Cloud is not a single destination, but an ongoing journey to a new wave of operating models

89%-90% of Cloud Continuum Competitors are not only using the cloud for cost savings but also using the cloud to enhance collaboration among employees and make work more interesting.

They are leveraging the cloud to:
- Drive innovation for their own operations
- Provide a marketplace for their ongoing technology offers
- Undertake capital or operational improvements

An Accenture survey of 4,000 respondents, 193 from the High Tech industry showed:
Almost all the organizations were present in the cloud. However, only a small subset were experiencing huge benefits from engaging fully with a new cloud operating model.

High Tech challenges in embracing the cloud

Organizations can realize more value from the cloud by using it as a continuum of seamless—not siloed—capabilities for the ever-changing business.

Key benefits
Cost reduction, innovation, speed-to-market, cross sell & up-sell, diversification, compliance, simplification.
Continuum Competitors are 3.3x more likely to have adopted AI-augmented knowledge work globally.

Differentiation leads to success

High Tech Continuum Competitors (Cloud in all forms: Public, Private, Hybrid) are using cutting edge tools, applications and processes that leverage massively available and scalable infrastructure.

How to become a Cloud Continuum Competitor

01. Know where you want the Cloud Continuum to take you
02. Establish cloud practices to support and augment existing technologies
03. Accelerate innovation to deliver exceptional experiences
04. Provide continuous strategic commitment

Be ready for every opportunity that comes your way with the Cloud Continuum. Learn more in our POV.