# Navigating the hybrid storage landscape: Is the future on-premises or cloud-based?



As businesses increasingly strive to optimise their operations amid rising storage costs, many are re-evaluating their cloud usage. The discussion around repatriating workloads from the cloud back to on-premises infrastructure has gained traction, largely due to the realisation that cloud spending often exceeds initial projections. Despite this trend, a recent survey conducted by IDC indicates that only 8%-9% of organisations are contemplating a complete transition of workloads from the cloud to on-premises systems.

For the vast majority, the future appears to be hybrid. "Two big trends continue to drive the hybrid approach to enterprise storage," explains Chris Dedmon, supplier manager at Arrow Electronics, emphasising simplified management through cloud abstraction and the necessity to optimise storage capacity.

Organisations today are becoming increasingly acquainted with the advantages of Storage-as-a-Service (STaaS). This model allows them to pay only for what they consume, with the flexibility to adjust usage according to their needs. Notably, this approach eliminates substantial upfront investment in hardware, software, and provisioning while mitigating additional staffing expenses. From a financial perspective, subscription models can provide a more manageable cost structure compared to the irregular nature of capital expenditure (capex) investments that often lead to over-provisioning at the start of investment cycles. However, the potential disadvantage is that over time, subscription fees may exceed those of a one-off capex purchase.

Conversely, organisations opting for conventional capex-based on-premises storage benefit from stability and predictability in costs, particularly crucial for workloads subject to governance and compliance obligations. Such enterprises can avoid month-to-month fluctuations in expenses and egress fees while retaining in-house storage expertise, minimising the risk of vendor lock-in with cloud service providers (CSPs).

Many businesses adopt a dual strategy, balancing both STaaS and traditional capex-based storage. This hybrid strategy introduces complexities surrounding management and coordination of multiple cloud environments alongside virtualised and containerised systems on-premises.

In response to the evolving storage landscape, NetApp has emerged as a prominent player, addressing the intricacies of managing storage across hybrid and multi-cloud environments. The latest offering, Keystone, enhances this hybrid storage approach by providing both on-premises and cloud storage as-a-service through a unified, pay-as-you-go subscription model. Keystone aims to empower enterprises to leverage the benefits of both STaaS and traditional infrastructures by maintaining operational flexibility and offering options for both customer-managed and partner-managed storage solutions.

NetApp’s established commitment to ease-of-use, comprehensive data management capabilities, and industry-leading security measures remains integral to the Keystone offering. This new solution allows organisations to streamline their storage management while maximising the diverse advantages presented by both on-premises and cloud environments.

In summary, businesses now face the task of navigating a rapidly evolving storage landscape characterised by hybrid solutions, varying cost dynamics, and the imperative to effectively manage both on-premises and cloud resources. As these trends reshape the storage strategies of enterprises, solutions like NetApp’s Keystone could potentially redefine how organisations approach their data management in the future.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.apmdigest.com/2025-cloud-and-finops-predictions-part-2> - Corroborates the trend of cloud repatriation due to cost control and technical advancements, and the ongoing adoption of cloud infrastructure despite repatriation.
2. <https://www.networkworld.com/article/971208/idc-enterprises-still-moving-workloads-back-from-the-cloud.html> - Supports the idea that many enterprises are moving workloads back from the cloud to on-premises data centers due to reasons such as cost, performance, security, and regulatory compliance.
3. <https://www.puppet.com/blog/cloud-repatriation> - Provides examples and reasons for cloud repatriation, including cost, data privacy, security, compliance, and performance, and discusses the hybrid cloud approach.
4. <https://www.crn.com/businesses-moving-from-public-cloud-due-to-security-says-idc-survey> - Highlights the reasons for moving applications and data from public cloud to on-premises or private cloud environments, including security, performance, cost, and control.
5. <https://www.apmdigest.com/2025-cloud-and-finops-predictions-part-2> - Discusses the hybrid approach to enterprise storage and the ongoing movement of workloads between cloud and on-premises environments.
6. <https://www.networkworld.com/article/971208/idc-enterprises-still-moving-workloads-back-from-the-cloud.html> - Mentions that only a small percentage of organizations are contemplating a complete transition of workloads from the cloud to on-premises systems, with most adopting a hybrid approach.
7. <https://www.puppet.com/blog/cloud-repatriation> - Explains the benefits and challenges of Storage-as-a-Service (STaaS) and traditional capex-based storage, including cost structures and vendor lock-in risks.
8. <https://www.crn.com/businesses-moving-from-public-cloud-due-to-security-says-idc-survey> - Supports the financial perspective of subscription models versus capex investments and the importance of stability and predictability in costs for certain workloads.
9. <https://www.apmdigest.com/2025-cloud-and-finops-predictions-part-2> - Addresses the complexities of managing storage across hybrid and multi-cloud environments, a challenge that solutions like NetApp’s Keystone aim to address.
10. <https://www.puppet.com/blog/cloud-repatriation> - Discusses the dual strategy of balancing STaaS and traditional capex-based storage, and the need for effective management of multiple cloud environments and on-premises systems.
11. <https://www.networkworld.com/article/971208/idc-enterprises-still-moving-workloads-back-from-the-cloud.html> - Highlights the importance of solutions that offer operational flexibility and comprehensive data management capabilities, such as NetApp’s Keystone.
12. <https://www.cio.com/article/3627315/the-challenge-of-managing-enterprise-storage-in-a-hybrid-world.html> - Please view link - unable to able to access data