**Pricing Research for Data Center as a Service (DCaaS) Solutions**

<Programming notes in blue>

INTRODUCTION

Thank you for agreeing to take part in this survey!

Over the last few years, data center vendors have started offering data center related hardware, software, and associated services on a consumption basis. We expect consumption-based pricing for on-premises data center to witness significant traction.

We are conducting a global market survey to understand customer preferences for Data Center as a Service (DCaaS). This includes offer construct, paths to purchase, preferences around different consumption-based payment models and willingness to pay for pre-configured DCaaS solutions.

For this survey, we define the following as:

* **Data Center as a Service (DCaaS) –** It refers to the provisioning of infrastructure to a client along with services that support the implementation, maintenance, and operation of a data center. A typical DCaaS solution includes Computing, Storage, Networking, and additional services. These solutions enable access to on-premises infrastructure consumed on a metered basis and paid through consumption-based pricing models.
* **Consumption-based pricing** – It refers to a pricing model for on-premise data center system, paid on a periodic basis based on measured resource usage, with the flexibility to modify resource scaling.

We request you to spare 20–25 minutes of your valuable time for this survey. We greatly appreciate your participation and assure you that your responses will remain confidential. The survey data will only be analyzed on an aggregate basis and will not be attributed individually to you in any manner.

SCREENER: IDENTIFYING TARGET RESPONDENTS

<SHOW ON NEXT SCREEN>

1. What is your **country of operations**? <SINGLE SELECT><SHOW COUNTRIES IN AN ALPHABETICAL ORDER><CODE TO REGION AT THE BACKEND> <MAINTAIN QUOTA AS INDICATED>

|  |  |  |  |
| --- | --- | --- | --- |
| **Country of operations** | **Select** |  |  |
| US | <CONTINUE> | US |  |
| UK | <CONTINUE> | Europe |  |
| Germany | <CONTINUE> |  |
| Australia | <CONTINUE> | Australia |  |
| Other (Please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | <TERMINATE> |  |  |

1. Which **industry** does your organization primarily operate in?

<SINGLE SELECT> <ANCHOR OTHERS AT BOTTOM, TERMINATE IF ‘OTHERS’ IS SELECTED> <SHOW INDUSTRIES IN AN ALPHABETICAL ORDER> <MAINTAIN QUOTA AS INDICATED>

|  |  |
| --- | --- |
| **Industry** | **Select** |
| Financial Services |  |
| Government |
| Healthcare |
| IT Service Providers |
| Manufacturing |
| Media & Entertainment |
| Retail |
| Telecommunications |
| Travel and Hospitality |
| Others (Please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_ |

1. What was your organization’s **annual global revenue** in FY **2020–21**? <SINGLE SELECT> <MAINTAIN QUOTA AS INDICATED>

*This information is being collected only for the classification of organizations into different segments and analysis purposes. Your closest estimate will be helpful.*

|  |  |  |
| --- | --- | --- |
| **Annual Global Revenue** |  | **Select** |
| Less than USD 250 Million |  | <TERMINATE> |
| USD 250 Million to USD 499 Million | Commercial | <CONTINUE> |
| USD 500 Million to USD 749 Million | Small Enterprise | <CONTINUE> |
| USD 750 Million to USD 1 Billion | <CONTINUE> |
| USD 1 Billion and above | Large Enterprise | <CONTINUE> |

1. How many **employees** does your organization have across different locations? <ASK ALL> <SINGLE SELECT>

*This information is being collected only for the classification of organizations into different segments and analysis purposes. Your closest estimate will be helpful.*

|  |  |
| --- | --- |
| **Number of Employees** | **Select** |
| Less than 100 | <TERMINATE> |
| 100–499 | <CONTINUE> |
| 500–999 | <CONTINUE> |
| 1,000–2,499 | <CONTINUE> |
| 2,500–4,999 | <CONTINUE> |
| 5,000–9,999 | <CONTINUE> |
| 10,000+ | <CONTINUE> |

1. How does your organization currently manage its data center needs?

<ASK ALL> <SINGLE SELECT> <INCLUDE DEFINITION OF “DCaaS” ON HOVER>

|  |  |
| --- | --- |
| **Managing data center needs** | **Select** |
| On-premise data center solutions | <CONTINUE> |
| Via Public cloud only | <CONTINUE> |
| Via Private cloud only | <CONTINUE> |
| Via Hybrid cloud | <CONTINUE> |
| On-premise **DCaaS** solutions only | <CONTINUE> |

