



2025 Cloud *Trends* eBook

Navigating Cloud in 2025: Innovation, Cost
Optimisation, and Strategic Transformation
with HPE Hybrid Cloud Solutions

Navigating Cloud in 2025:

Innovation, Cost Optimisation, and Strategic Transformation

Reflecting on 2024, the cloud landscape has undergone some of its most significant shifts in years. From the Broadcom acquisition shaking up the hypervisor market to the continued evolution of FinOps and the early traction of GreenOps, organisations have had to reassess their cloud strategies with agility and precision. Businesses are not only rethinking where they host their workloads but how they optimise costs, reduce carbon footprints, and prepare for future transformations.

Hybrid Cloud Portability

One of the key trends is the growing importance of workload portability. Price rises linked to the Broadcom acquisition of VMware has exposed risks around single vendor lock in. Customers now demand the flexibility to choose where they host their applications ensuring that their workloads can move seamlessly across different cloud environments and leverage the best value target locations as new options come to market.

Cost Optimisation with FinOps and GreenOps

We've seen first-hand how cost optimisation through FinOps has gone from a niche discussion to a boardroom imperative. Organisations now realise that cloud efficiency isn't just about cutting expenses – it's about making smarter investments in modernisation and innovation. GreenOps, while still in its infancy, is emerging as a necessary capability to understanding the environmental impact of IT decisions, with enterprises demanding more accurate carbon reporting and sustainability insights. By leveraging FinOps and GreenOps, businesses can optimise their applications for both cost and sustainability impact, driving more responsible and efficient cloud usage based on analysis of consumption data.

Application Modernisation and Transformation

The urgency of cloud transformation has never been greater. Whether triggered by cost, technology obsolescence, or the need for AI integration, businesses are accelerating their efforts to modernise applications. The rise of platform engineering, AI code generation and maturing cloud-native capabilities enables developers to create flexible and innovative applications quicker than ever before. By embracing cloud technology, organisations can innovate their applications and drive agile customer focused development while letting partners maintain underlying platform infrastructure.

Our Commitment to Impact

At Telefónica Tech, we leverage our experience to help customers navigate these challenges, from evaluating hypervisor alternatives to enhancing FinOps and GreenOps strategies, and modernising legacy applications. While the key to success lies in embracing digital transformation, navigating this complex journey requires expert guidance and cutting-edge solutions. This is where our partnership with Hewlett Packard Enterprise (HPE) comes into play. HPE's hybrid cloud solutions are designed to support this transformation. By combining HPE's world-class technology with Telefónica Tech UK&I's deep industry knowledge and service excellence, we deliver transformative solutions that drive business growth and efficiency.

Let's tackle 2025 with confidence, embracing innovation, efficiency, and transformation to drive meaningful change with workload freedom.

Register now for a CloudPhysics Assessment to gain valuable insights into your IT environment, optimise workloads, reduce costs, and accelerate modernisation



Trend 1

The Broadcom Shake-Up and The Future of Hypervisors

2024: The Year of Hypervisor Disruption

In 2024, Broadcom's acquisition of VMware sent shockwaves through the IT industry. A platform that had long been the de facto choice for virtualised infrastructure suddenly became a major point of contention for IT leaders worldwide. With licensing changes, rising costs, and uncertainty around support models, businesses found themselves forced to reevaluate their hypervisor strategy.

Broadcom's aggressive shift toward a subscription-based model, with costs tripling for many enterprises, left organisations with difficult choices. Major enterprises, including **Telefónica Tech**, responded by looking at alternatives, such as increased investment in **public cloud platforms**.

The shake-up was more than just a pricing issue, it underscored a fundamental shift in how businesses approach cloud infrastructure. **IT leaders moved beyond cost concerns to focus on flexibility, vendor independence, and long-term sustainability.**

Key challenges businesses faced in 2024 included:



Rising Costs

Many businesses saw their VMware licensing fees triple, pushing IT budgets to breaking points.



Vendor Lock-in Risks

Broadcom's changes forced businesses to reconsider whether they could remain dependent on a single hypervisor provider.



Migration Complexity

While alternatives exist, transitioning off VMware requires significant planning, testing, and investment.

