



Introduction

Thank you for taking part in IDC's cloud readiness assessment tool. This study enables you to position your business in relation to over 500 similar organizations across the U.S. and Europe, and provides you with some essential guidance in the development of your cloud business.

The following report provides you with both context, in terms of positioning your organization against your peers, and recommendations on how to progress your organization toward a profitable and successful future in cloud.

Based on IDC's assessment, your organization is at **Stage 2: Time to Commit** in terms of its overall cloud readiness. 35% of the organizations benchmarked by IDC were at this stage, with the majority of organizations positioned in Stage 3: Time to Invest.

For further insight and detailed recommendations, the report takes you through the components of cloud strategy, delivering an assessment of your stage of maturity as well as individual recommendations on how to improve these areas.

Overall Cloud Maturity

Organizations at this stage in their cloud maturity are beginning to develop and deliver cloud-specific business models. Typically, this is not granular enough to account for different product lines or individual P&L, and is often unmanaged and untargeted. With measurement limited, there is little in the way of automation, whether it is process, methodology, or sale and delivery. While businesses at this stage of maturity are beginning to build cloud sales functions and cloud-based marketing, revenue still comes from resale of on-premise solutions. Despite this, recurring revenue growth is outpacing traditional business.

The following report provides you with a more detailed understanding of the different areas of your cloud strategy and the progress you are making. It also provides you with some guidance on improvements within these areas of your business.

Cloud Strategy and Vision

Stage 1: Strategy and Vision

Based on IDC's assessment, your organization is at Stage 1 in terms of your cloud strategy and vision. 14% of the organizations benchmarked in our research were at this stage, with the majority of organizations positioned in Stage 2. Typically, organizations at this stage of their strategy maturity share the following characteristics:

Planning

There is no defined vision for a future cloud business or any kind of overarching strategy. Your approach to cloud is rather ad hoc and reactive. Organizations at this stage in their cloud strategy are yet to fully embrace a cloud future and as a result may struggle to generate profits in this area.

Execution

Most organizations in this stage of maturity are not geared to function as a cloud business and either refer cloud requests to their vendor partners or resell public cloud services to a limited base of existing customers. More critically, without specific revenue targets for cloud, many have no way of measuring cloud success and lack any direction in developing this part of their business further.

Recommendations:

Executive sponsorship: This is crucial if the cloud business is going to mature. Your senior leadership need to start the process of defining a vision and building a task team to create and implement a cloud business model AND investment plan.

Opportunity assessment: In order to get sufficient executive sponsorship across multiple lines of business it is advisable to start from an opportunity assessment. Start by analyzing the appetite for cloud across the key sectors you work with.

Address concerns: You may well encounter a degree of FUD (fear, uncertainty, doubt) as you socialize your preliminary planning. It is recommended to start by addressing these concerns head on, before developing the vision and business plan.

Processes and Skill-Sets

Stage 2: Processes and Skill-Sets

Based on IDC's assessment, your organization is at Stage 2 in its cloud process maturity. 33% of the organizations benchmarked in our research were at this stage, with the majority positioned in Stage 2. As a result, the maturity of your processes may need some refinement and there is some work to do on your cloud development and delivery. Typically, organizations in this stage of maturity share the following characteristics:

Planning

There is no defined vision for a future cloud business or any kind of overarching strategy. Your approach to cloud is rather ad hoc and reactive. Organizations at this stage in their cloud strategy are yet to fully embrace a cloud future and as a result may struggle to generate profits in this area.

Execution

Most organizations in this stage of maturity are not geared to function as a cloud business and either refer cloud requests to their vendor partners or resell public cloud services to a limited base of existing customers. More critically, without specific revenue targets for cloud, many have no way of measuring cloud success and lack any direction in developing this part of their business further.

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Opportunity assessment: In order to get sufficient executive sponsorship across multiple lines of business it is advisable to start from an opportunity assessment. Start by analyzing the appetite for cloud across the key sectors you work with.

Address concerns: You may well encounter a degree of FUD (fear, uncertainty, doubt) as you socialize your preliminary planning. It is recommended to start by addressing these concerns head on, before developing the vision and business plan.

