

Cloud Computing

Current Developments and Opportunities



Purpose and Methodology

Survey Sample

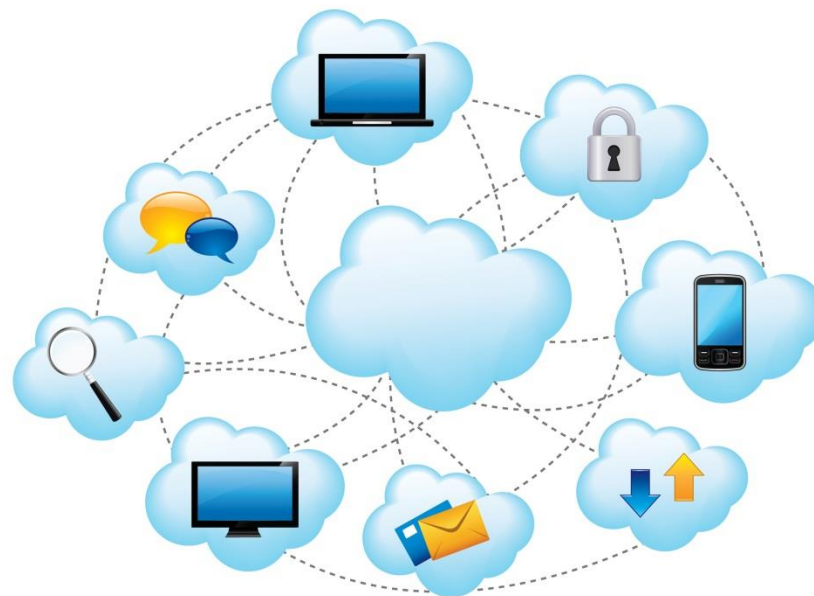
Total Respondents	1,672
Margin of Error	+/- 2.7
Audience Base	CIO, Computerworld, CSO, InfoWorld, ITworld, Network World and TechWorld sites –plus IDG UK, IDG Sweden, email, and LinkedIn forums.

Survey Goal

To measure cloud computing trends among technology decision-makers including usage and plans across various cloud service and deployment models, investments, business drivers and impact on business strategy and plans.

Survey Method

Collection	Online Questionnaire
Number of Questions	47 (incl. demographics)



Source: 2014 IDG Enterprise Cloud Computing Study

• METHODOLOGY

• RESULTS

• CONCLUSION

• DEMOGRAPHICS

Organizations Continue to Explore Cloud Opportunities



**We are still identifying
IT operations that
are candidates for
cloud hosting**



**We have identified all IT
operations we are comfortable
hosting in the cloud given
the state of the current
cloud offerings**

