

# 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

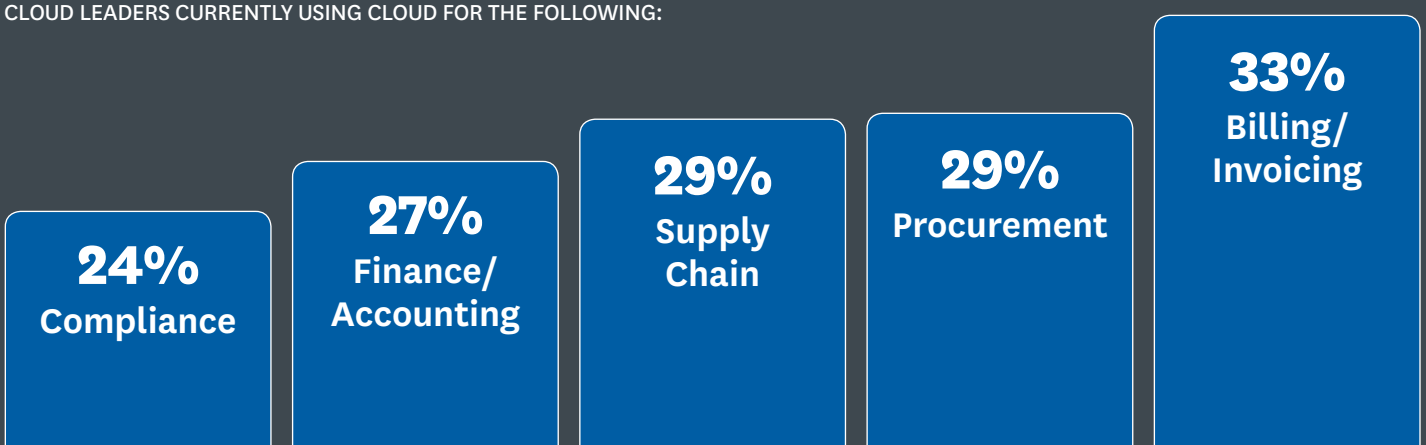
**36%** Launched New Business



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:



## LOB and IT Share Responsibility for Cloud Management

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



**47%**  
Determining the Need



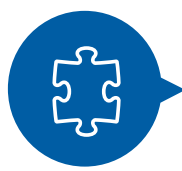
**46%**  
Selecting Cloud Services



**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



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