Despite the uncertainty, **one clear takeaway emerged: businesses could no longer afford to be complacent about their infrastructure choices.**

2025: The Year of Hypervisor Alternatives

In 2025, IT leaders are accelerating their shift towards **alternative hypervisor platforms and cloud-first strategies**. The debate is no longer about whether to explore new options, it's about how quickly organisations can pivot.

Several key developments are shaping the future of hypervisors:

- › **The Rise of Alternative Platforms** – Hardware vendors are investing in developing new hypervisors that can be sold as packaged platforms to keep workloads using on premise platforms. This will drive new options for customers but face a maturity challenge to show that their software is enterprise ready.
- › **Cloud Migration as a Priority** – Organisations are using this momentum to transition workloads to public cloud platforms where possible, leveraging hyperscaler tools to replace traditional virtualisation. This creates a transformation challenge and cost which has to be evaluated with care.
- › **Hybrid & Multi-Cloud Strategies Take Centre Stage** – With businesses unwilling to be locked into a single vendor again, many are adopting multi-cloud architectures that mix private, public, and hybrid cloud environments. This promotes a workload freedom mentality to place workloads on the best platform based on cost, features, security and connectivity.

As IT leaders move forward, strategic assessments of workload placements will be critical. Some applications may remain on existing VMware infrastructure and the cost absorbed to maintain the capabilities already in place. Others may transition to new platforms, containerised environments, modern cloud-native services, or alternative hypervisors.

How Telefónica Tech Supports Businesses Through the Hypervisor Transition

At Telefónica Tech, we know first-hand the impact of Broadcom's acquisition of VMware because we are **navigating these same challenges**. As a global organisation with a vast cloud infrastructure, we have had to **reassess our own hypervisor strategy**, explore alternative platforms, and rethink our approach to virtualisation.

This puts us in a unique position to support businesses facing similar challenges. We understand the complexity of evaluating new hypervisors, balancing cost considerations, and ensuring long-term flexibility. Our goal is to share our experiences, insights, and solutions to help organisations make the best decisions for their cloud strategy.



Our Approach Includes:

- › **Hypervisor Migration Assessments** – Helping businesses evaluate alternatives, such as HPE VM Essentials and container-based architectures.
- › **Hybrid & Multi-Cloud Advisory** – Designing cloud-first strategies that ensure resilience, flexibility, and cost optimisation.
- › **Strategic Partnerships** – Working with leading cloud providers and technology vendors to offer the best possible solutions.
- › **Hosted Offerings** – Providing businesses with options to remove some of the operational overheads, including licensing

As the hypervisor landscape continues to evolve, organisations must take a proactive approach to future-proofing their infrastructure. Whether moving to new hypervisor platforms or embracing cloud-first transformation, businesses that take decisive action in 2025 will be best positioned for long-term success.

Find Out More About HPE VM Essentials



Leveraging HPE Solutions for the Hypervisor Transition

- › HPE VM Essentials Hypervisor software will allow customers to re-platform their workloads over time. Customers can manage their existing VMware workloads and gradually re-platform to HPE's supported KVM-based Hypervisor, providing a simple VM-vending experience across both stacks.
- › HPE VM Essentials reintroduces the per-CPU socket-based licensing model, allowing customers to consolidate their compute infrastructure while taking advantage of the higher core count CPUs launched for HPE Gen11 and Gen12 servers.
- › HPE VM Essentials Hypervisor software is the first step in utilising Morpheus Data, a recent acquisition. One of the features of the fully-fledged version of this platform is Morpheus Platform Ops, which is "hybrid by design," multi-vendor, and multi-cloud, providing simplicity without compromise.
- › HPE VM Essentials allows customers to reduce their footprint on a single Hypervisor offering at their own pace, supporting existing VMs, bare metal, and container stacks.

*Telefonica Tech is a premier HPE service provider with a strong, long-standing relationship. We can leverage that relationship to obtain trial licenses, allowing you to carry out POCs. **Access your free HPE VM Essentials Trial now.***



Trend 2

The FinOps & GreenOps Revolution

2024: The Year of Strategic Cloud Cost Optimisation & Sustainability

In 2024, cloud cost management became a strategic priority. Organisations shifted from reactive cost-cutting to proactive cloud investment strategies driven by FinOps, optimising resources for maximum value and performance.

