

# Cloud repatriation

A guide to taking back control by moving cloud workloads



# Contents

The aim of this document is to help you understand cloud repatriation, how it could benefit you, and how Vodafone could help you move cloud workloads. It covers:





# 01

## The rise of cloud adoption among UK businesses

Over the past decade, cloud computing has become a cornerstone of transformation for UK businesses. Organisations have embraced the cloud to scale faster, reduce operational costs, and increase agility in their IT infrastructure.

You may have pursued a cloud-first strategy yourself. Government initiatives like the UK's Cloud First policy prioritised cloud adoption for public sector organisations. Meanwhile, large hyperscalers reshaped corporate IT strategies with flexible, pas-as-you-go pricing models that simplified infrastructure management and reduced the internal IT burden. The benefits of cloud computing seemed to be clear.

So, why are so many organisations that were once cloud-first having a change of heart?

Many organisations point to performance unpredictability, security concerns, and stricter data sovereignty regulations as they re-evaluate their cloud strategies. But above all is cost. While the cloud initially promised cost savings, many have discovered hidden costs – data egress fees and growing subscription expenses, among others. You may have also encountered issues related to vendor lock-in, where dependency on a single cloud provider limits flexibility and increases costs.

Whatever's driving your shift, there's always a way to move forward.





# 02

## Introducing cloud repatriation: the next evolution in IT strategy

If you're starting to feel the financial and operational limitations of an exclusive reliance on public cloud services, cloud repatriation could provide a way to move forward.



Referring to the process of moving workloads, data, and applications from public cloud environments back to on-premises data centres or private cloud infrastructure, cloud repatriation is, at its core, a way to regain control over your IT costs with predictable pricing models offered by private cloud and on-premises infrastructure.



As well as cost, regulatory and compliance requirements are also influencing this shift. This is particularly true of businesses in the UK, where data protection laws such as GDPR impose strict guidelines on how you handle sensitive information. The need to maintain compliance with data sovereignty regulations is prompting some businesses to bring critical workloads back in-house.



Another significant factor driving cloud repatriation is the increasing demand for high-performance computing and artificial intelligence (AI) workloads. Some applications require low-latency processing and specialised hardware, which public cloud providers may not always offer in a cost-effective manner. By repatriating specific workloads, organisations can optimise performance while maintaining control over their infrastructure.

# 83%

According to a [recent Barclays survey](#), 83% of enterprise CIOs plan to repatriate at least some workloads, a significant jump from 43% in 2020.



# 70-80%

of companies have repatriated at least “some data” from public cloud environments each year since the public cloud became mainstream.

Cloud repatriation is expected to gain momentum over the coming years. [IDC reports](#) that approximately 70-80% of companies have repatriated at least “some data” from public cloud environments each year since the public cloud became mainstream.

It's important to note that this shift does not mean cloud computing is being abandoned, but rather that a more strategic and balanced approach to workload distribution is being adopted. Hybrid and multi-cloud strategies are becoming the preferred model, allowing organisations like yours to leverage both cloud and on-premises resources to best suit their operational needs.

So, what could it look like in your business?



# 03

## What does cloud repatriation mean for you?

The decision to repatriate workloads is often driven by a combination of financial, performance, security, and compliance factors.



### Cost

With cost being one of the biggest draws to the cloud, it only makes sense that it's the first thing driving businesses away again. Long-term expenses, including data transfer fees and increasing subscription costs, might have left you with budget overruns. But by repatriating workloads to private infrastructure, you can achieve a more predictable total cost of ownership (TCO) and avoid unexpected charges.



### Compliance

In the UK, regulatory compliance and data sovereignty are becoming increasingly important considerations. As regulations tighten, particularly regarding the storage and processing of sensitive data, you might opt to keep critical workloads within your own controlled environments. This shift allows you to maintain greater oversight of your data security practices while reducing the risk of non-compliance.



### Performance

As the shape of work continues to evolve, certain workloads, particularly those involving high-performance computing or AI applications, require low-latency processing that your public cloud provider may struggle to deliver. By maintaining on-premises or private cloud environments, you can ensure greater control over hardware configurations and performance parameters.

