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# THE BIG BIG CLOUD REPORT

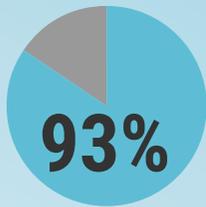
**Latest stats, facts, trends and predictions from the industry on cloud and cloud buyers.**

# WHAT'S INSIDE

-  **THE CLOUD MARKET**
-  **CLOUD APPLICATIONS**
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# THE CLOUD MARKET



93% of organisations are using cloud services <sup>1</sup>

**\$130bn**

Size of public cloud computing market <sup>2</sup>

**4.5x**

Cloud spend is growing at 4.5x rate of IT spend

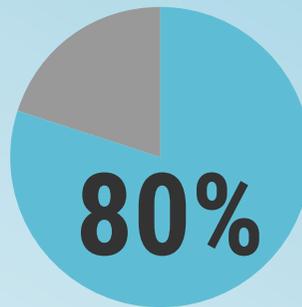


**>6x**

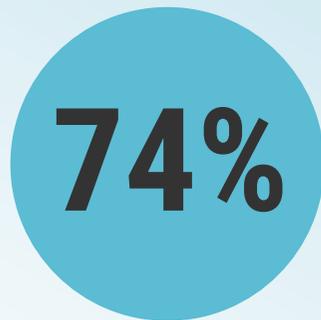
Between 2015 - 2022 it will grow at more than 6x the rate of IT spend <sup>3</sup>

**10%**

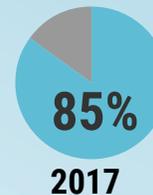
of technology budgets spent on cloud-related services <sup>4</sup>



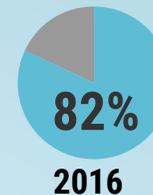
80% say high profile cyber-attacks have not deterred them from adopting cloud technology <sup>7</sup>



of tech CFOs say cloud computing will have the most measurable impact on their business in 2017. <sup>5</sup>



2017

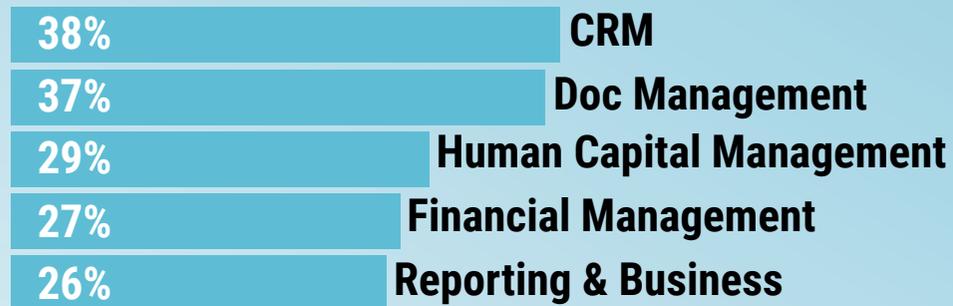


2016

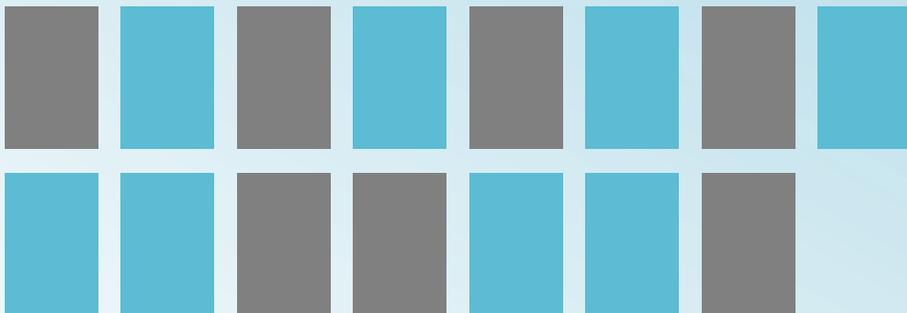
85% of enterprises have a multi-cloud strategy, up from 82% in 2016. <sup>6</sup>

# CLOUD APPLICATIONS

% of organisations who have deployed apps in the cloud <sup>7</sup>



On average, it took 15 months to migrate applications to the cloud <sup>8</sup>



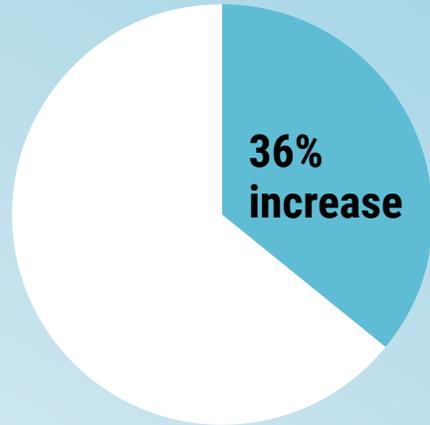
**\$102bn**

Software-as-a-Service represents more than half of the cloud computing market spend. <sup>2</sup>

