



FROM FAD TO FOUNDATION: THE EVOLUTION OF CLOUD

Once considered a passing trend—and even famously referred to as “complete gibberish” by one Fortune 50 CEO—the cloud has certainly come a long way. Today, it’s fundamental to the way you do business, helping reduce operational complexity, securely expand IT infrastructure, and enable business agility. *There’s no denying it: The cloud is here to stay.*

THE CLOUD IS NO LONGER AN EMERGING TECHNOLOGY.

It’s an essential one for business.

70%



OF ORGANIZATIONS ARE USING THE CLOUD.¹

\$42.9B

2016 projected spending²

THAT’S A PROJECTED COMPOUND ANNUAL GROWTH RATE OF UP TO 39% IN SOME SEGMENTS.²

ENTERPRISES ARE DISCOVERING NEW WAYS TO USE IT.



Marketing and Sales



Product Development



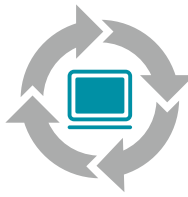
Application Development



Research and Development



E-Commerce



41%

of cloud enthusiasts name business agility as their primary driver.¹



72%

of businesses polled expect to put more than half of their workloads in the cloud by 2017.²

CLOUD MAKES INNOVATION EASIER AND FASTER, WITH FEWER RISKS.



DO YOU KNOW THE TRUE BUSINESS VALUE OF THE CLOUD?

(Not just its economic value.)



74%

of respondents say the cloud has given them a competitive advantage.¹



61%

say it has increased employee productivity.¹



71%

of respondents say the cloud reduces complexity within their business.¹

SO YOU CAN TRY MORE AND ACHIEVE MORE.

Almost **1/3** of businesses are able to utilize the cloud for greater agility without greater capital investment.

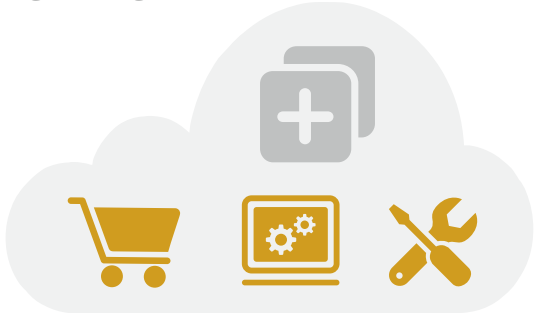


Which is why line-of-business leaders are taking technology purchases into their own hands.

CAN YOU COUNT ON THE CLOUD?

For most businesses, the answer is **YES**.

MORE BUSINESSES ARE RELYING ON THE CLOUD FOR THEIR MISSION-CRITICAL APPLICATIONS.



65%



say the cloud doesn’t adversely affect security.¹

36%



say it actually increased security.¹

Enterprise cloud deployments:

50%

Private Cloud

33%

Public Cloud

22%

Hybrid Cloud²

LEARN MORE ABOUT THE VITAL ROLE CLOUD CAN PLAY FOR YOUR BUSINESS.



DOWNLOAD THE RESEARCH REPORT “BUSINESS AGILITY IN THE CLOUD”
BY HARVARD BUSINESS REVIEW ANALYTIC SERVICES >>> [CLOUD.VERIZON.COM/HBR](http://cloud.verizon.com/hbr)

SOURCES:

1. “Business Agility in the Cloud,” a report by Harvard Business Review Analytic Services, 2014;
2. Verizon Cloud Survey, 451 Research, 2014 n=98