The Great Cloud Reset

## Media and Entertainment Industry Spotlight

In The Great Cloud Reset — a new study from Forrester Consulting, commissioned by Akamai — hundreds of tech leaders from around the world were asked how they build and deploy modern applications. Their responses were clear: The centralized cloud of the past cannot support how applications are being built now and will be built in the future.

Responses from IT leaders in the worldwide media and entertainment industry show they agree about the need to adopt cloud-native architecture so they can develop and deploy streaming workloads close to viewers and meet expectations for near real-time interactivity around the globe. A distributed approach also localizes personal data and financial transactions in accordance with data sovereignty regulations.

Global scalability is a top priority

According to the study, four out of five IT leaders in the media and entertainment industry said the ability to scale globally is either important or critical, emphasizing the need for multinational media companies to be closer to viewers around the world. Additionally, 73% of IT leaders said it is either important or critical that their cloud provider can meet stringent data residency requirements, which is one of the inherent advantages of distributed cloud computing.
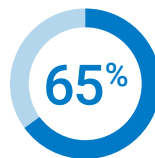
To these ends, media and entertainment leaders understand the need for a distributed approach in deploying workloads:
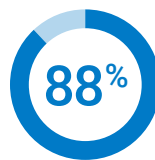
88% have six or more workloads that need to run in multiple regions
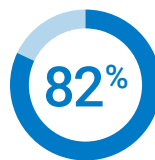
82% have six or more workloads running on the edge

65% have six or more workloads that need to run in multiple jurisdictions

Multicloud was a start, but still posed challenges

The traditional multicloud strategy produces pain points, with 55% of media respondents saying their biggest challenge is complexity (difficulty of integration, scaling, maintenance, etc.); 43% naming a lack of internal skills to build processes needed for edge compute or specific cloud environments; and 39% identifying costs associated with sprawl, data egress charges, and unpredictable pricing as a top pain point.

These concerns are leading media companies to look for specific capabilities in a distributed cloud provider, with top requirements including platform reliability (86%), a known and trusted partner (84%), support services without additional cost (82%), and scalability (78%).

Prioritizing a cloud-native approach

With 98% of media respondents expecting a majority of their workloads to be cloud-native within the next 12 months, finding the right partner for a distributed cloud platform is essential. And the number one requirement for those partners, according to IT leaders? The ability to deploy and execute from cloud to edge.

What is important or critical in a distributed cloud partner?

88% Flexible architecture that includes the edge

88% Alignment with all stakeholders
(e.g., IT ops, network ops, business department, security)

82% Talent to operationalize

82% Transition to modern tech operations

80% Application modernization

76% Engaging cloud providers that support workloads across a range of cloud and edge environments

The right workload for the right cloud

Media and entertainment IT leaders expect that aligning workloads with the right clouds — and engaging partners to meet their flexible requirements — will yield positive results, including improvements to performance and revenue, as well as a better viewing experience.

Media expectations for a distributed workload strategy

67% improved performance

59% lower application latency

49% increased competitive differentiation

61% increased revenue

55% cloud spend optimization

39% risk mitigation

61% improved user experience

51% accelerated innovation

Recommendations

Accelerate cloud-native adoption. Lift-and-shift is an anti-pattern, while cloud native — building and deploying applications across multiple clouds and at the core and the edge — is the new normal. The cloud-native ecosystem is essential to creating applications and infrastructure that can work with any cloud, which is key to enabling all of these benefits.

Architect around multicloud cost and complexity. Public cloud offers scale and power but often imposes unnecessary costs and management overhead to move data from one provider to another. Avoid the pain points of complexity and skill deficits by using open source and other portable technologies to architect cloud networks and edge infrastructure that meets the needs of your workloads, rather than contorting strategy to adapt to cloud costs.

Use edge to optimize cloud for viewer and employee experience. Centralized cloud loses its power if latency inhibits performance for key applications. Move latency-sensitive workloads close to viewers and employees to take advantage of new, more powerful edge infrastructure.

Distribute applications and workloads to meet requirements for data sovereignty and security. Regulators in many parts of the world prohibit data and content from leaving their jurisdictions. A centralized approach to cloud can make it difficult to comply without sacrificing performance. A distributed cloud computing platform can provide compute and storage locations where data sovereignty is paramount, enabling a globally compliant data policy.

To read the full study, download The Great Cloud Reset today. And to try Akamai's distributed cloud computing platform at no cost, sign up for cloud credits.