Enterprise Cloud Computing Unlocks Deep Strategic Value Through Increased Business Agility:

LEADING ADOPTERS REAP MORE BENEFITS
Business Benefits of Public Cloud

More Cloud, More Business Value

79% Have 3+ benefits from the public cloud

Cloud Drives Innovation

34% Develop new/innovative products & services

Cloud Increases Security

73% Get better protection with cloud providers

Benefits for firms with 50%+ of infrastructure and apps in the cloud

44% Operate more efficiently than low adopters

Some Navigation Still Required

#1 CHALLENGE: How to best integrate data security (45%)

Hire an Expert to Help

44% Seek outside expertise in security integration

About the Study: The survey was fielded by IDG Research in October 2017 and included 200 qualified completes each of 3 areas: North America, Europe, and Asia-Pacific. To qualify, respondents had to be, or directly report to, the head of their functional area. Quota sampling was used to ensure an even mix of IT and non-IT titles in each region.

About the respondents: Job function: 50% IT, 50% other. Company size: Median number of employees: 8,750; Mean number of employees: 24,677. Industries represented include financial services, industrial products, health and safety, consumer products, and life sciences.

Source: IDG Research and Accenture
More Cloud, More Business Value

The majority of respondents see 3+ benefits from the public cloud.

**COST SAVINGS**
- Lower infrastructure & storage costs: 45%
- Eliminated compliance/legal fees: 27%

**INCREASED EFFICIENCIES**
- Increased operational efficiency: 53%
- Better utilization of data: 43%
- Greater customer satisfaction: 45%

**ENABLING NEW TECHNOLOGIES**
- Big data and analytics: 51%
- Internet of Things (IoT): 47%
- Machine learning: 46%
Cloud Drives Innovation

With cloud, respondents can:

- Reduce time to market: 36%
- Develop new/innovative products & services: 34%
- Increase market share: 32%
- Integrate organizational data predict customer behavior: 40%
- Test new technology without a high cost of entry: 39%
- Adopt new technology more easily: 38%
- Improve logic and analytical capabilities: 38%
Cloud Increases Security

Where the cloud used to raise security concerns, now the opposite is true.

74% Trust cloud-based data is secure
73% Have better protection with cloud providers

Improved security is one of the top 3 cloud migration drivers
In 2016, more than 50% said security was a significant barrier to adoption
In 2017, more than 50% cite security as a reason for adoption
Leading Cloud Adopters Win on Many Fronts

Benefits for firms with 50%+ of infrastructure and apps in the cloud

- **44%** Operate more efficiently
- **53%** Use smarter data and make a profit
- **41%** Receive higher levels of customer satisfaction
Some Navigation Still Required

Where the cloud used to raise security concerns, now the opposite is true.

**#1 CHALLENGE:**
- How to best integrate data: 45%

**TOP 2 CHALLENGES:**
- Visibility into total cloud costs: 52%
- Ensuring cloud resources are not over or under provisioned: 46%

**34%**
- Managing compliance/legal risk

**33%**
- Cloud governance

**32%**
- Monitoring cloud-based application performance

**32%**
- Measuring success/ROI of cloud deployments
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Hire an Expert to Help

FILL SKILL GAPS

- Security integration: 31%
- Data/analytics: 27%
- Platform expertise: 25%

MANAGE PUBLIC CLOUD DEPLOYMENT

- Building cloud-native apps: 31%
- Compliance/risk management: 30%
- Platform support for data analytics: 29%
- Monitoring cloud-based application performance: 29%

IMPROVE SECURITY

- Seek outside expertise in security integration: 44%
Thank You

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