At the same time, sustainability in cloud computing, GreenOps, gained momentum, but the industry still struggled with accurate carbon reporting. While hyperscalers advanced their sustainability initiatives, many businesses explored **independent carbon tracking models** to complement these efforts, ensuring they had a clear and independent view of their cloud-related emissions.

Key developments in 2024 included:

- › **FinOps moving from cost reduction to value optimisation** – Businesses realised that investing in cloud the right way was more beneficial than just slashing expenses.
- › **IBM Cloudability Partnership** – Telefónica Tech became the first global MSP partner of IBM Cloudability, strengthening its ability to help businesses take control of cloud spend.
- › **Growing demand for sustainability reporting** – Organisations were required to declare cloud emissions under new regulations yet struggled with inconsistent data from hyperscalers.
- › **Early traction in GreenOps** – Companies sought independent models to track and manage cloud sustainability efforts in a transparent and actionable way.

2024 was the year where businesses realised that cost optimisation and sustainability must go hand in hand, setting the stage for deeper FinOps and GreenOps adoption in 2025.



2025: The Year of Intelligent Cloud Spend & Transparent Carbon Tracking

In 2025, organisations will intensify their focus on FinOps, ensuring cloud investments are data-driven, transparent, and aligned with business goals. The collaboration between CFOs, IT leaders, and FinOps practitioners is crucial for balancing cloud innovation with financial responsibility.

Simultaneously, GreenOps is becoming critical. While cloud cost optimisation tools are well-established, carbon tracking solutions remain fragmented. Businesses now demand independent verification of cloud sustainability metrics, pressuring hyperscalers to provide more accurate and standardised reporting.

Key FinOps & GreenOps trends to watch in 2025:

- › **Automated FinOps tools** – AI-driven analytics will help organisations predict and optimise cloud spend in real time.
- › **Greater accountability for cloud sustainability** – Enterprises will demand **clearer carbon footprints** from cloud providers, pushing for independent validation.
- › **Integration of FinOps & GreenOps** – Cost and sustainability decisions will be managed together, ensuring businesses optimise for both financial and environmental impact.
- › **More regulatory pressure** – With ESG (Environmental, Social, and Governance) reporting requirements increasing, businesses will need accurate, auditable cloud sustainability data.



How Telefónica Tech and HPE Support Businesses with FinOps & GreenOps



At Telefónica Tech, we recognise that businesses need full visibility over their cloud investments and sustainability impact. We help organisations transition from cloud cost-cutting to strategic cloud investment, addressing the urgent need for credible GreenOps solutions.

Our Approach Includes:



Cloud Cost Optimisation with IBM Cloudability: Gain full visibility over cloud spend, identify inefficiencies, and optimise for long-term value.



Sustainability Tracking & GreenOps Advisory: Navigate the evolving GreenOps landscape, ensuring cloud sustainability efforts are measurable and impactful.



AI-Driven FinOps Automation: Use predictive analytics to automate cost control, ensuring cloud budgets are spent efficiently.

With FinOps now essential and GreenOps emerging as a business imperative, Telefónica Tech is committed to helping enterprises optimise cloud investments while ensuring transparency and effectiveness in sustainability efforts.

Our Partnership with HPE

As a key partner, HPE empowers organisations to enhance their FinOps approach, ensuring cloud investments are data-driven and aligned with key business outcome objectives.

HPE supports the integration of FinOps and GreenOps principles into their hybrid cloud solutions through the HPE GreenLake platform. Not only does GreenLake allow customers to only pay for the resources they consume, but it also provides granular data insights through interactive dashboards that provide users with real time data analytics.



Sector Focus

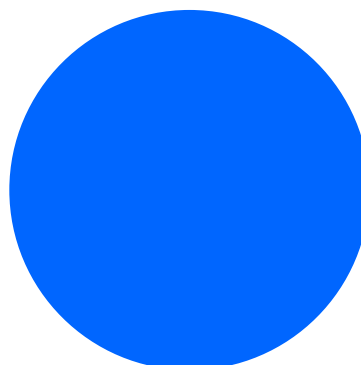
Revolutionising Healthcare with Digital Solutions

The healthcare sector is rapidly evolving with the adoption of digital technologies to enhance patient care, operational efficiency, and data management. Telefónica Tech, in collaboration with HPE, offers comprehensive solutions tailored to the unique needs of healthcare providers. These solutions ensure robust infrastructure, seamless data integration, and flexible consumption models.