Q. Which of the following best describes your organization's current stance on cloud deployments?

Source: 2014 IDG Enterprise Cloud Computing Study

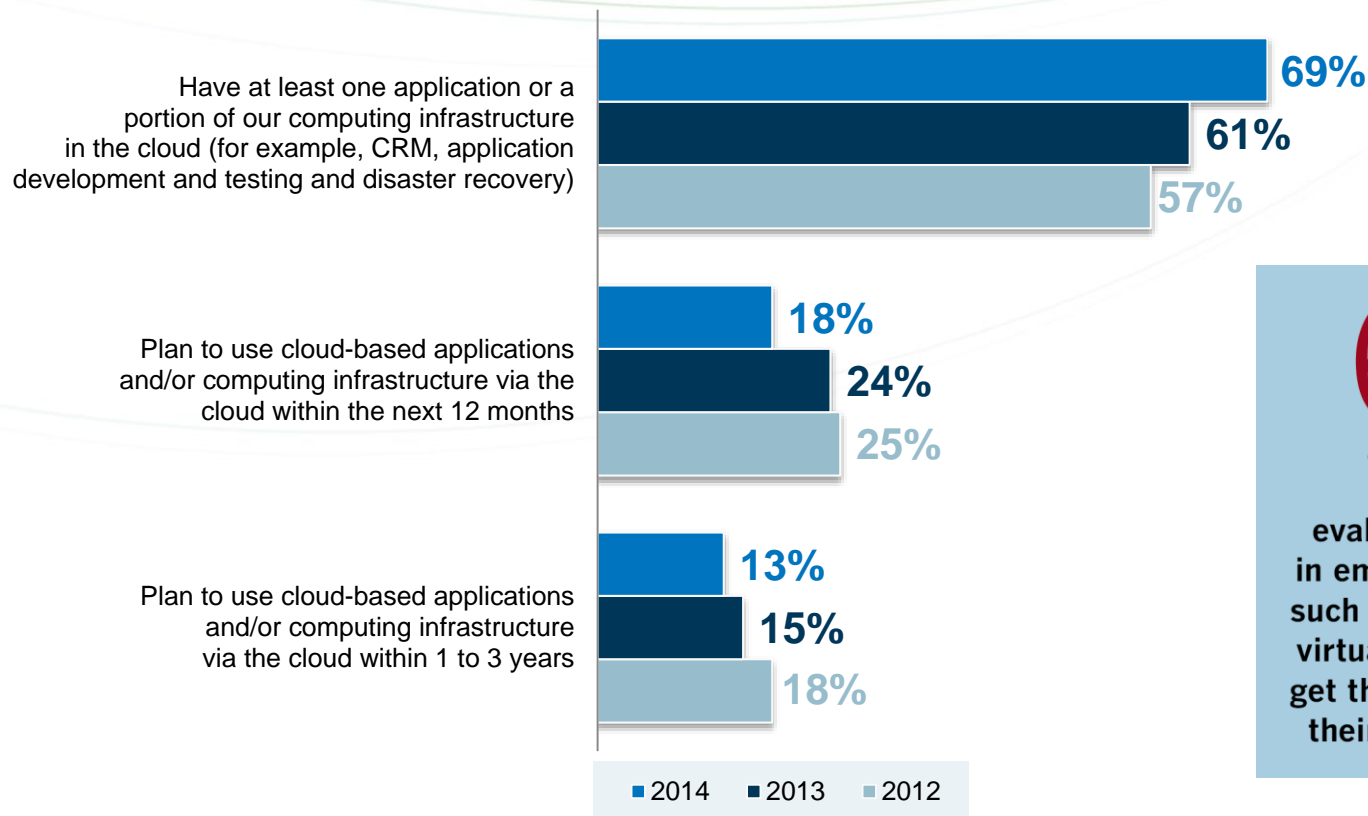
• METHODOLOGY

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Cloud Adoption Grows as a Business Staple



61%

agree that their organization is evaluating investments in emerging technologies such as SDN and network virtualization as a way to get the most agility out of their cloud investments

Q. What are your organization's plans with regard to utilizing computing infrastructure or applications via the cloud? AND Q. Please rate your level of agreement with the following statement: My organization is evaluating investments in emerging technologies such as software defined networking (SDN) and network virtualization as a way to get the most agility out of its cloud investments.