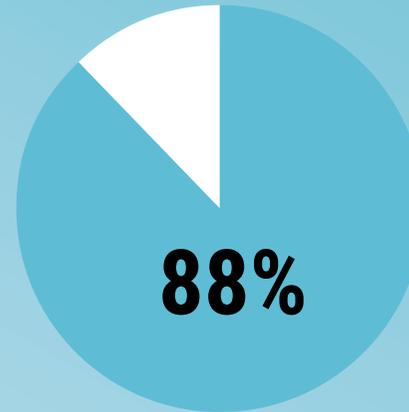
SaaS vendor with the largest market share: <sup>2</sup>

**Salesforce**

# CLOUD IN THE UK



Company use of cloud-based services in the UK has seen an increase of 36% over a period of 5 years <sup>2</sup>



88% of UK organisations interviewed use cloud, each using an average of 3 cloud-based services <sup>8</sup>



58% describe their organisation's primary approach to IT as being hybrid <sup>8</sup>



Bigger companies are more likely to use 5 or more cloud-based services <sup>2</sup>



Only 15% primarily operate in the cloud <sup>8</sup>

# PUBLIC CLOUD

Annual cloud revenues: <sup>10, 11, 12</sup>

**IBM**

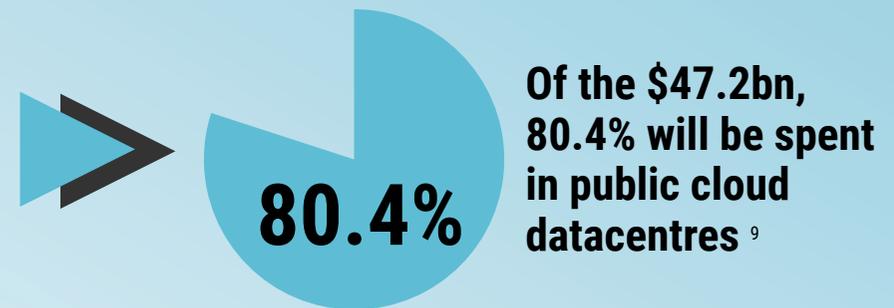
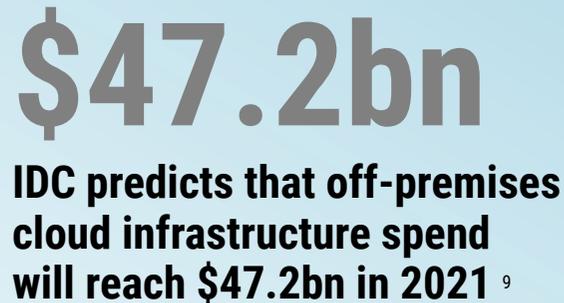
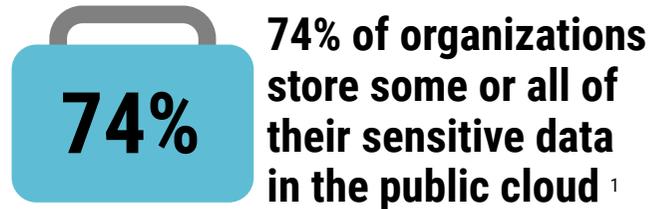
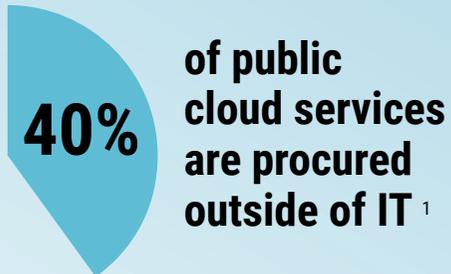
**\$17bn**