By leveraging HPE GreenLake, healthcare organisations can benefit from a pay-per-use model that ensures cost efficiency and scalability. This model allows healthcare providers to manage their IT resources more effectively, aligning costs with actual usage and avoiding over-provisioning. Additionally, HPE's advanced storage solutions ensure high performance and reliability, critical for managing sensitive patient data.

Telefónica Tech and HPE's combined expertise and solutions enable healthcare providers to optimise their operations, enhance data management, and achieve greater operational agility.

Explore how Telefónica Tech and HPE's healthcare solutions can transform your operations and drive better patient outcomes



Case Study

Expert Insights Video Series: Navigating EPR Solutions & *Digital Transformation* in Healthcare

Telefónica Tech UK&I has partnered with over 42 NHS Trusts and 26 healthcare organisations, supporting more than six million patients across the UK and Ireland. With years of experience in deploying complex IT solutions, our comprehensive cloud services, powered by HPE GreenLake, help healthcare organisations successfully navigate the challenging journey of EPR adoption.

Dive into our Expert Insights Video Series, featuring Telefónica Tech's top leaders, including Ellen Dickson, VP of Enterprise Health, as they reveal proven strategies for successful digital transformation. From go-live projects to steady delivery, discover real-world examples and gain invaluable guidance.

Watch Now



Free Strategy Review

Whether you're aiming to accelerate your EPR strategy or struggling to meet EPR deadlines and NHS digital mandates, we can help. Our personalised, no-obligation strategy review will enable you to accelerate your EPR roll-out, mitigate risks while ensuring compliance and data security, navigate complex programmes with agility, and achieve your goals despite limited internal resources.

Schedule your free review today to unlock the full potential of your EPR platform



Trend 3

Cloud Transformation & Application Modernisation

2024: The Year of Rethinking Cloud Strategies

In 2024, more businesses realised that simply migrating to the cloud wasn't enough, the real value lay in modernisation. Running legacy applications in the cloud increased costs and missed out on cloud-native benefits. Broadcom's licensing changes and rising VMware costs pushed IT leaders to explore new strategies, moving towards cloud-native architectures for better flexibility, scalability, and cost efficiency.

Simultaneously, AI adoption surged, highlighting the need for modernisation to integrate AI-powered applications and automation. Legacy systems lacked the agility for AI-driven decision-making, machine learning models, and automated workflows, making modernisation crucial for digital transformation.



Key developments in 2024 included:

- › **Shift from Lift-and-Shift to Cloud-Native** – Businesses moved beyond simply migrating applications to fully **rearchitecting them for cloud environments**.
- › **The Rise of Containers & Kubernetes** – Organisations increasingly **embraced containerisation** to make applications more **portable, scalable, and efficient**.
- › **Broadcom's VMware Changes as a Catalyst** – Rising costs and licensing shifts **accelerated the push toward alternative hypervisors and cloud-first strategies**.
- › **The Growth of Low-Code/No-Code Solutions** – Businesses **empowered non-technical teams** to build and automate applications, reducing reliance on **custom development**.
- › **AI-Driven Transformation** – Companies **prioritised modernisation** to enable AI integration, ensuring systems were **fast, scalable, and capable of handling AI workloads**.



2025: The Year of AI-Enabled, Cloud-Native Transformation

In 2025, application modernisation is essential. The focus is on how quickly businesses can modernise while balancing cost, complexity, and innovation.

Central to this transformation is the shift to cloud-native architectures. Businesses are moving from monolithic applications to microservices-based, API-driven models for greater agility and scalability. Containers and Kubernetes are becoming standard, optimising resource use and enabling multi-cloud deployments.

AI adoption is also driving modernisation. Integrating AI into applications, from automation to advanced analytics, is crucial. Those that fail to modernise risk falling behind, as AI-driven applications become key differentiators across industries.