Source: 2014 IDG Enterprise Cloud Computing Study

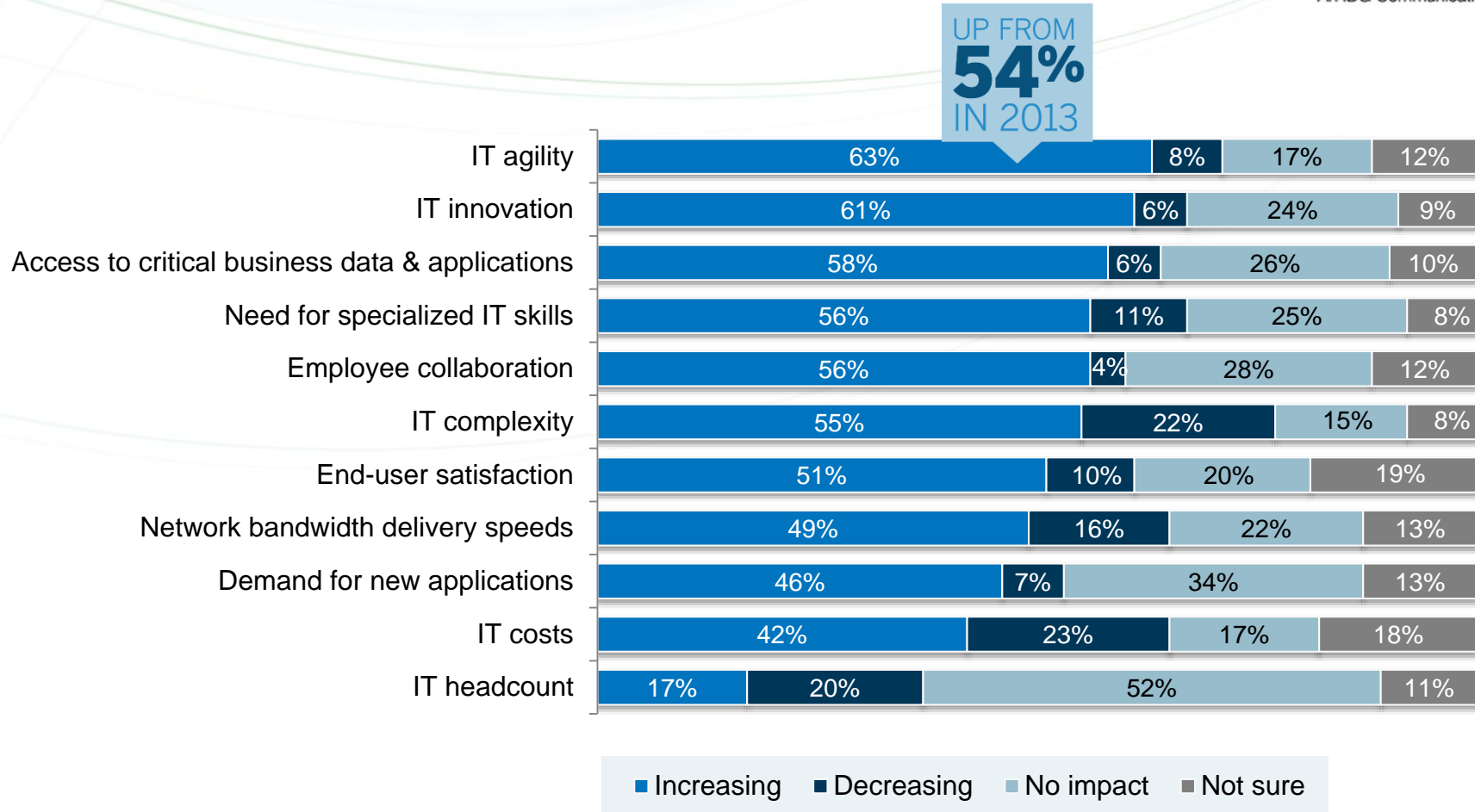
• METHODOLOGY

• RESULTS

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• DEMOGRAPHICS

Cloud Drives Innovation, Collaboration and Responsiveness



Q. How is the use of cloud computing technology impacting the following at your organization?

Source: 2014 IDG Enterprise Cloud Computing Study

• METHODOLOGY

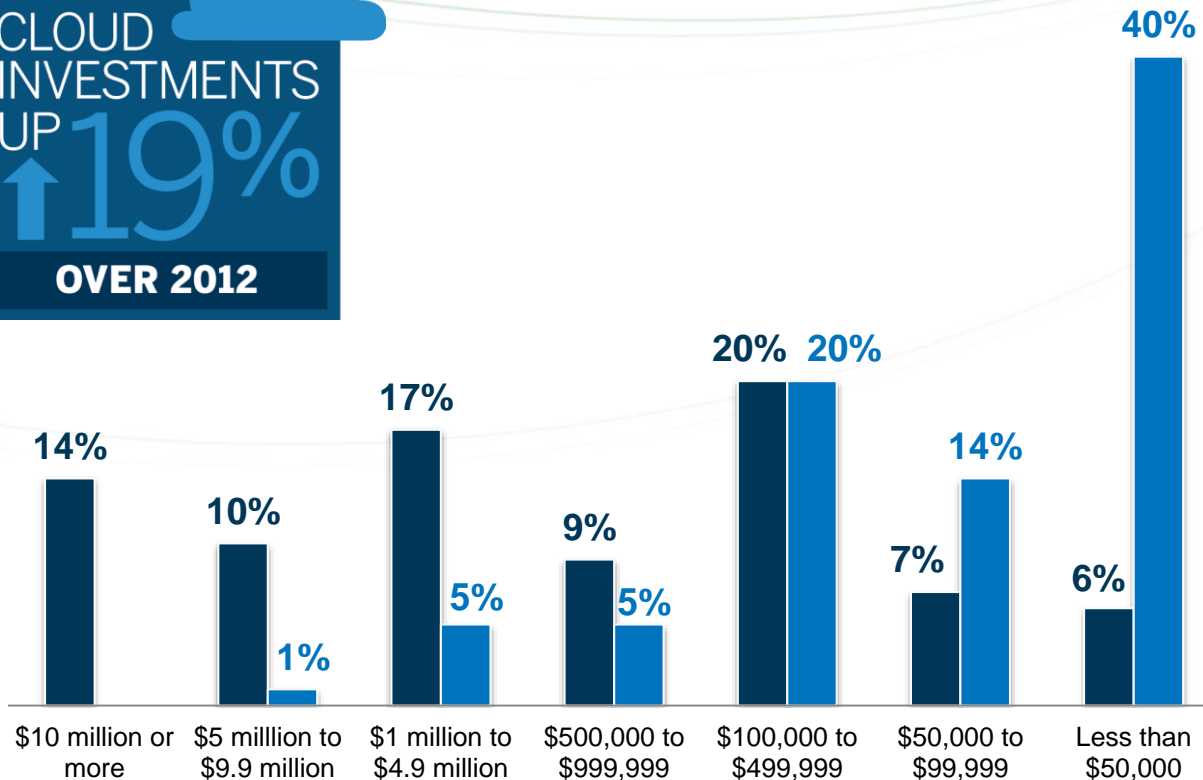
• **RESULTS**

• CONCLUSION

• DEMOGRAPHICS

Large Gap in Cloud Spending Between Enterprise and SMB Organizations

CLOUD INVESTMENTS
UP **19%**
OVER 2012



AVERAGE INVESTMENT

1,000+
\$3.33M

<1,000
\$400K

