

# Bring Cloud Back Under Control



Cloud was meant to deliver agility and scale - but for many organisations, it has also introduced spiralling costs, complexity, and reduced control.

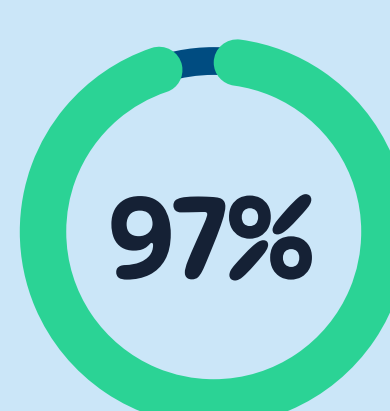
Explore why more businesses are rethinking their cloud strategy and redressing the balance, with an owned cloud approach improving governance, efficiency, and long-term value.

1.

## No Surprises. More Clarity.

2X

Private cloud investment growth is expanding at **more than twice the rate of public cloud growth**.<sup>1</sup>



**No Waste:**

97% of IT leaders believe that some of their public cloud spend is wasted<sup>1</sup>. Own your cloud and say goodbye to over-provisioning and hello to optimisation.



**No Guesswork:**

Native public cloud allocation works in fixed-size increments. You pay for the nearest t-shirt size, not what you actually need. Owned platforms allow customisable resource assignment - and that precision compounds over time.



**No Bill Shock:**

Public cloud costs are routinely underestimated. Egress fees, hidden usage spikes, and compliance overheads cause monthly surprises - and erode IT credibility with the finance function.

2.

## The Financial Gains of Private Cloud

**42% Lower Operating Costs<sup>2</sup>:**

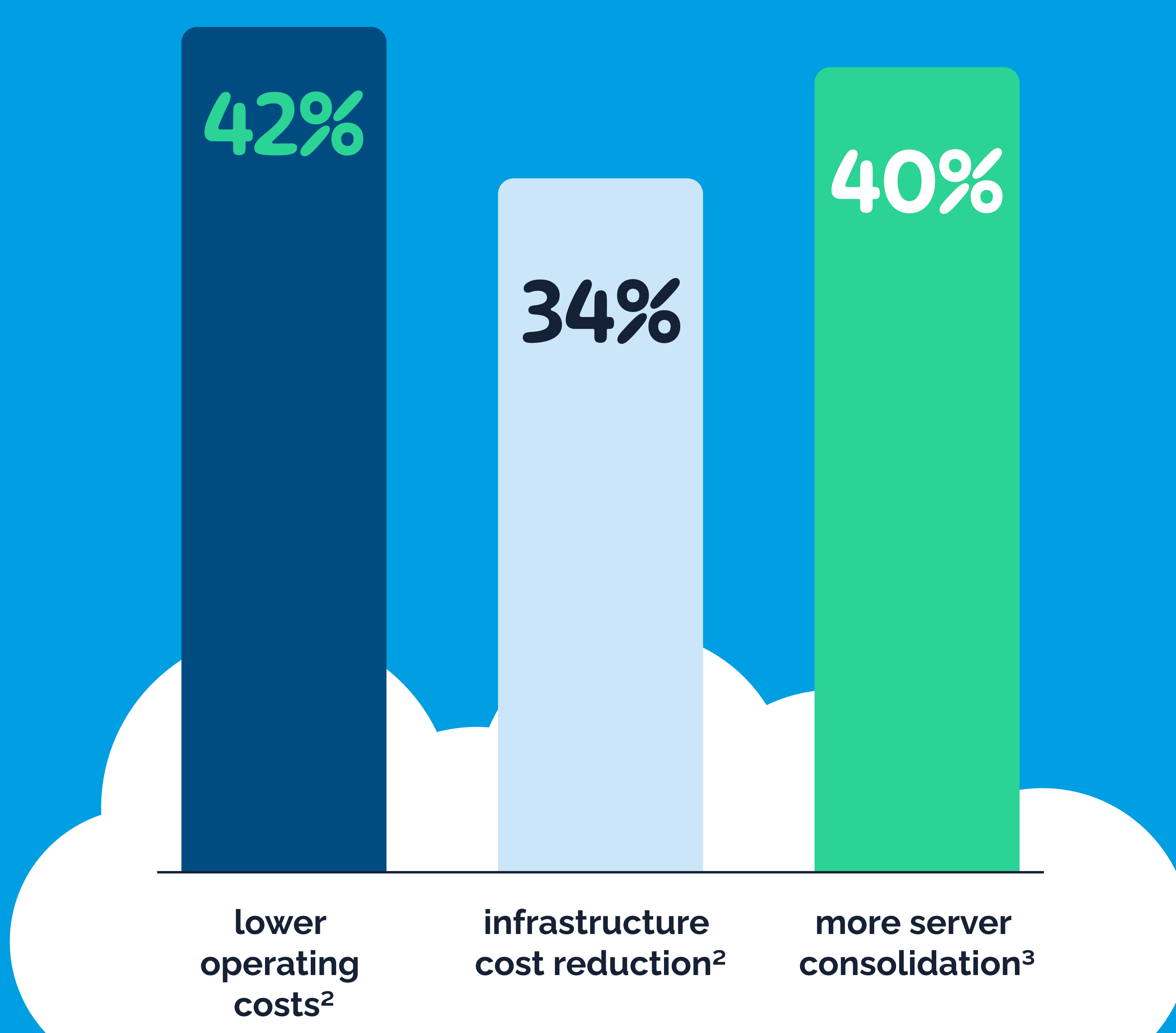
Unified private cloud platforms deliver significantly lower three-year cost of operations compared to fragmented or public-first models.

**34% Infrastructure Cost Reduction<sup>2</sup>:**

Moving to an owned model drives a major reduction in total infrastructure-related spending - a shift that compounds with each passing year.

**40% More Server Consolidation<sup>3</sup>:**

Modern platform architecture reduces the physical footprint and associated hardware spend, freeing capital for strategic investment.



3.

## The Productivity Multiplier

**Infrastructure Team Gains:**

Give your infrastructure team true ownership and unlock a **53% efficiency gain<sup>2</sup>**. Free them from manual handoffs and firefighting so they drive innovation.



**Security Team Gains:**  
Consolidate onto an owned platform and unlock a **52% boost in security team efficiency<sup>2</sup>**. Automate compliance, unify policy enforcement and take back charge of your security posture.



**The Maturity Advantage:**

Enterprises at an advanced stage of private cloud maturity are

3X

more likely to achieve their strategic cloud objectives than those stuck in public-only dependency<sup>4</sup>.



**83%** of enterprises are considering or have already repatriated from public cloud to private cloud<sup>1</sup>.

Security and compliance remains the top driver, followed by cost predictability, then performance.

**From expense to asset - public cloud is a running cost.** Private cloud is a capital asset that sits on your balance sheet, appreciates through optimisation, and delivers compounding returns over time. That distinction matters to your CFO as much as your CTO - and it changes the entire conversation about cloud investment.

**Sources:**

- <sup>1</sup> <https://www.vmware.com/docs/private-cloud-outlook-2026>
- <sup>2</sup> <https://docs.broadcom.com/doc/1dc-the-business-value-of-vmware-cloud-foundation>
- <sup>3</sup> <https://news.broadcom.com/releases/broadcom-announces-vmware-cloud-foundation-g-1>
- <sup>4</sup> <https://www.vmware.com/docs/private-cloud-outlook-2025-the-maturity-advantage>

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