Key Cloud & App Modernisation Trends to Watch in 2025:

- › **Cloud-Native Becomes the Default:** Organisations will continue moving away from traditional VMs towards serverless computing, microservices, and containerised architectures. [HPE's hybrid cloud solutions support this transition, enabling greater agility and scalability.](#)
- › **Low-Code/No-Code for Rapid Innovation:** Businesses will expand adoption of low-code/no-code platforms, accelerating development while reducing complexity and IT dependencies.
- › **AI-Ready Applications:** Modernisation strategies will prioritise AI enablement, ensuring applications can support machine learning, automation, and real-time analytics. [HPE's AI-driven analytics tools help businesses modernise applications to support advanced AI capabilities.](#)
- › **Hybrid & Multi-Cloud Modernisation:** Organisations will focus on avoiding vendor lock-in by designing applications that can run seamlessly across different cloud environments. [HPE GreenLake offers a flexible, pay-per-use model that supports hybrid and multi-cloud strategies.](#)
- › **Security & Compliance:** As applications are transformed, businesses will need stronger governance, security policies, and compliance frameworks to mitigate risks.



Security & Compliance Case Study

Disaster Recovery for Tayto

Tayto, a leading snack manufacturer based in Northern Ireland, faced significant risks associated with IT downtime that could disrupt their 24/7 production environment. To mitigate these risks, Telefónica Tech implemented a robust disaster recovery solution using HPE's technology. The solution, powered by Zerto for disaster recovery and replication, ensures that Tayto's production can continue to operate in the event of any hardware or application failure.

This investment in disaster recovery has been crucial in maintaining Tayto's operational resilience and continuity.

Here's how we partnered to address Tayto's challenges



Sector Focus

Digital Manufacturing the Smart Way

The manufacturing sector is increasingly leveraging cloud technologies to enhance operational efficiency, scalability, and innovation. Telefónica Tech, in partnership with HPE, offers hybrid cloud solutions tailored to meet the unique needs of manufacturers. These solutions provide robust infrastructure, data optimisation, and flexible consumption models.

By adopting HPE GreenLake, manufacturers can benefit from a pay-per-use model that ensures cost efficiency and scalability. This model allows businesses to manage their IT resources more effectively, aligning costs with actual usage and avoiding over-provisioning. Additionally, Alletra Storage MP offers advanced storage solutions designed for data-intensive environments, ensuring high performance and reliability.

Telefónica Tech and HPE's combined expertise and solutions enable manufacturers to optimise their production processes, enhance data management, and achieve greater operational agility.

Explore how Telefónica Tech and HPE's manufacturing solutions can transform your operations and drive business outcomes



How Telefónica Tech Supports Businesses with Cloud & App Modernisation

At Telefónica Tech, we know that legacy applications can slow down progress, leading to higher costs, inefficiencies, and missed opportunities. That's why we help businesses transform their outdated workloads into modern cloud-native applications, making them more scalable, cost-effective, and AI-enabled.

Explore our App Modernisation solutions to learn more



Trend 4

The Evolving Role of AI in Cloud

2024: The Year AI Became a Cloud Priority

In 2024, AI moved from experimental to business-critical, with organisations embedding it into their cloud strategies. Generative AI, large language models (LLMs), and AI-driven automation reshaped workflows, customer interactions, and decision-making. However, businesses faced challenges in governance, cost, security, and infrastructure readiness.

A key shift was the demand for Private AI, with organisations seeking flexible AI deployment across public cloud, private cloud, and on-premise environments. Regulated industries prioritised on-prem AI models or hybrid cloud solutions for data privacy and compliance. Meanwhile, companies with large AI workloads sought cost-effective strategies for AI training and inference.

Key developments in 2024 included:

- › **AI as a Cloud Driver:** AI adoption influenced cloud provider choices and infrastructure investments.
- › **The Rise of Private AI:** Organisations sought on-prem or hybrid AI solutions for better control, security, and compliance.
- › **Cloud Cost Challenges for AI Workloads:** Running AI in the cloud became cost-intensive, prompting optimisation strategies.
- › **AI Governance and Security Concerns:** Focus on AI risk management, regulatory compliance, and explainability.
- › **Multi-Cloud AI Strategies:** Deploying AI workloads across public, private, and hybrid clouds for resilience, flexibility, and cost efficiency. **HPE's hybrid cloud solutions provide the infrastructure and tools needed to deploy, scale, and optimise AI workloads efficiently and securely.**

By the end of 2024, the focus shifted from whether to adopt AI to how to deploy it efficiently, securely, and cost-effectively within the cloud.