<ASK S6 FOR ALL OPTIONS EXCEPT “Via On-premise DCaaS solutions”– IF SELECTED in S5>

1. Which of the following options best describe your organization’s outlook about the evaluation and acquisition of **DCaaS** solutions? <SINGLE SELECT> <INCLUDE DEFINITION OF “DCaaS” ON HOVER>

|  |  |
| --- | --- |
| **Outlook with regards to DCaaS Solutions** | **Select** |
| Has evaluated DCaaS solutions and is likely to purchase a DCaaS solution in the next 6–12 months | <CONTINUE> |
| Has not evaluated DCaaS solutions but is likely to evaluate / purchase a DCaaS solution in the next 6–12 months | <CONTINUE> |
| Has not evaluated DCaaS solutions and is unlikely to purchase a DCaaS solution in the next 6–12 months | <TERMINATE> |

1. Which of the following companies do you currently engage <SHOW if “Via On-premise DCaaS solutions”> / intend to engage <SHOW if S6=1 or 2> with for **DCaaS** solution(s)?

*Please select all applicable names.*

<ASK ALL><MULTIPLE SELECT><LIST BRANDS IN ALPHABETICAL ORDER> <INCLUDE DEFINITION OF “DCaaS” ON HOVER>

|  |  |
| --- | --- |
| **DCaaS Solution Provider** | **Select** |
| AWS |  |
| Cisco |  |
| Dell |  |
| HPE |  |
| Lenovo |  |
| Nutanix |  |
| VMware |  |
| Others (Please Specify) |  |

1. Which of the following statements best describe your involvement in the evaluation, implementation, and decision-making processes related to **DCaaS** solutions in your organization? <ASK ALL> <SINGLE SELECT> <MAINTAIN QUOTA AS INDICATED>

|  |  |  |
| --- | --- | --- |
| **Role** | **Description** |  |
| **Decision maker** | Management role and final decision-maker, responsible for purchase of DCaaS solutions | <CONTINUE> |
| **Influencer** | Influencer / Technical Architect / Advisor, providing inputs in the selection and purchase of DCaaS solutions, responsible for making recommendations on vendor selection |  |
| **Implementation** | Plays an important role in the implementation of DCaaS solutions (SLAs, deliverables, on-site implementation, process transition, etc.) | <CONTINUE> |
|  | None of the above | <TERMINATE> |

UNDERSTANDING CUSTOMER PREFERENCES

<INSERT SECTION HEADER>

Section Heading - UNDERSTANDING CUSTOMER PREFERENCES

Header Text - "In this section, we would like to understand your perception and preferences about DCaaS solutions, route to purchase and usage." <INCLUDE DEFINITION OF “DCaaS” ON HOVER>

<SHOW ON NEXT SCREEN>

DCaaS solution providers currently offer two options to purchase a DCaaS solution to their customers. Based on their requirements, customers can purchase a pre-defined DCaaS solution or opt for a custom DCaaS solution. We would like to understand your preference for acquiring a DCaaS bundle.

1. From the following two options to acquire a **DCaaS** solution, which one would you prefer? <SINGLE SELECT> <INCLUDE DEFINITION OF “DCaaS” ON HOVER>

|  |  |
| --- | --- |
| **Configuration Type** | **Description** |
| Pre-defined / standard configuration | Customers can choose from one of the packaged bundles recommended by the vendor based on the size of the workload and application types.  Such bundles come with improved pricing, quick quoting turn around time and can be delivered faster. |
| Custom / bespoke configuration | Customers can build their own bundles by selecting Compute, Network, Storage, and additional service components.  This path to purchase provides flexibility to build your own solution and meet your specific long term needs. |

1. Which of the following attributes would you associate with pre-defined and custom configurations of a **DCaaS** solution? <SINGLE SELECT PER ROW><RANDOMIZE LIST><ASK ALL> <INCLUDE DEFINITION OF “DCaaS” ON HOVER>

|  |  |  |
| --- | --- | --- |
| **Association with Configuration type** | **Pre-defined Configuration** | **Custom Configuration** |
| Faster fulfillment lead times |  |  |
| Instantaneous quote generation |  |  |
| Easier and simpler capacity expansion |  |  |
| Flexibility to tailor it to specific needs |  |  |
| Effective cost negotiation |  |  |
| Cost-effective – lower overall solution price |  |  |
| Better customer experience while quoting, ordering, and deploying |  |  |
| Simplified decision-making in procurement |  |  |

