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**CIOs TURNING TO HYBRID IT TO DELIVER MORE THAN INFRASTRUCTURE  
SUPPORT TO THEIR BUSINESS**

*Dimension Data launches e-book to help organisations to maximise their approach to hybrid IT*

**New York – 10 August, 2016** - [Dimension Data](#), the USD 7.5 billion global ICT services and solutions provider, and [MeetTheBoss.tv](#) have launched an e-book designed to help organisations to maximise their approach to hybrid IT. Hybrid IT is the management of in-house and cloud-based services.

Titled *Accelerating the Digital Business with Hybrid IT* the e-book takes a look at the real-world challenges and successes of top global companies, and offers practical thought leadership for today's digital business.

Dimension Data and MeetTheBoss gathered together 25 senior IT professionals from the banking, entertainment, manufacturing, and utilities sectors. The majority IT professionals stated that CIOs are combining the best of both worlds: the security of owned, the agility of as-a-service for their organisations' IT resource provision, and management to accelerate their business strategy in an increasingly digital world.

Kevin Leahy, Dimension Data's Group General Manager – Data Centres said, "CIOs often get so caught up in looking for the 'perfect cloud' or believing 'urban myths' about cloud that it inhibits rather than innovates. The focus of today's CIOs should be on meeting the growing need for delivering content faster, providing better end-user experience and application availability, and catalysing innovation and move beyond infrastructure."

Leahy says CIOs are slowly turning to hybrid IT to deliver more than just infrastructure support to their business. "But it's not just about investing in technology's future – it's also about aligning that investment model to business outcomes.

"Every business is different when it comes to security concerns, zealous regulators, data sovereignty, and taking a bimodal approach. Fortunately, there's a hybrid IT approach for every organisation, each with its own response to benefits and challenges," he says.

Some of the burning issues that the new hybrid IT e-book addresses include:

- Why it's important to think about business outcomes before technology;
- How to plan a robust, agile, flexible network that allows for secure, optimised connections; and
- How to use data better to deliver insight, services, or capability.

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**About Dimension Data**

Dimension Data uses the power of technology to help organisations achieve great things in the digital era. As a member of the NTT Group, we accelerate our clients' ambitions through digital infrastructure, hybrid cloud, workspaces for tomorrow, and cybersecurity. With a turnover of USD 7.5 billion, offices in 58 countries, and 31,000 employees, we deliver wherever our clients are, at every stage of their technology journey. We're proud to be the Official Technology Partner of Amaury Sport Organisation, which owns the Tour de France, and the title partner of the cycling team, Team Dimension Data for Qhubeka. Visit us at <http://www.dimensiondata.com>