2025: The Year of Scalable, Responsible AI in Cloud

AI continues to reshape industries in 2025, businesses will focus on optimising, securing, and scaling AI workloads in the cloud. Organisations will increasingly look beyond single-cloud AI models and instead adopt multi-cloud and hybrid strategies to balance cost, compliance, and performance.

Private AI will continue to gain traction, especially in industries with strict regulatory requirements. Businesses will explore on-prem AI solutions powered by custom large language models (LLMs) that keep sensitive data within their own environments. This trend will be particularly relevant for finance, healthcare, and government sectors, where data privacy is paramount.

Meanwhile, cloud providers will introduce AI-specific compute and pricing models, helping businesses manage the high costs of AI model training and inference. Organisations will also invest in AI governance frameworks, ensuring AI outputs are explainable, unbiased, and compliant with emerging regulations.

Key AI and Cloud Trends To Watch In 2025:

- › **The growth of Private AI** – Businesses will prioritise on-prem AI models for data privacy, compliance, and security.
- › **AI cost optimisation strategies** – Enterprises will seek cost-efficient ways to train and deploy AI, using specialised AI compute instances and workload automation.
- › **Multi-cloud AI becomes the norm** – Organisations will run AI workloads across multiple cloud providers, ensuring flexibility and avoiding vendor lock-in.
- › **AI governance and compliance frameworks** – Businesses will implement strict AI governance, ensuring fair, transparent, and explainable AI outputs.
- › **The integration of AI and business workflows** – AI will no longer be a separate initiative but fully embedded into core business processes and applications.



How Telefónica Tech and HPE Support AI and Cloud Transformation

At Telefónica Tech, we recognise that AI is a competitive advantage. Alongside HPE, we help businesses deploy, scale, and optimise AI workloads within their cloud environments, ensuring AI delivers real business value.

Our approach includes:

- ✓ **Multi-Cloud AI Solutions:** Supporting AI workloads across public, private, and hybrid cloud environments to maximise flexibility and performance, leveraging **HPE's hybrid cloud solutions**.
- ✓ **Private AI and On-Prem AI Strategies:** Helping businesses deploy secure, private AI models, ensuring compliance with industry regulations, **with support from HPE's infrastructure solutions**.
- ✓ **AI Cost Optimisation and Compute Strategy:** Providing guidance on cloud cost management, ensuring AI workloads are efficient and scalable, **utilising HPE's cost-effective infrastructure**.
- ✓ **AI Governance and Responsible AI:** Implementing frameworks to ensure AI transparency, compliance, and ethical use, **supported by HPE's security tools**.

As AI adoption accelerates, businesses that strategically integrate AI within their cloud environments will gain a significant competitive advantage. Telefónica Tech, in partnership with HPE, is committed to helping enterprises unlock the full potential of AI while navigating the complexities of cloud-based AI deployment.

Discover how Telefónica Tech can support your AI and cloud journey



A Data-Driven Track Record

Telefónica Tech follows the AI Maturity Model, emphasising Awareness, Activation, Adoption, and Advancement, underpinned by robust data governance frameworks. We integrate diverse data sources into a modern, hybrid cloud data warehouse, ensuring compliance and managing big data for rich insights and powerful AI and machine learning capabilities. We also leverage AI within our cyber security capabilities, ensuring trust in our data foundations. **Using HPE GreenLake technology, we pioneer data-driven AI and sustainable cloud operations, turning key challenges into opportunities.**



Sector Focus

Empowering Financial Services with Cutting-Edge Cloud Solutions

Telefónica Tech, in partnership with HPE, offers hybrid cloud solutions tailored to meet the unique needs of financial institutions.

By adopting HPE GreenLake, financial institutions can benefit from a pay-per-use model that ensures cost efficiency and scalability. This model allows businesses to manage their IT resources more effectively, aligning costs with actual usage and avoiding over-provisioning.

