

White Paper

Uncertain Economic Times

Five Ways Open Source Innovation Supports You in Uncertain Economic Times

Five Ways Open Source Innovation Supports You in Uncertain Economic Times

Changing market dynamics call for innovating your business models. Digitization and advanced technologies are key for driving innovation that sets you apart from the competition. Learn how to use the power of open source to improve your business by keeping digital transformation on-track, innovating with new products and services and lowering baseline costs.

During economically challenging times, such as the global COVID-19 crisis, all organizations have to deal with uncertainty. To master difficult conditions and be prepared for the expected upswing in the future, you'll not only need to keep the wheels turning but you must also find creative ways to keep the dials moving in the right direction.

Lowering baseline costs, driving digital transformation and innovating with new products and services — all at the same time — has become the new normal. Choosing between cutting costs or pushing for better business outcomes is not an option. Organizations worldwide are looking into ways to achieve both.

To master an economic downturn and be ready to thrive in the upturn, what will you do?

Five Challenges in a Global Crisis

During the coronavirus pandemic, and its aftermath, how can you maintain business continuity while you drive innovation and improve business outcomes? And how can you achieve all of this in the most cost-effective manner?

The first challenges are around maintaining business continuity. These include enabling remote working and keeping online services and supply chains running smoothly. They also include reducing downtime, continuing to provide real-time access to data and maintaining security.

Alongside the short-term firefighting there is a never-ending need to pursue digital transformation, speed up innovation and accelerate application delivery while controlling costs.

And, in these unstable times, your enterprise must be ready for the unexpected; the need for business agility to remain competitive is essential. So, how can you do all this while providing flexibility within your IT infrastructure from edge to core to cloud?

Market Snapshot

In unfamiliar territory, the need to modernize through hybrid cloud, application delivery and software-defined storage is becoming ever more urgent.

43%

of IT executives believe their tech stack does not allow for a complete work-from-home possibility¹.

Almost Two Thirds

of leaders (64%) are under more pressure to deliver tangible outcomes for business than 12 months ago².

88%

of leaders see the next two years as critical to making a tangible difference through tech investments².

36%

of companies have migrated workloads from public to private cloud in the last 12 months; the same proportion expect to do this in the next 12 months².

62%

of organizations say migrating workloads from public to private cloud is difficult².

More Than Half

of organizations (51%) believe software-defined infrastructure in the data center support IT transformation efforts².

42%

of organizations currently use software-defined storage².

More Than Three Quarters

of IT leaders (78%) want to reduce application delivery cycle times².

87%

of application developers say modernizing application delivery is a top spending priority in next 12 months².

Five Solutions for Uncertain Economic Times

Open source technologies can help you lower costs and drive better business outcomes — as long as you have the right tools from the right partner which can provide the right support. Here are five ways SUSE can help you in uncertain economic times.

1. Maintain Business Continuity

In today's new business environment with remote workers and online services, maintaining business-critical continuity is more important than ever before. SUSE enables you to run enterprise-grade converged Linux infrastructure with high-availability, data replication and automation capabilities to ensure your systems are kept up-to-date without downtime, so you can **achieve nonstop IT**.

2. Agile IT Strategy

During unstable times like these you need an agile IT strategy to better respond to changing business requirements. The solution is to **master hybrid cloud**, which means operating converged container and virtual infrastructure across on-premise and multi-cloud environments and managing them consistently.

3. Faster Delivery of Innovative Solutions

Your IT needs to ensure that systems stay in place, that people can work wherever, whenever, and the business keeps moving, regardless of global impacts. To develop and deploy applications faster and more frequently you need to establish innovative, enterprise-wide processes by **scaling with containers**. This also provides deeply engaging customer experiences through the automation of deployments and the reduction of software release cycle times.

4. Taking Data-Driven Decisions

Software-defined storage increases the availability of huge amounts of data storage that scales seamlessly and cost-effectively as your data needs grow. **Guiding the data upsurge** is just one of the ways you can take more data-driven decisions, innovate faster and reduce costs while providing flexibility within your IT infrastructure in a business environment where the future is unknown.

5. Support from a Trusted Partner

In these uncertain economic times, SUSE is a trusted partner which cares about the success of your business. **SUSE Premium Support Services** is your lifeline with direct access to technical and business resources that know you, your infrastructure and your team. **SUSE Consulting Services** offers one-day SUSE Discovery Services to help you choose the best open source solutions to help you innovate.

¹ Pulse: COVID-19 The Executive Response.

² Insight Avenue: How Today's IT Leaders are Daring to be Different (2020).

Reduced Costs and Better Outcomes?

You can have both.

In uncertain economic times, you need a trusted partner to help you navigate your future with confidence. SUSE delivers open source solutions to help hundreds of organizations like yours reduce costs while improving business outcomes.

Many of our customers are using open source solutions to simplify their data center architecture, modernize their applications and accelerate their innovation. **Watch our webinar for real-life stories.**

We are already working with organizations to combat the COVID-19 virus pandemic including the NHS and London School of Hygiene as well as global healthcare organizations and drug companies. **Read how SUSE is saving lives.**

By providing innovative technologies, premium support services and reliable approaches for delivering business-critical services, we help you operate with speed and agility while connecting you with the technical and business resources you need.

Contact us for a trial, or learn more about our products:

SUSE Premium Support Services

SUSE Consulting Services

Achieve nonstop IT

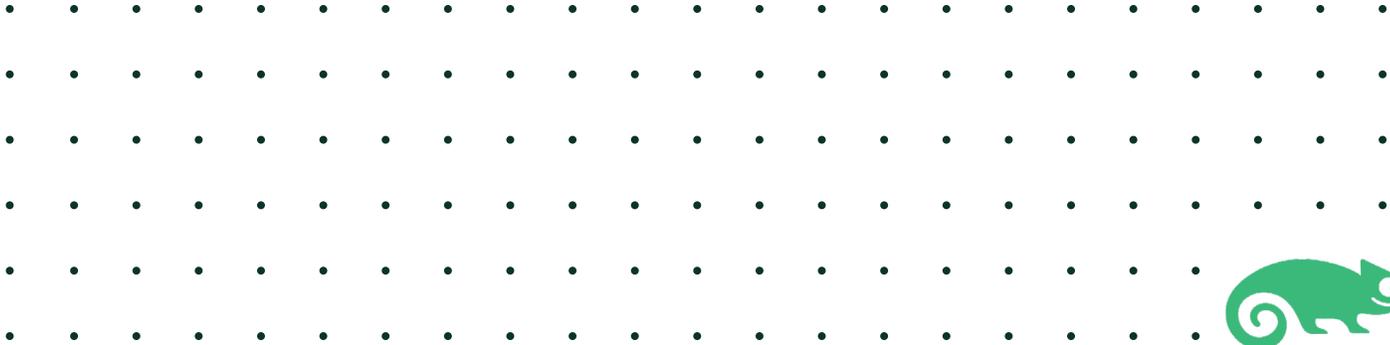
Guide the data upsurge

Scale with containers

Master hybrid cloud

Additional contact information and office locations:
www.suse.com

www.suse.com



SUSE