**AWS**

**\$17.46bn**

**Microsoft**

**\$18.6bn**



# PRIVATE CLOUD

**10.3%**



**On-premise private  
cloud IT spend will  
grow at 10.3% <sup>9</sup>**

**Non-cloud IT spend  
will decline at 3% <sup>9</sup>**



**3%**

**Most common private cloud platform: <sup>2</sup>**

**VMware vSphere**



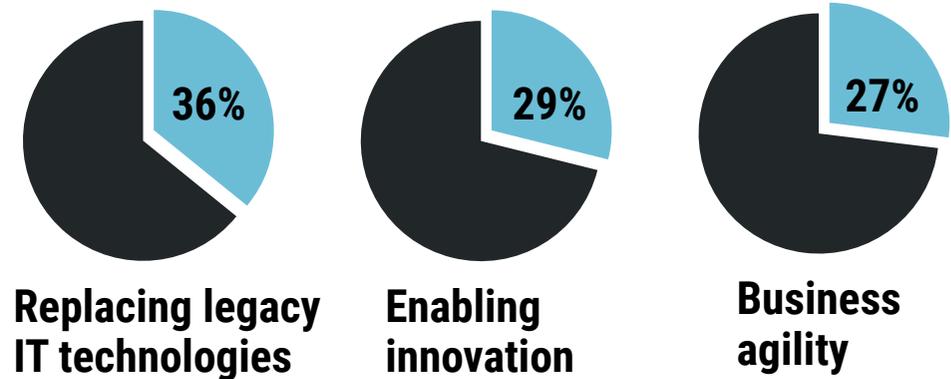
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# CLOUD MOTIVATORS

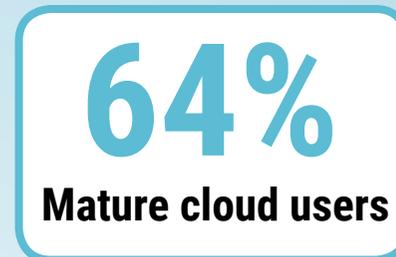
Top reasons to adopt the cloud amongst buyers: <sup>4</sup>



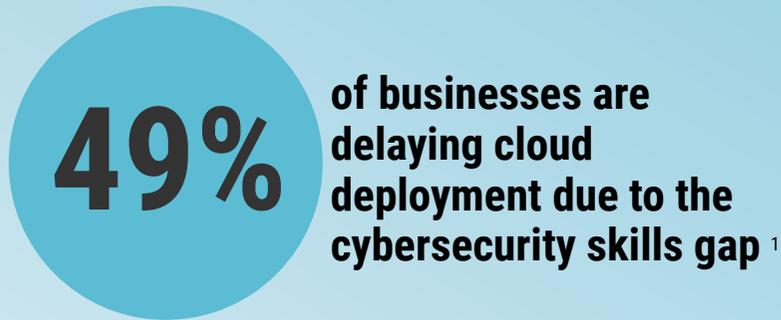
Cloud motivators in the UK: <sup>8</sup>



Optimising cloud costs is becoming a top initiative for all cloud users... <sup>6</sup>

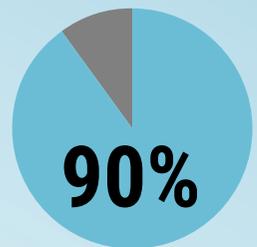


# CLOUD CONCERNS

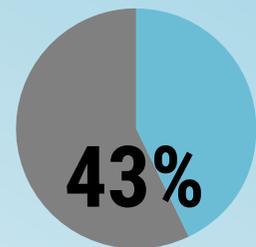


The biggest concerns around adopting cloud are: <sup>4</sup>

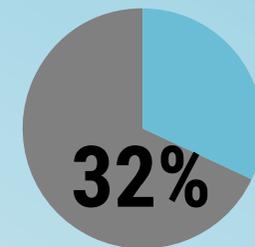
- Integration with existing architecture
- Data loss and privacy risks (including location issues)
- Legal and regulatory compliance issues
- Governance over cloud solutions
- Making the business case/ROI



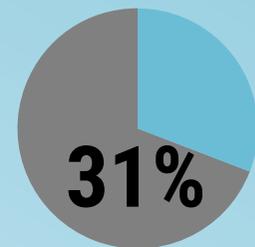
of UK organisations experienced difficulties when migrating to a cloud solution <sup>8</sup>



find the complexity of migrating to cloud services the biggest difficulty <sup>8</sup>



find internal skills and knowledge a challenge when migrating to a cloud solution <sup>8</sup>



worry about moving to cloud services because of the dependency on internet access <sup>8</sup>

# CLOUD PREDICTIONS

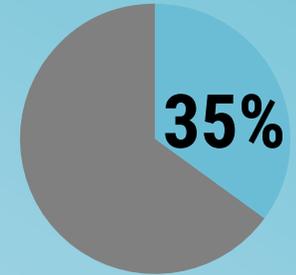
**\$1 trillion**

'Cloud shift' will affect more than \$1 trillion in IT spending <sup>15</sup>

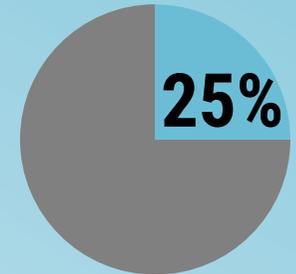
Expect big shifts in...