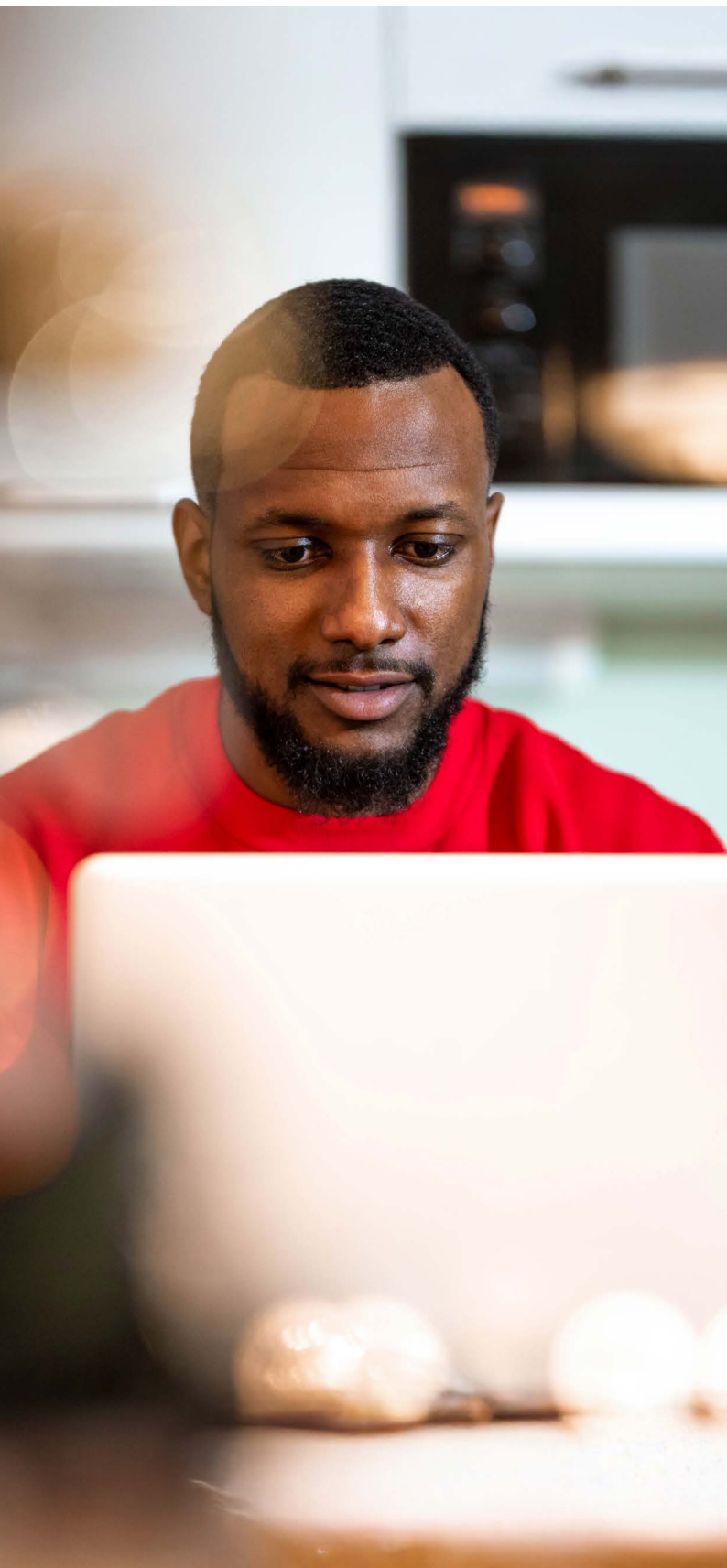


### Security

Public cloud providers operate on a shared infrastructure model, which can introduce risk of data breach and cyber threat. You might prefer the security advantages of private infrastructure, where you can implement customised security measures tailored to your business's specific needs.







It's important to note that cloud repatriation does not necessarily mean a complete departure from cloud computing. Instead, it represents a move towards a hybrid or multi-cloud approach, where businesses strategically decide which workloads should remain in the cloud and which should be brought back on-premises. This allows organisations to retain the flexibility of cloud services while optimising cost, security, and performance.

But the process is not without its challenges. Migrating workloads from the cloud back to on-premises infrastructure requires careful planning, skilled IT personnel, and significant upfront investment. Before committing, you should assess whether the long-term benefits outweigh the initial costs and ensure you have the necessary expertise to manage a hybrid IT environment effectively.

As cloud repatriation gains traction, UK enterprises will need to carefully evaluate their IT strategies to strike the right balance between cloud and on-premises solutions. The future of enterprise IT is unlikely to be exclusively cloud-based or entirely on-premises; instead, it will involve a thoughtful combination of both approaches to meet your businesses's evolving needs.



# 04

## How can Vodafone Business help you with cloud repatriation?

If you're thinking about making the change, Vodafone Business is well placed to help with your cloud repatriation. Here's why:



### Hybrid and multi-cloud flexibility

Move between public, private, and on-premises environments with our hybrid and multi-cloud solutions – ideal for regaining control, reducing costs, and meeting compliance requirements.



### Seamless connectivity

Ensure smooth integration between cloud platforms and private data centres, enabling workloads to communicate effortlessly across environments with minimal configuration.



### Broad compute platform choice

Access a range of infrastructure options, from Colocation and Managed Hosting to on-premises Dedicated Private Cloud. Reduce latency, boost performance and retain control of critical workloads while staying connected to the cloud.



### Cost predictability and optimisation

Avoid unexpected bills with transparent pricing, optimised workload placement, and hybrid cost management tools tailored to your needs.



### Data sovereignty and compliance expertise

Meet regulatory obligations, including GDPR and the UK Data Protection Act, with our local hosting options, robust security frameworks, and proven compliance expertise – maintaining sovereignty without compromising flexibility.



### Managed services and migration support

With trusted partners such as Kyndryl, we provide end-to-end migration support, managed cloud services, and expert consulting to simplify repatriation and accelerate innovation.







# 05

## Next steps

Cloud repatriation is emerging as a strategic alternative for UK businesses seeking greater control, cost predictability, and compliance with data sovereignty regulations.

While the cloud has provided significant benefits, the hidden costs and challenges associated with vendor lock-in and performance unpredictability have prompted many organisations to reconsider their cloud-first strategies. By leveraging Vodafone Business's hybrid and multi-cloud capabilities, you can navigate the complexities of cloud repatriation and achieve a balanced, strategic approach to your IT infrastructure.

## Let's connect

Visit our [website](#) to find out more about how Vodafone Business can support your cloud repatriation journey.

If you're already a Vodafone customer, please reach out to your Account Manager.



**For other businesses, please contact us using the phone numbers below:**

50 to 249 employees      0808 005 7404

250+ employees      0808 099 8877







# The Nation's Network

Supporting the nation since 1984

Mobile | Fixed | Unified Comms | Security