1. What would be your preferred purchase channel for a **DCaaS** solution? <SINGLE SELECT> <INCLUDE DEFINITION OF “DCaaS” ON HOVER>

|  |  |
| --- | --- |
| **Preferred Purchase Channel** | **Select** |
| Directly from a data center infrastructure provider |  |
| Via a **Channel Partner** |  |
| Via a **Managed Service Provider** |  |

1. . You have mentioned you would prefer to purchase a DCaaS solution from a XXX (would change dynamically). What are the top 3 reasons for preferring this purchase channel? Please rank top 3 reasons. <RANKING QUESTION> <ALLOW RANKS 1 to 3><RANDOMIZE ABOVE OTHERS><INCLUDE DEFINITION OF “DCaaS” ON HOVER><ASK All >

|  |  |
| --- | --- |
| **Reasons for the preferred purchase channel** | **Select** |
| In-house expertise to run and operate the workloads |  |
| Value-added services such as training/ on-boarding, installation, technical support, etc. |  |
| • End to end ownership to manage the overall solution |  |
| * Breadth of offerings |  |
| * Access to industry best practices and use-cases |  |
| * Cost-effectiveness of the solution |  |
| Pre-existing relationship with a vendor |  |
| Others (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_ |  |

1. Thinking about your data center infrastructure, what is the **average capacity utilization** of your organization in a year? <SHOW A SLIDER FROM 0% to100%> *Average capacity utilization - Refers to the percentage (%) of total installed capacity in use.*
2. Considering your organization’s data center requirements, what type of **DCaaS** solution would you be interested to purchase on priority? <SINGLE SELECT> <ASK ALL> <INCLUDE DEFINITION OF “DCaaS” ON HOVER><RANDOMIZE>

|  |  |
| --- | --- |
| **DCaaS Solution Priority** | **Select** |
| Compute (with add-on storage) |  |
| Compute only |  |
| Networking |  |

<ASK Q7 if “Networking” is selected in Q6>

1. You have mentioned that you would be interested in purchasing a **DCaaS** solution for Networking. Which of the following bundle would you choose? <SINGLE SELECT> <INCLUDE DEFINITION OF “DCaaS” ON HOVER>

|  |  |  |
| --- | --- | --- |
| ***DCaaS Networking Bundles*** | ***Networking Bundle 1*** | ***Networking Bundle 2*** |
| *What does this include* | ***Top of rack Data Center network switches***  *along with Network spine switches, APIC server,*  *and*  *data center network management software - Single pane of glass from to operate and manage network infrastructure* | ***Multilayer storage area network (SAN) switches*** *and licenses* |
| *Total no. of ports (units)* | *200 ports* | *96 ports* |

|  |  |
| --- | --- |
| **Preferred DCaaS Networking Bundle** | **Select** |
| Networking Bundle 1 |  |
| Networking Bundle 2 |  |

<ASK Q8 if “Compute only” is selected in Q6>

1. You mentioned that you would be interested in purchasing a **DCaaS** solution for **Compute only**. Which of the following bundle would you choose? <SINGLE SELECT> <INCLUDE DEFINITION OF “DCaaS” ON HOVER>

|  |  |  |
| --- | --- | --- |
| ***DCaaS Compute only Bundles*** | ***Data Center Compute Bundle 1 (WTP01)*** | ***Data Center Compute Bundle 2 (WTP02)*** |
| *What does this include* | *Virtual servers with chassis* | *Virtual servers with chassis along with all management and orchestration* |
| *Type of infrastructure* | ***Converged infrastructure*** | ***Converged infrastructure*** |
| *Type of bundle* | ***Balanced*** | ***Performance*** |
| *Configuration of 1 x blade compute* | *Node: 5220R (2x 24c), 384GB RAM, 2.2GHz / CPU* | *Node: 6248R (2x 24c), 768GB RAM, 3.0GHz/CPU* |
| *# of* ***VMs****:* ***Medium*** *= 19;* ***Large*** *= 9;* ***X-Large*** *= 4* | *# of* ***VMs****:* ***Medium*** *= 38;* ***Large*** *= 19;* ***X-Large*** *= 9* |
| *No. of blades in the bundle* | *6* | *6* |
| *Total bundle capacity (or units)* | *Total = 288 cores, 2,304GB RAM* | *Total = 288 cores, 4,608GB RAM* |
| *Total # of VMs:* ***Medium****=114;* ***Large****=54;* ***X-Large****=24* | *Total # of VMs:* ***Medium*** *= 228;* ***Large*** *= 114;* ***X-Large*** *= 54* |
| *Add-on components*  *(quantity in the bundle)* | ***Chassis*** *(1)* | ***Chassis*** *(1)* |
| *Network connectivity for the chassis, blade servers and rack servers connected to it through different speeds of Ethernet and Fiber Channel over Ethernet (FCoE) (1) and licenses (6)* | *Network connectivity for the chassis, blade servers and rack servers connected to it through different speeds of Ethernet and Fiber Channel over Ethernet (FCoE) (1) and licenses (6)* |
| ***SaaS System Management Platform (Base Version)*** *(6)* | ***SaaS System Management Platform (Base Version)*** *(6)* |
| ***Services*** *(6)* | ***Services*** *(6)* |

