While almost two thirds of companies aren’t achieving the expected benefits of the cloud the other third are breaking new ground. Two things can help change that.

More than ever, organisations have to continually innovate to stay relevant. New initiatives that were once planned for years now launch day by day. And you can’t do that, without the cloud. However, migrating to the cloud is just the first step. And it won’t be enough if you’re still going to work in the same old ways.

First and foremost, you need the skills and a culture of innovation. Many companies that have started on the cloud have this in their DNA. They use AI to create insights from their data and continually adapt and change without fear of failure.

The second thing you need is an agile way of working. Because you can’t deliver the value that innovation unlocks quickly if you’re held back by legacy systems. With all these in place, you may receive huge long-term benefits. You can create a better customer experience. Lower your operational costs. And with the right strategy you could become a front-runner in your industry.