Q. Approximately how much will your organization invest in cloud-based services computing (including software, services, training and other related costs) in the next 12 months?

Source: 2014 IDG Enterprise Cloud Computing Study

METHODOLOGY

RESULTS

CONCLUSION

DEMOGRAPHICS

IT Environments Quickly Move to the Cloud

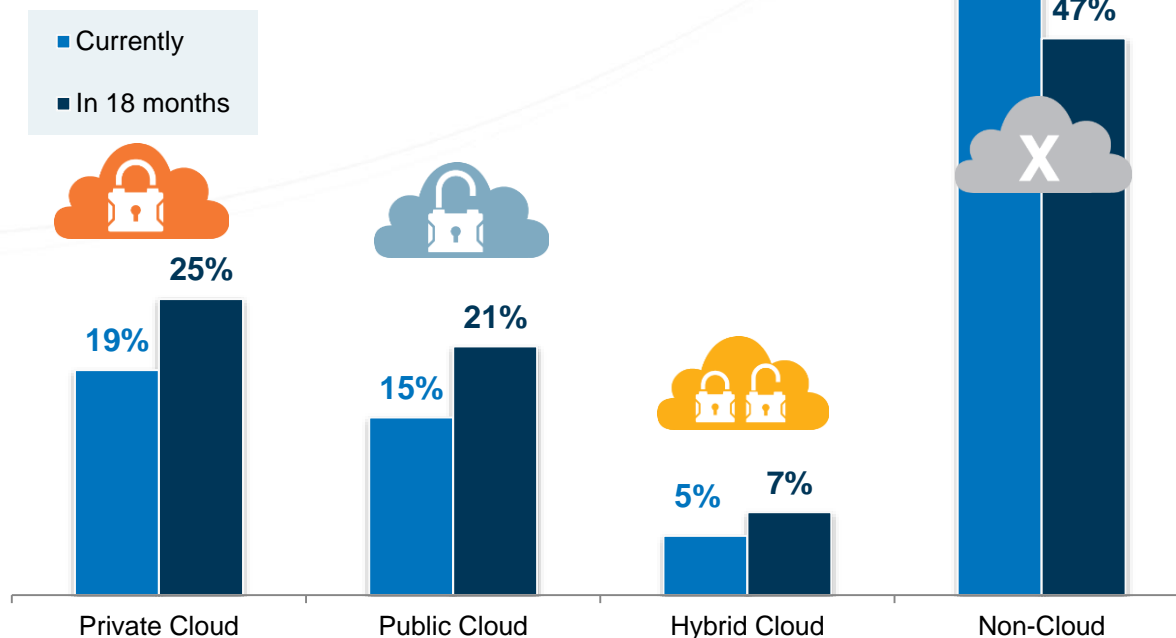
% OF TOTAL IT ENVIRONMENT IN THE CLOUD

Percent of respondents
utilizing different types
of cloud computing
environments

57% Private Cloud

60% Public Cloud

19% Hybrid Cloud



Q. Approximately, what percent of your organization's total IT environment (data, applications, infrastructure, etc.) presently resides in each of the following, and will in 18 months?