|  |  |
| --- | --- |
| **Preferred DCaaS Bundle for Compute Only** | **Select** |
| Compute Bundle 1 |  |
| Compute Bundle 2 |  |

<SHOW ON NEXT SCREEN AFTER Q6 IF “Compute with Add on storage is selected in Q6>

For the selected compute bundle (with add-on storage), the table below provides a detailed description of the infrastructure, bundle type, capacity and add-on components. Please go through the **DCaaS** solution carefully.

Please click to see the descriptions of type of infrastructure, bundle type, type of VMs and add-on components.

|  |  |
| --- | --- |
| ***Data Center Compute Bundle (WTP03)*** | |
| *What does this include* | *Virtual servers with chassis along with all management, orchestration, and storage* |
| *Type of infrastructure* | ***Hyperconverged Infrastructure*** |
| *Type of bundle* | ***VSI HX with Network connectivity*** |
| *Configuration of 1 x blade compute* | ***Compute****- 6240R (2x 24c), 2.4GHz, 1024GB RAM* |
| ***Storage****- 6x 7.6TB SSD* |
| *Total Bundle Capacity (or units)* | *Memory – 8,192GB, Storage – 53,200GB* |
| *Add-on components (quantity in the bundle)* | *Network connectivity for the chassis, blade servers and rack servers connected to it through different speeds of Ethernet and Fiber Channel over Ethernet (FCoE) (1) and licenses (8)* |
| ***SaaS System Management Platform (Base Version)*** *(8)* |
| ***Services*** *(4)* |
|  | *Option of additional / 3rd party storage available* |

**Descriptions and definitions for add-on solutions available along with the data center bundle to be used as hover text in Q6, Q7, Q8, and WTP03 Bundle screen.**

|  |  |  |
| --- | --- | --- |
| **Converged Infrastructure** | | Converged infrastructure (CI) consists of a pre-packaged bundle of systems, including servers, storage, networking, and management software. |
| **Hyper Converged Infrastructure** | | Hyperconverged infrastructure (HCI) combines compute virtualization, storage, networking, and management software in a single cluster. HCI shares storage to all compute and virtual machines (VMs). Starting with a single node, users can easily scale out to match computing and storage resource needs. |
| **Balanced Bundle** | | Data Center Bundle suitable for mixed workloads such as entity-essential, general, or non-mission-critical workloads. |
| **Performance Bundle** | | Data Center Bundle suitable for workloads with higher performance requirements, such as mission-critical or high-availability workloads. |
| **Chassis** | | A Chassis is a frame/housing for mounting the circuit components for Routers, Servers, Switches, and other types of devices. |
| **Services** | | Installation, support, and maintenance of hardware and software |
| **SaaS System Management Platform (Base Version)** | | Infrastructure management platform that delivers simplified configuration, deployment, maintenance, and support. With this platform, you get all the benefits of SaaS delivery and full lifecycle management of distributed platform-connected servers and third-party storage across data centers, remote sites, branch offices, and edge environments. |
| **Type of VMs** | **Medium** | Virtual machines with virtual hard disk or disk typically less than 2 TB and a balanced CPU-to-memory ratio |
| **Large** | Virtual machines with large capacity virtual hard disks, or disks of typically 2-16 TB; the CPU-to-memory ratio is based on the type of workload |
| **X-Large** | Virtual machines with very large capacity virtual hard disks, or disks of typically 16-64 TB; the CPU-to-memory ratio is high and may include GPUs |

<INSERT SECTION HEADER>

Section Heading - PREFERENCE AMONG DIFFERENT CONSUMPTION -BASED OFFERS  
Header Text - Your selected DCaaS bundle is available via different consumption-based offers, suited to your usage and requirements.