Marketing Capabilities

Stage 2: Marketing

Based on IDC's assessment, your organization is at Stage 2 in terms of your cloud marketing maturity. 26% of the organizations benchmarked in our research were at this stage, with the majority of organizations positioned in Stage 1. Typically, organizations at this stage of their maturity share the following characteristics:

Planning

There is no defined vision for a future cloud business or any kind of overarching strategy. Your approach to cloud is rather ad hoc and reactive. Organizations at this stage in their cloud strategy are yet to fully embrace a cloud future and as a result may struggle to generate profits in this area.

Execution

Most organizations in this stage of maturity are not geared to function as a cloud business and either refer cloud requests to their vendor partners or resell public cloud services to a limited base of existing customers. More critically, without specific revenue targets for cloud, many have no way of measuring cloud success and lack any direction in developing this part of their business further.

Recommendations:

Executive sponsorship: This is crucial if the cloud business is going to mature. Your senior leadership need to start the process of defining a vision and building a task team to create and implement a cloud business model AND investment plan.

Opportunity assessment: In order to get sufficient executive sponsorship across multiple lines of business it is advisable to start from an opportunity assessment. Start by analyzing the appetite for cloud across the key sectors you work with.

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Sales

Stage 3: Sales

Based on IDC's assessment, your organization is at Stage 3 of cloud sales maturity. 27% of the organizations benchmarked in our research were at this stage, with the majority of organizations positioned in Stage 2. Typically, organizations at this stage of their maturity share the following characteristics:

Planning

There is no defined vision for a future cloud business or any kind of overarching strategy. Your approach to cloud is rather ad hoc and reactive. Organizations at this stage in their cloud strategy are yet to fully embrace a cloud future and as a result may struggle to generate profits in this area.

Execution

Most organizations in this stage of maturity are not geared to function as a cloud business and either refer cloud requests to their vendor partners or resell public cloud services to a limited base of existing customers. More critically, without specific revenue targets for cloud, many have no way of measuring cloud success and lack any direction in developing this part of their business further.

Recommendations:

Executive sponsorship: This is crucial if the cloud business is going to mature. Your senior leadership need to start the process of defining a vision and building a task team to create and implement a cloud business model AND investment plan.

Opportunity assessment: In order to get sufficient executive sponsorship across multiple lines of business it is advisable to start from an opportunity assessment. Start by analyzing the appetite for cloud across the key sectors you work with.

Address concerns: You may well encounter a degree of FUD (fear, uncertainty, doubt) as you socialize your preliminary planning. It is recommended to start by addressing these concerns head on, before developing the vision and business plan.

Business Mix

Stage 2: Business Mix

Based on IDC's assessment, your organization is at Stage 2 in terms of the maturity of your cloud business mix. 16% of the organizations benchmarked in our research were at this stage, with the majority of organizations positioned in Stage 3. Typically, organizations at this stage of their maturity share the following characteristics:

Planning

There is no defined vision for a future cloud business or any kind of overarching strategy. Your approach to cloud is rather ad hoc and reactive. Organizations at this stage in their cloud strategy are yet to fully embrace a cloud future and as a result may struggle to generate profits in this area.

Execution

Most organizations in this stage of maturity are not geared to function as a cloud business and either refer cloud requests to their vendor partners or resell public cloud services to a limited base of existing customers. More critically, without specific revenue targets for cloud, many have no way of measuring cloud success and lack any direction in developing this part of their business further.

Recommendations:

Executive sponsorship: This is crucial if the cloud business is going to mature. Your senior leadership need to start the process of defining a vision and building a task team to create and implement a cloud business model AND investment plan.

Opportunity assessment: In order to get sufficient executive sponsorship across multiple lines of business it is advisable to start from an opportunity assessment. Start by analyzing the appetite for cloud across the key sectors you work with.

Address concerns: You may well encounter a degree of FUD (fear, uncertainty, doubt) as you socialize your preliminary planning. It is recommended to start by addressing these concerns head on, before developing the vision and business plan.