Telefónica Tech and HPE's combined expertise helps financial institutions transform their operations, drive business outcomes, and stay competitive in a rapidly evolving market. Our solutions enable financial institutions to optimise their data management processes, enhance operational efficiency, and achieve greater agility.

Register now for a CloudPhysics Assessment to gain valuable insights into your IT environment, optimise workloads, reduce costs, and accelerate modernisation



Conclusion

Navigating the Future of Cloud

As we conclude our exploration of cloud trends for 2025, it's clear that businesses are at a pivotal moment in their cloud transformation journeys. The rapid shifts in hypervisor strategies, cost optimisation through FinOps, the rise of GreenOps, and the evolving role of AI in cloud environments are shaping a new era of cloud strategy, one defined by agility, sustainability, and innovation.

These changes are not just about technology; they are about how organisations future-proof their operations, manage complexity, and drive meaningful business outcomes. The need to modernise applications, optimise cloud spend, and ensure AI deployments are efficient and secure has never been greater.

For many, this means rethinking their cloud approach, whether that's optimising private and public cloud, adopting a hybrid model, or integrating edge computing to stay cost-effective, secure, and ready for the future. With cloud environments evolving fast, having the flexibility to adapt will be key.

At Telefónica Tech, we see these shifts first-hand, helping organisations cut through complexity and make the right choices. With deep expertise across different cloud environments, we help businesses modernise while staying secure and in control of costs.

Looking ahead to 2025, success in cloud is no longer just about adoption, it's about continuous evolution. Organisations must take a proactive, strategic approach to ensure their cloud ecosystems remain flexible, cost-effective, and innovation-ready.

This Trends eBook is more than a guide, it's an invitation to explore new possibilities, challenge outdated approaches, and embrace the future of cloud with confidence.

Digital Transformation Takes Teamwork.

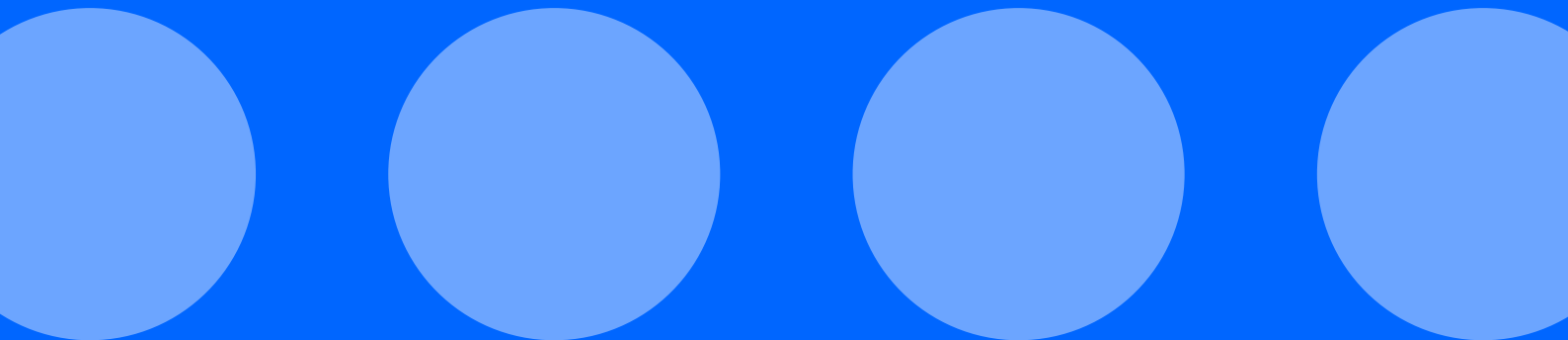
Telefónica Tech, in partnership with HPE, are here to support you on that journey, helping you turn cloud challenges into opportunities for growth and transformation.

Let's move forward together. Reach out today to discover how Telefónica Tech and HPE can help you optimise, modernise, and future-proof your cloud strategy.



Register now for a CloudPhysics Assessment to gain valuable insights into your IT environment, optimise workloads, reduce costs, and accelerate modernisation.





Leading the Way in *Digital Transformation* for our Customers

Telefónica Tech unlocks the power of integrated technology, bringing together a unique combination of the best people, with the best tech and the best platforms, supported by a dynamic partner ecosystem to make a real difference to every business, every day.