CLOUD COMPUTING COMES OF AGE

Cloud Leaders Outperform in Key Growth Initiatives

DURING THE LAST THREE YEARS:

72% Launched New Products

62% Expanded into New Market Segments

55% Expanded Geographically

36% Launched New Business

Cloud leaders use numerous cloud services that they select and manage based on defined criteria.

Cloud Leaders Are Using Cloud for Core Business Functions

CLOUD LEADERS CURRENTLY USING CLOUD FOR THE FOLLOWING:

24% Compliance **27º/o**Finance/
Accounting

29% Supply Chain 29%
Procurement

33% Billing/ Invoicing

LOB and IT Share Responsibility for Cloud Management

PERCENT OF RESPONDENTS SAYING IT AND BUSINESS ARE EOUAL PARTNERS IN THE FOLLOWING CLOUD ACTIVITIES



47%

Determining the Need



46%Selecting Cloud Services



33%Acquiring Cloud Services



26%

Deploying Cloud Services



25%

Integrating with Other Cloud Services

Security Is the Biggest Barrier to Cloud Adoption

WHAT HAVE BEEN THE BIGGEST BARRIERS TO MORE FULLY EMBRACING CLOUD?



62% Security



34%

Cost of Changing Systems



36% Integration



27%

Existing Software Licenses



25% Compliance

Evolution of Cloud

SINGLE SOLUTION

Sales Automation

MULTIPLE SOLUTIONS

Marketing Travel & Entertainment Sales Automation

INTEGRATED ENTERPRISE

Procurement

Marketing
Supply Chain
Travel & Entertainment
Compliance
HR
Sales Automation
Accounting
Training

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