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"The word hybrid now describes the estate of the enterprise."

Embracing Hybrid as a Strategy for Transformation

The word *hybrid* now describes the estate of the enterprise and can no longer be relegated to a term that refers to the presence of the private and public cloud or to on-premises and off-premises cloud computing environments—nor to where applications and data reside. In fact, says Subir Dutt, Senior Vice President, Global Oracle Practice Leader at Capgemini, hybrid transcends IT operations. This coexistence of multiple technology and business dynamics within the enterprise has created the reality of the hybrid estate, and ultimately, an enterprise's journey to hybrid will impact future competitiveness and market relevancy.

Q: What does *hybrid* mean in today's business and IT environment?

A: Midsize or startup companies have the option to leverage the cloud for the majority of their needs; however, large and established companies have significant investments in on-premises and legacy systems that have accumulated over decades. While they need to harness the power of emerging technologies and the cloud, companies can't just turn off the lights on all their systems overnight. Only relatively recently have many acknowledged that "legacy" will not fully disappear, which means that for many established companies, it's no longer a question of having to choose between one or the other—for example, legacy or nonlegacy ERP applications, cloud or noncloud, private or public.

Q: Why is it important for companies to adopt a hybrid approach?

A: An enterprise's path to the hybrid estate will impact its future competitiveness in the market, attractiveness in terms of critical skills and new talent, and risk and security profile. We see entire industries and long-tenured companies being shaken by new business models emanating from heretofore unknown and capital-light players, and some of today's most innovative companies are profiting from environments where new technology coexists with the old.

Q: What competitive advantages and positive business outcomes can hybrid bring?

A: Hybrid allows companies to leverage the power of technology like the cloud and digital while maximizing the value of the data set that resides in legacy systems. For example, you can speed up supplier- or employee-facing interactions by moving those applications to the cloud while also enriching them with insights drawn from legacy data. Just connecting with your customers is no longer enough; instead, you need to engage them via personalized interactions tailored to their interests in such a way that you can then monetize those interactions.

Q: Is there a perfect formula for combining new and legacy technologies?

A: Yes—cross your fingers and hope for the best! Jokes aside, there are unique and proven solutions we have provided to our clients to help them find the right combination of software-as-a-service (SaaS) and legacy technologies. For example, we leverage industry-specific solutions and predefined line-of-business functions that incorporate best practices. We may encourage you to use platform as a service (PaaS) for all development, testing, and quality assurance activities and suggest that you eventually ease into PaaS for your production technology stack. We may also help deploy database as a service (DBaaS) on the public cloud or, if security protocols dictate otherwise, an internal DBaaS model, allowing you to still benefit from applying cloud principles internally with your own on-premises software.

Q: How are Capgemini and Oracle partnering to help companies adopt hybrid ERP?

A: As an Oracle Diamond Partner, we work closely with our clients and Oracle to determine the right mix of on-premises and SaaS/XaaS technologies and to deploy solutions that advance core business strategies. Our industry-specific offerings combined with horizontal accelerators are key to building and implementing these tailored solutions. We think of hybrid as an evolution—rather than a revolution—that allows companies to keep up with the rapid pace of change in a world where IT and business increasingly intersect.

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