

EVOLUTION

IS YOUR BUSINESS PREPARED FOR 2020?

THE DIGITAL GOLDRUSH

WHAT DOES IT TAKE TO THRIVE IN A DIGITAL ECONOMY?

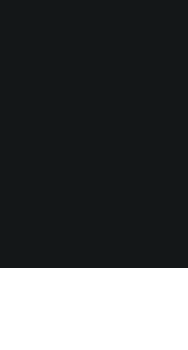
47%

of revenue in enterprises is now being driven through digital.



4 NEEDS

DRIVING DIGITAL ADOPTION



RAPID INNOVATION



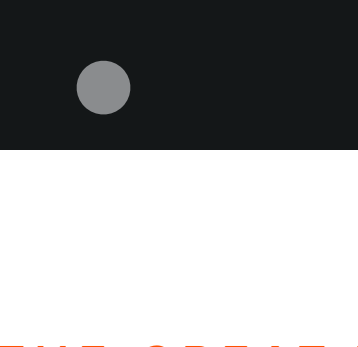
COST SAVINGS



CUSTOMER DEMAND



NEW BUSINESS MODELS



DID YOU KNOW?

The most common use of digital solutions is internal communications and employee management

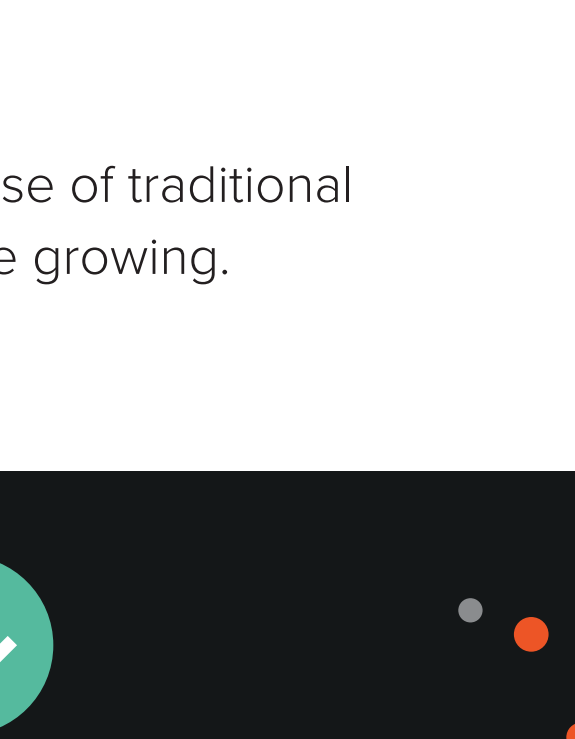


THE GREAT WORKLOAD DILEMMA

BALANCING PUBLIC CLOUD, PRIVATE CLOUD AND ON-PREMISE

41%

of businesses are running applications with traditional on-premise IT.

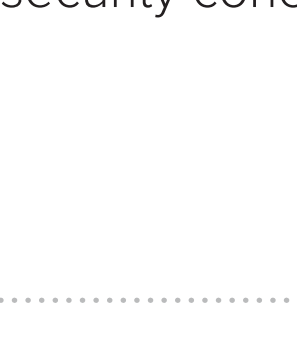


HOWEVER...



61%

of respondents say their use of public cloud will grow in the next 18-24 months, while only



35%

see their use of traditional on-premise growing.

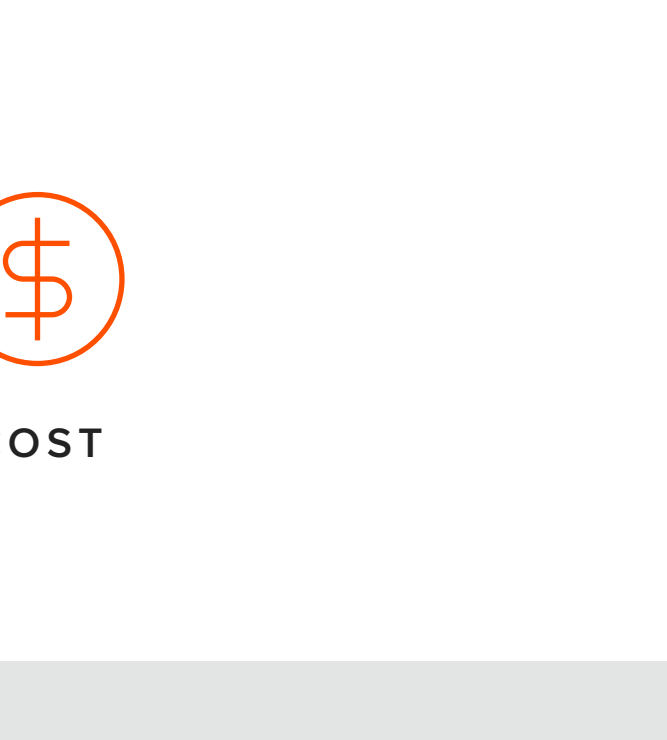


CLOUD MIGRATIONS AND MISTAKES

WILL THE PUBLIC CLOUD HAVE A SILVER LINING?

