

Enterprise Cloud Computing Unlocks Deep Strategic Value Through Increased Business Agility

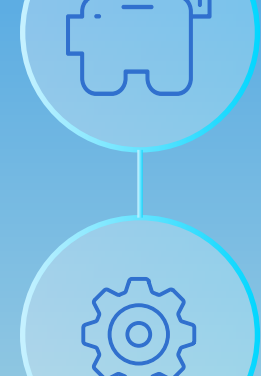
HIGH ADOPTERS REAP MORE BENEFITS

The cloud creates huge opportunities for businesses: new innovation, data monetization, increased operational efficiency, and more. And heavy adopters of public cloud see a wide range of benefits, according to a new survey from IDG Research and sponsored by the **Accenture AWS Business Group**.

More Cloud, More Business Value

79%

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



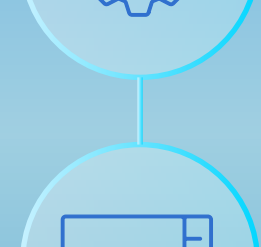
COST SAVINGS

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:

36%

Reduce time to market

34%

Develop new/innovative products & services

32%

Increase market share

40%

Integrate organizational data to re-engineer products and/or predict customer behavior

39%

Test new technology without a high cost of entry

38%

Adopt new technology more easily

38%

Improve logic and analytical capabilities

Cloud Increases Security

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



74%

Trust cloud-based data is **secure**



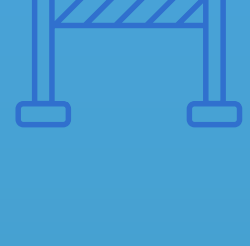
73%

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**

High Cloud Adopters Win on Many Fronts

50%+

30% or less

Benefits for firms with 50%+ of infrastructure and apps in the cloud vs. those with 30% or less:

44%

OPERATE MORE EFFICIENTLY



34%

53%

USE SMARTER DATA AND MAKE A PROFIT



46%

41%

RECEIVE HIGHER LEVELS OF CUSTOMER SATISFACTION



33%

Some Navigation Still Required

Even with all the benefits to cloud, certain factors still require careful review and navigation.



#1 CHALLENGE:

45%

How to best integrate data security

44%

seek outside expertise in security integration



36%

Managing cloud costs



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

Hire an Expert to Help

Companies are turning to partners for assistance with finding talent, managing deployment, and improving security.

HELP FILL SKILL GAPS

(% relying on 3rd parties)

31%

Security integration

27%

Data/ analytics

25%

Platform expertise

MANAGE THE PUBLIC CLOUD DEPLOYMENT

(% completing 100% via 3rd party)

Building cloud-native apps

31%

Compliance/risk management

30%

Platform support for data analytics

29%

Monitoring cloud-based application performance

29%

IMPROVE SECURITY



98%

of respondents say **at least one aspect of cloud security can benefit** from 3rd party expertise

accenture

ACCENTURE AWS BUSINESS GROUP

aws

CIO

Strategic Marketing Services

To learn more [click here](#) or [here](#).

Sources: IDG Research Services, on behalf of Accenture and AWS