

# Asia Pacific Market Perspective: Accelerating the Cloud Migration Dividend

REGION'S ENTERPRISES PURSUE ACCELERATED MIGRATION PACE.

A global survey of IT and business executives reveals that most companies want to accelerate the pace of public cloud migration. In general, those who proceed at a faster pace are more successful at realizing the ultimate payoff. But there are specific differences from region to region. Most notably, Asia Pacific enterprises are on the fast track.

The global survey of IT and business executives conducted by IDG Research Services finds that 66% of global companies indicate they are moving to the cloud at a steady pace of adoption—over a time period of 12 to 36 months—and the 68% of Asia Pacific enterprises in that category are close to the global average. Just 4% of respondents in this region say their timetable for adoption is greater than 36 months, compared with 11% in Europe and 23% in North America.

Far fewer in Asia Pacific—11% vs. 22% globally—rate themselves as cautious adopters who will only migrate as business dictates. Asia Pacific respondents outpace other regions, with 41% migrating some applications, 29% in a mass migration mode of moving all or most applications, and 19% pursuing a “born in the cloud” or cloud-first strategy.

Unlike in other regions, executives at higher and lower levels are marching almost in lockstep with regard to prioritizing cloud migration. At the director level, 88% say migration is a priority, as do 84% of those at the vice president or higher level. In comparison, both in North American and Europe, 80% and 81%, respectively, of higher-level executives are of a similar mindset, but only 60% of lower-level executives agree.

Across the globe, among those not pursuing a “born in the cloud” or cloud-first strategy, the preferred method of cloud migration is to optimize applications to leverage cloud services. In Asia Pacific, 75% fall into that category, trailing only Europe's 80% and far ahead of North America's 54%. In addition, 40% of Asia Pacific respondents are choosing to “lift and shift” some applications to the cloud with minimal changes and 29% are rebuilding applications in the cloud.

The global survey finds that cloud-first and mass migration organizations are ahead in achieving benefits of cloud migration within six months, which bodes well for the more rapid pace being set in the region. These benefits include improving scalability to enable business growth, achieving cost savings, improving the customer experience, enabling the adoption of digital business initiatives, and boosting agility.

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The survey also reveals that as organizations pick up that pace of adoption and more fully realize the impact of cloud-driven business process changes, cost savings is no longer the No. 1 driver of cloud adoption, superseded by the need for business agility. Among cloud-first companies, cost savings falls to the bottom of the list, overshadowed by business agility, adoption of digital business initiatives, and improved scalability.

**Keep reading to explore detailed global findings on the benefits of more rapid public cloud adoption and how to reap the desired rewards of migration.**

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