEAK Matrix® Assessment 2023	Q2 2023
Low-code Specialist Services PEAK Matrix® Assessment 2023	Q2 2023
Agile Consulting Trailblazers 2023	Q2 2023
Application Automation Services Provider Compendium 2023	Q2 2023
Low-code Specialist Service Provider Compendium 2023	Q2 2023
Design and Prototyping Platforms Trailblazers	Q2 2023
Application Services State of the Market	Q2 2023
Quality Assurance (QA) Services PEAK Matrix® Assessment 2023	Q3 2023

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