

# Get your data and analytics off the ground

## 4 steps for high-flying CIOs

Give your journey to the cloud a running start with these four considerations, developed by industry analyst Claudia Imhoff.

**Understand** all costs of cloud-provided services

**Maintain** consistency of control over cloud and on-premises implementations

**Preserve** the structure and integrity of the data

**Determine** what data goes to the cloud during early phases of the journey



**IBM**

More than **80 percent** of enterprise IT organizations will commit to hybrid cloud architectures by 2017.<sup>1</sup>

Ready to take off and leverage all data deployment options, including hybrid? Download the analyst report “**On the Ground, In the Cloud, or Both,**” and refine your migration strategy.

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<sup>1</sup> “IDC FutureScape: Worldwide Cloud 2016 Predictions—Mastering the Raw Material of Digital Transformation,” November 2015, Doc# 259840, <https://www.idc.com/research/viewtoc.jsp?containerId=259840>