**Business Process Outsourcing:**  
\$42bn of current \$119bn spend <sup>15</sup>

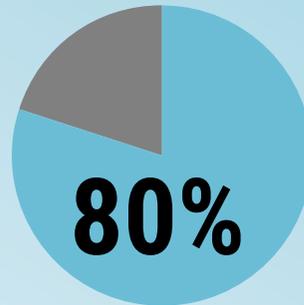


**Application Software:**  
\$36bn of current \$144bn spend <sup>15</sup>



**1/3**

1/3 of IT staff will be those of 3rd party IT providers <sup>13</sup>

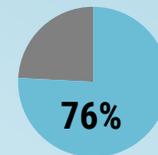


of major public cloud providers will likely establish regional data centre partnerships with Tier 1 and Tier 2 telcos <sup>13</sup>

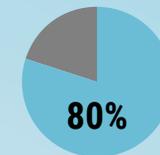
**59%**  
their prices because of Brexit <sup>7</sup>

of people think cloud providers will increase their prices because of Brexit <sup>7</sup>

**AWS, Google & Microsoft share of cloud platform revenue <sup>16</sup>**



This year



2020

# CHOOSING A CLOUD PROVIDER

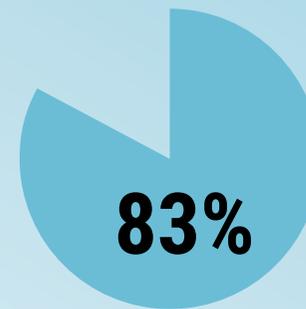
## 1 FINANCIAL STABILITY

Financial stability is the number 1 important attribute when choosing a cloud service provider <sup>7</sup>

## TACTICAL not STRATEGIC

Most cloud services bought are a result of tactical purchases rather than part of an enterprise cloud strategy. <sup>4</sup>

### What customers look for in cloud providers: <sup>7</sup>

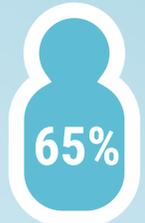


of buyers think that cloud providers need to do more to build confidence among those looking to adopt a digital transformation strategy. <sup>7</sup>

# BUYER BEHAVIOUR



Social media scored highly as a preference for learning about new products and services: <sup>17</sup>



Younger Millennials



Older Millennials



Generation X

Buyers valued sales reps who delivered personalised communications: <sup>17</sup>



Younger Millennials



Older Millennials



Generation X

Buyers value sales reps who share content applicable to their roles: <sup>17</sup>



Younger Millennials



Older Millennials



Generation X

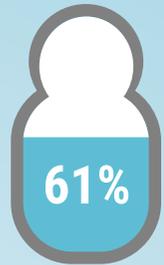
When considering tech products and services, technology buyers prefer sales reps who: <sup>17</sup>

- Understand their business needs and roles (90%)
- Provide relevant content (78%)

# 1 BLOG ARTICLES

Millennials and Gen X both rank blog articles as their number 1 favourite type of content <sup>17</sup>

# BUYER BEHAVIOUR



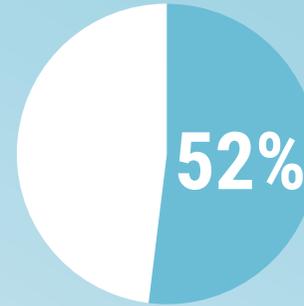
of Younger Millennials contribute to their companies' technology purchases – and 1 in 3 is already a decision-maker. <sup>17</sup>



The central IT department is leading and implementing IT strategy by itself in only 26% of organisations. <sup>18</sup>



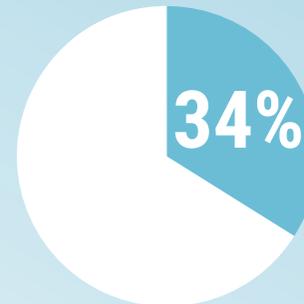
Most IT buying committees now involve over 4 people <sup>17</sup>



of decision makers work with 3+ buying committee members on average. <sup>17</sup>

>50%

of buyers interviewed who are from non-IT functions are involved in tech purchasing decisions <sup>18</sup>



of decision makers at companies with 501 - 5000 users said their buying committee involves 5+ members. <sup>17</sup>

**If you'd like to find out how content can help to grow your cloud business, then speak to us today. We're specialists in enterprise technology content creation.**

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