

Chemical Companies' Cloud Strategies: Current Adoption and Future Plans

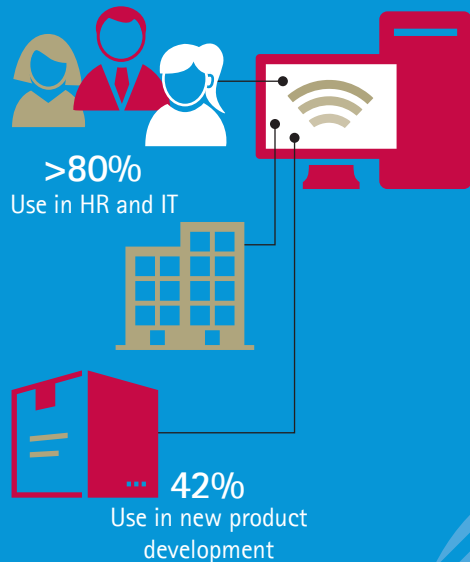
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Cloud computing has grown from being a niche IT sourcing strategy, adopted by a small percentage of organizations, to becoming a core element in the digital strategies of leading corporations.

To better understand the state of cloud adoption within the chemical industry, Accenture and ChemITC recently surveyed chemical company executives in the U.S. about their current and planned use of cloud services. Among the key findings:

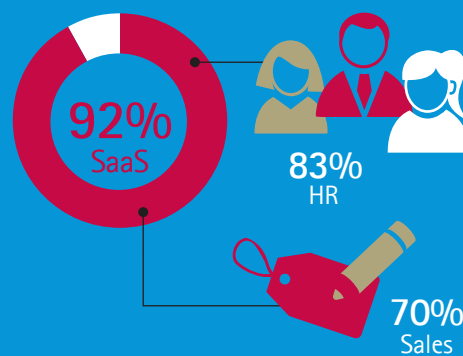
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The planned use of cloud varied based on the specific enterprise processes or business operations:



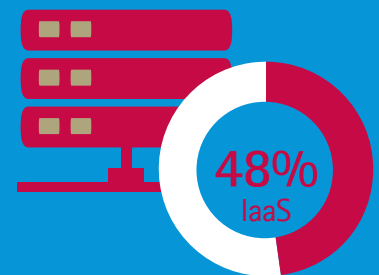
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Across the majority of the chemical companies surveyed, SaaS has a large footprint (92 percent). Eighty-three percent use SaaS for HR and 70 percent for Sales.



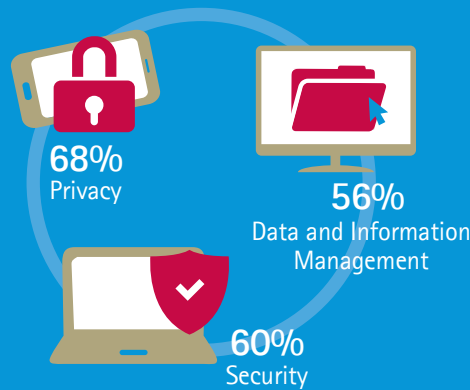
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IaaS has been adopted by only 48 percent of chemical companies surveyed.



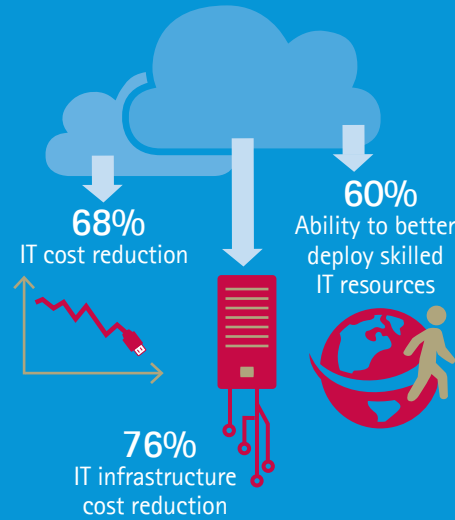
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Some chemical companies have been slow to achieve benefits at scale, and have found cloud has increased complexity. Top areas where respondents reported increased complexity:



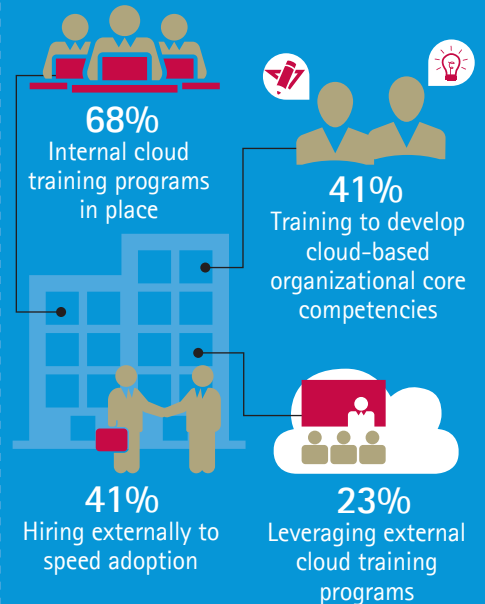
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Potential benefits that initially attracted those surveyed to cloud services:



6

Approaches to readying an organization for cloud computing varies by company:



The results show an eagerness to move beyond the early adoption stage and begin to shift key enterprise applications to the cloud. In any step-change in business or technology, early movers stand to reap the lion's share of the benefits. It is time for chemical companies to embrace cloud computing, as part of a broader digital strategy, so that when the game changes, it turns in their favor.

For more information

To read the full report, visit www.accenture.com/chemicals.

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Methodology

Accenture and the ChemITC conducted an online survey of 30 C-level and top management executives in the chemicals industry. The survey was fielded in November 2014 and included respondents from 26 different petrochemicals, paints and coatings, industrial gases, agrochemicals, fertilizers, inorganics, plastic resins, synthetic rubber, film and fiber companies in the United States. The companies that these executives represented range in revenue between less than \$500 million to greater than \$20 billion.