Source: 2014 IDG Enterprise Cloud Computing Study

• METHODOLOGY

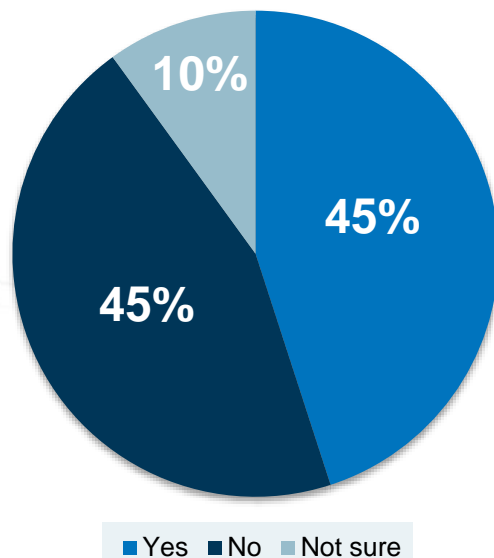
• RESULTS

• CONCLUSION

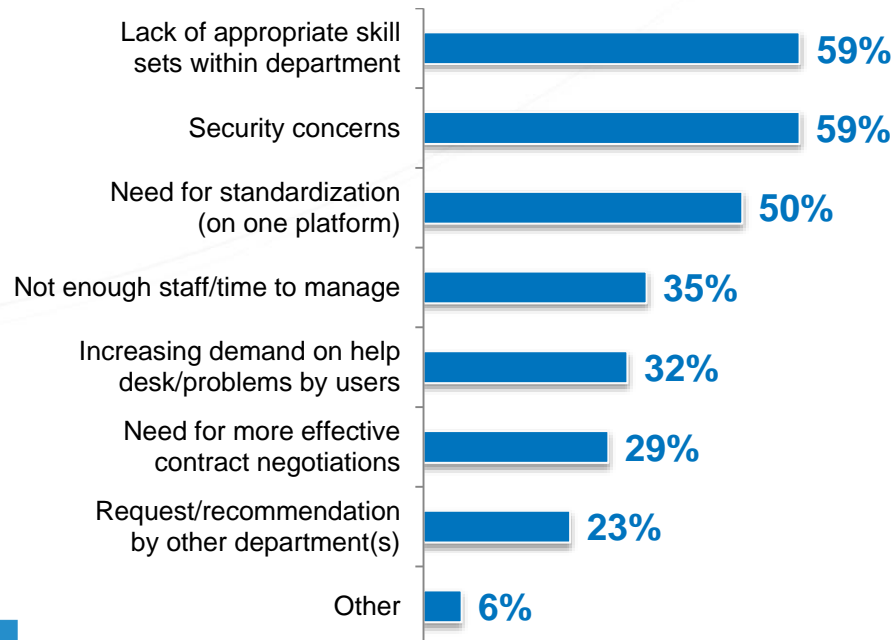
• DEMOGRAPHICS

Many External Cloud Projects Return to IT

Do Cloud-Related Projects Come Back into IT Ownership?



Factors Driving Projects Back



Q. Have you encountered instances where a cloud-related project(s) originally initiated outside of the IT organization (i.e., from other areas of your business) come back into IT ownership? **Q.** What are the main factors that drove the project(s) back into IT ownership? **BASE:** Encountered instances where cloud-related project(s) that originated outside the IT organization come back into IT ownership

Source: 2014 IDG Enterprise Cloud Computing Study

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Majority Confident in Own Information Security



**Confidence in Security
of Information Assets
in the Cloud**



74%

VERY/
SOMEWHAT
CONFIDENT



19%

NOT VERY/
NOT AT ALL
CONFIDENT

Q. Considering the current policies and security measures in place at your organization, how confident are you in the security of the information assets your organization has placed in the cloud?

Source: 2014 IDG Enterprise Cloud Computing Study

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For More Information...

For more information on this study, please contact Sue Yanovitch, VP of Marketing at [syarovitch@idgenterprise.com](mailto:syanovitch@idgenterprise.com)