In this section of the survey, you will be evaluating different consumption-based offers for your preferred DCaaS solution on a given screen and help us understand your preferences.

<SHOW ON NEXT SCREEN>

Firstly, we would like to show you different parameters that would influence your decision-making process when purchasing a DCaaS bundle in a consumption-based offer.

Listed below are key definitions of the terms we would use in the subsequent screens. Familiarizing with these definitions is important to review the offers on subsequent screens.

|  |  |
| --- | --- |
| **Feature / Attribute** | **Options available within the feature / attribute** |
| **Reserve and On-demand split**  Committed and need based usage split of capacity/ number of units. E.g. 70:30 meaning 70% of all units in the bundle are available at the time of purchase, with a per unit price to be paid for the commissioned units and 30% of remaining units can be used as per need with a charge per unit basis. | **Reserve capacity/ units (Committed)**  Minimum capacity/ number of units consumed or used  **On-demand capacity/ units**  Proportion of capacity/ number of units kept for variable consumption or used on need basis |
| **Reserve and On-demand split options / examples** | **Reserve: On Demand - 50:50 or 60:40 or 80:20 or 90:10** |
| **Consumption Model**  Type of pricing model depending on consumption type | **Pay as you Use (PayU)**   * Initial capacity for deployment includes both Reserved (committed) and On-Demand (un-committed buffer) capacity * Customer must pay for the Reserved capacity, regardless of use * On-Demand capacity is charged only when it’s used   **Pay as you Grow (PayG)**   * Initial capacity for deployment includes both Reserved (committed) and On-Demand (un-committed buffer) capacity * Customer must pay for the Reserved capacity, regardless of use * On-Demand capacity is charged when capacity is “in use” and the capacity is converted from On-Demand to Reserved   Please note that for PAYG model, we are considering the initial deployment (capacity / number of units) at the time of purchase of a consumption offer as the Reserved capacity. |
| **Contract Term**  Length or tenure of the deal | **36 months or 60 months** |
| **Consumption Prices**  Per unit Per month charges in the offer | **Reserve Capacity consumption price**  Charges per unit per month to be paid for reserved capacity/ units  **On-demand Capacity consumption price**  Charges per unit per month, for units consumed on-demand |
| **Committed Contract Value**  **(per month)** | Monthly payments to be made for the reserve capacity / units in the consumption offer. |

<SHOW ON NEXT SCREEN>

On the upcoming screens, you will see different consumption-based offers through which you can acquire your priority **DCaaS** bundle.

Below is a sample screen for your reference. Please review the instructions carefully.

You will evaluate 15 such screens. On each screen you will see **3 different offers** and a **None** option. Please review the features (consumption model, reserve and on demand split, contract term, consumption price etc. and respective levels carefully and select the offer that suits your organization’s requirements.

<SHOW THE PRE-CONJOINT INSTRUCTIONS SCREEN ON THIS PAGE>

CONJOINT EXERCISE

<SHOW IN THE NEXT SCREEN>

1. Assuming these are the options available to you, please select the most preferred consumption offer from the options given below, to avail the \_\_\_\_ bundle. <SINGLE SELECT PER SCREEN> <ASK ALL> <SHOW 3 OPTIONS PER SCREEN> <RANDOMIZE OPTIONS BEING SHOWCASED ON EACH SCREEN> <SHOW 15 SCREENS TO RESPONDENTS WITH DIFFERENT CHOICE TASKS>

*Screen x/15*

*Please click to review the description of offer features.*

*Please click to review the selected bundle.*

OTHER DCaaS PREFERENCES

<SHOW SECTION HEADER>

Section Heading – OTHER DCaaS SOLUTION PREFERENCES

Introduction - "Now, we would like to understand few other preferences around DCaaS offers and services offered along with the core consumption offer"

1. When purchasing a pre-defined DCaaS solution which of these options would be your most preferred? <SINGLE SELECT><ASK ALL>

|  |  |
| --- | --- |
| **Preferred option** | **Select** |
| Networking only |  |
| Storage only |  |
| Compute only |  |
| Networking and Compute together |  |
| Compute and Storage together |  |
| All components – Networking, Storage and Compute together |  |