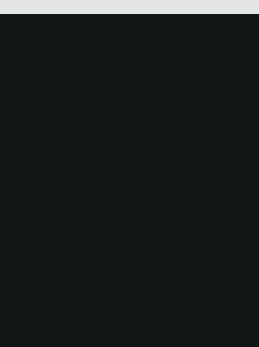
65%

in EMEA use of publicly reduced use of public cloud because of security concerns.



3X2: PUBLIC CLOUD

3 REASONS COMPANIES FAVOR PUBLIC CLOUD ...



COST SAVINGS

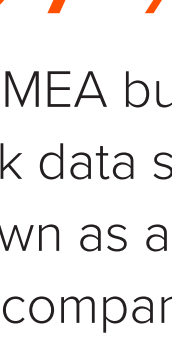


AVAILABILITY



EASE OF USE

AND TWO REASONS THEY DON'T ...

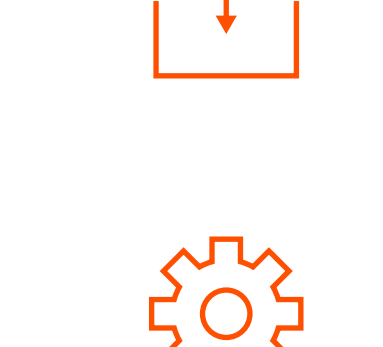


SECURITY



COST

THE REBOUND EFFECT



40%

of businesses in North America have moved workloads to public cloud, only to move them back to on-premise.

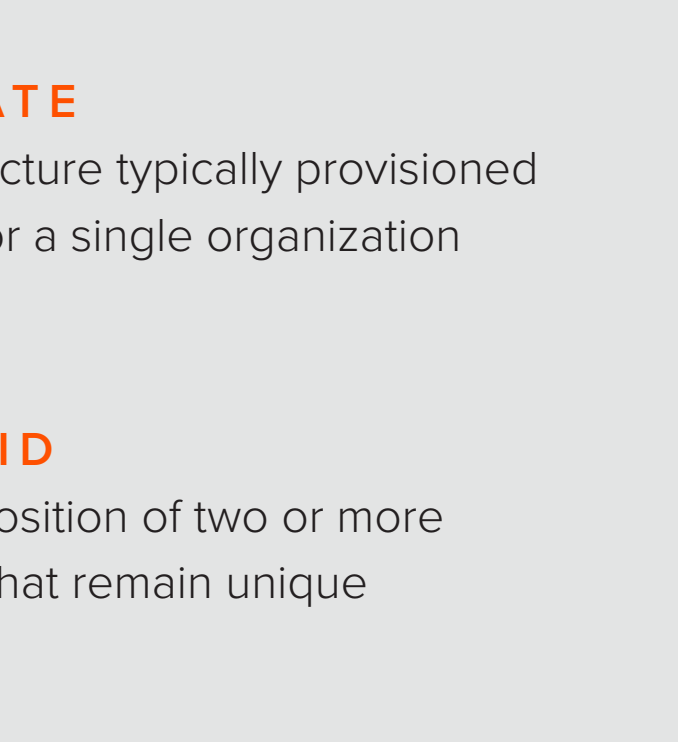


DATA: TAKING BACK CONTROL IN UNCERTAIN TIMES

SMART DATA STORAGE HELPS RESPOND TO CHANGE

67%

of EMEA businesses think data should be shown as an asset on the company balance sheet.

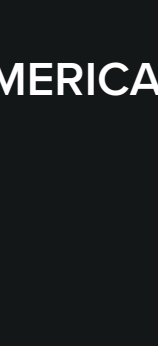


DATA OVER PEOPLE?

4 KEY DATA CONSIDERATIONS:



[01] How do you **COLLECT** it?



[02] How do you **MANAGE** it?



[03] How do you **STORE** it?

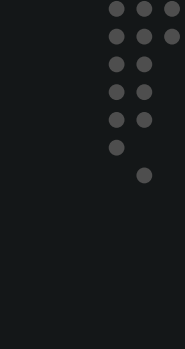


[04] How do you **USE** it?

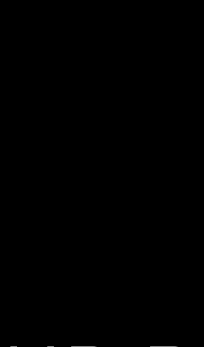
3 CLOUD DEPLOYMENT MODELS



PUBLIC
Provisioned by the cloud provider for open use by the general public



PRIVATE
Infrastructure typically provisioned solely for a single organization



HYBRID
A composition of two or more clouds that remain unique

THE REPORT: BY THE NUMBERS

9,000 IT LEADERS SURVEYED ACROSS 24 COUNTRIES IN 3 KEY REGIONS

NORTH AMERICA

EMEA/RUSSIA

APJ

IS YOUR BUSINESS READY FOR THE FUTURE OF DATA?

GET THE FULL REPORT NOW