1. In the event of mid-term capacity expansion, what would be your preferred co-terming option?

<SINGLE SELECT><ASK ALL>

|  |  |  |
| --- | --- | --- |
| **Co-terming option** | **Description** | **Select** |
| **Co-Term Backward** | The term end date for the newly added capacity will be shortened to align with the termination end date for the previous purchase |  |
| **Co-Term Forward** | The term end date from the previous purchase will be extended to align with the termination date for the newly added capacity |  |
| **Do Not Co-Term** | Newly added capacity and the previous purchase will have different term start and date dates |  |

1. What would be your most preferred End of Term (EOT) option? <SINGLE SELECT><ASK ALL>

|  |  |
| --- | --- |
| **Preferred End of Term option** | **Select** |
| Renew with hardware refresh |  |
| Auto-renewal for 12-month with no hardware refresh |  |
| Month-to-Month extension |  |
| Fixed-term extension at reduced price |  |
| Return and discontinue subscription |  |
| Buyout assets |  |

<SHOW Q12 and Q13 on the same screen>

1. What is the importance of these add-on services for your organization? <ASK ALL>

|  |  |  |  |
| --- | --- | --- | --- |
| **Importance of add-on services along with DCaaS Solution** | **Must Have** | **Nice to Have** | **Not Needed** |
| Complete installation and onboarding services to set up components in the end-customer environment |  |  |  |
| Designing and implementation of the core consumption infrastructure (compute and networking) to ensure they meet a consumer’s design needs |  |  |  |
| Proactive operational services, including monitoring and alerting capabilities |  |  |  |
| Reactive operational services, including support in case of any incident |  |  |  |
| Migration assistance |  |  |  |
| Capacity management |  |  |  |
| Lightweight training services on the best way to fully utilize the offer capabilities |  |  |  |
| Lifecycle management services to manage the consumption stack and ensure compliance with security requirements such as support for patching, software management, firmware management, and performance tuning |  |  |  |
| Services that provide access to tools and intelligence components to allow the creation of automation services to help with operational tasks and alerts |  |  |  |

1. If a **DCaaS** provider offers the add-on services listed above, along with their core offer, how would you prefer to purchase them? <SINGLE SELECT><ASK ALL>

|  |  |
| --- | --- |
| **Preferred mode of purchasing add-on services** | **Select** |
| As an optional add-on to the consumption offer |  |
| Bundled in with the consumption offer |  |

<SHOW ON NEXT SCREEN> <ASK Q14, Q15 and Q16 on the same screen>

Consider that a DCaaS provider also offers a service level agreement (SLA) and guarantees a specific set of metrics for reliability, availability, and performance. Therefore, a customer gets the following benefits:

* Assures that the consumption offer is backed by an infrastructure that can be deployed to meet enterprise needs
* Allows for consumption of critical services built on best practices
* Provides ease of use knowing the service is underpinned by a measurable outcome backed by an SLA
* Allows for consistency and simplicity in operations

1. On a scale of 1–5, how likely are you to pay a premium for this SLA-based service? <SINGLE SELECT><ASK ALL>

|  |  |
| --- | --- |
| **Likelihood to pay a premium** | **Select** |
| 1 – Highly Unlikely |  |
| 2 – Unlikely |  |
| 3 – Not Sure |  |
| 4 – Likely |  |
| 5 – Highly Likely |  |

1. How would you prefer to access this SLA service? <SINGLE SELECT><ASK to those who respond 4 or 5 to Q12>

|  |  |
| --- | --- |
| **Preferred Option** | **Select** |
| As an add-on to the consumption offer |  |
| Bundled in with the consumption offer |  |

1. What is the maximum amount you would be willing to pay for this SLA service? <SINGLE SELECT><ASK to those who respond 4 or 5 to Q12>

|  |  |
| --- | --- |
| **Maximum amount for the SLA service** | **Select** |
| <5% of the deal size |  |
| 5–10% of the deal size |  |
| 10–15% of the deal size |  |
| >15% of the deal size |  |

*This brings us to the end of the survey. Please be assured that your responses will be treated confidentially. They will be considered on an aggregate basis, along with responses from other respondents across countries and industries.*

*The insights drawn from this survey will help us to identify preferences and willingness to pay for DCaaS solutions by industry and country.*

*Thank you for your time and participation!*