



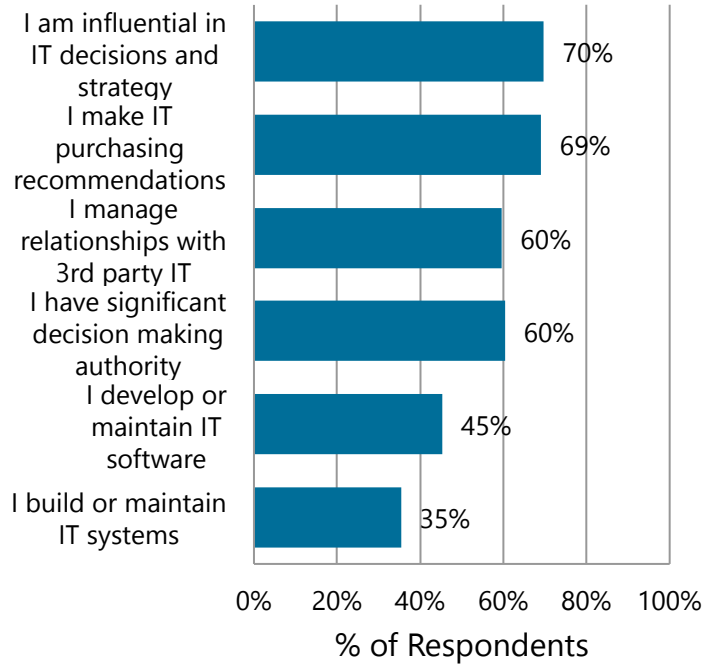
Hosting and Cloud Study 2016

The Digital Revolution, Powered by Cloud

Survey Results

Demographics

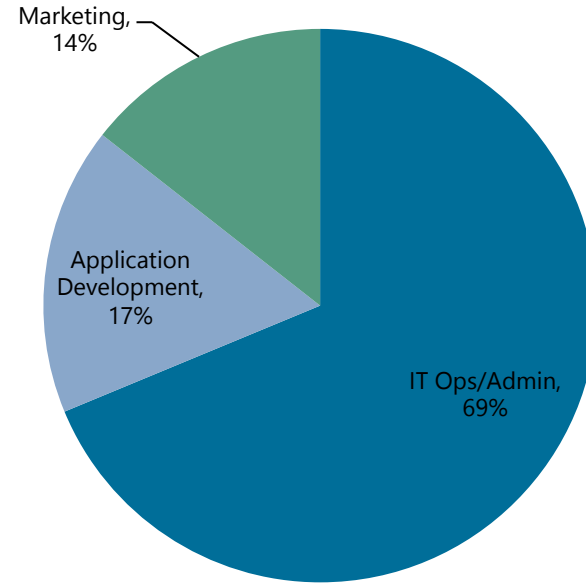
Respondents by Role



N=1,192

S2a. Which of the following categories best describes your organization's expected annual revenue for 2015? (\$US)

Respondents by Department

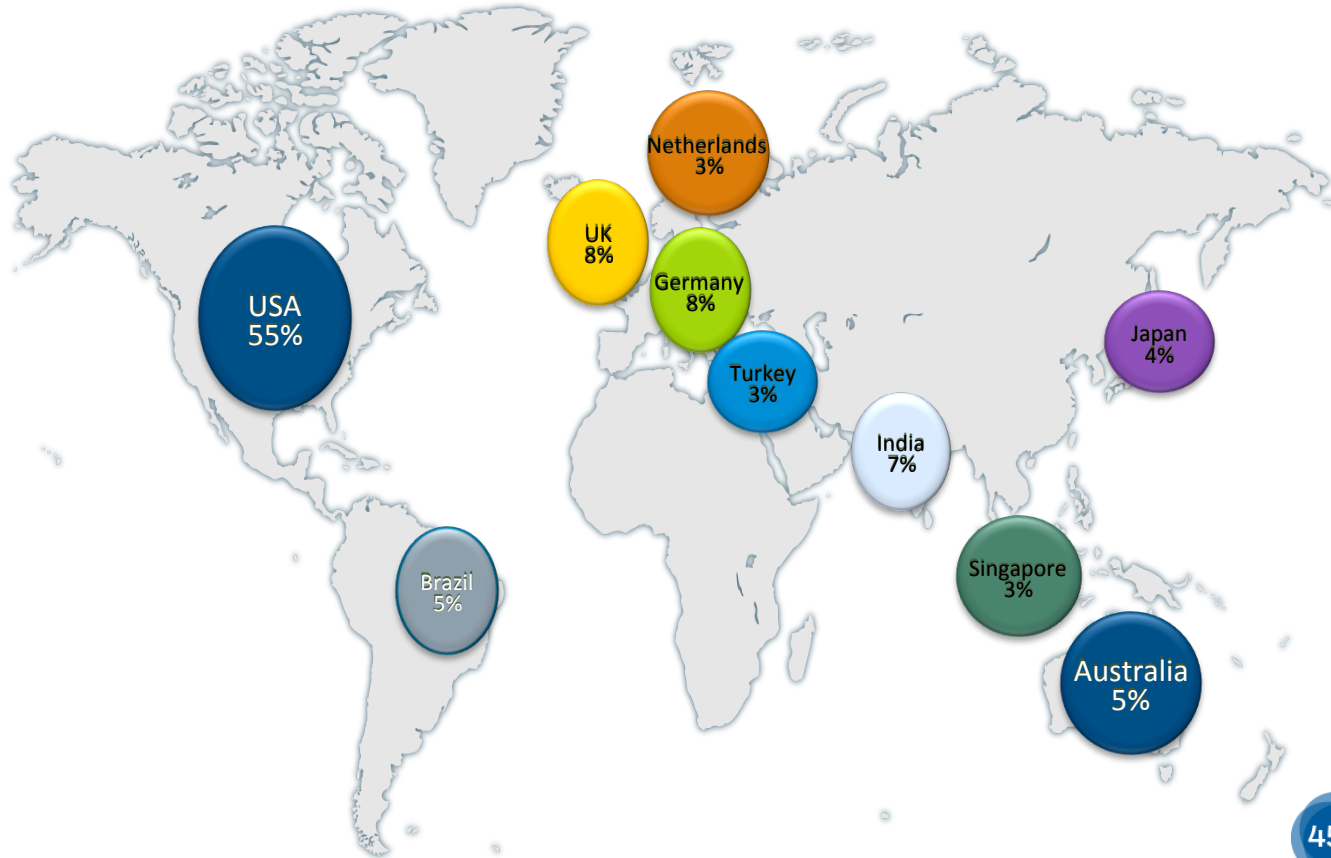


N=1,734

S1. Which department do you work in at your organization?

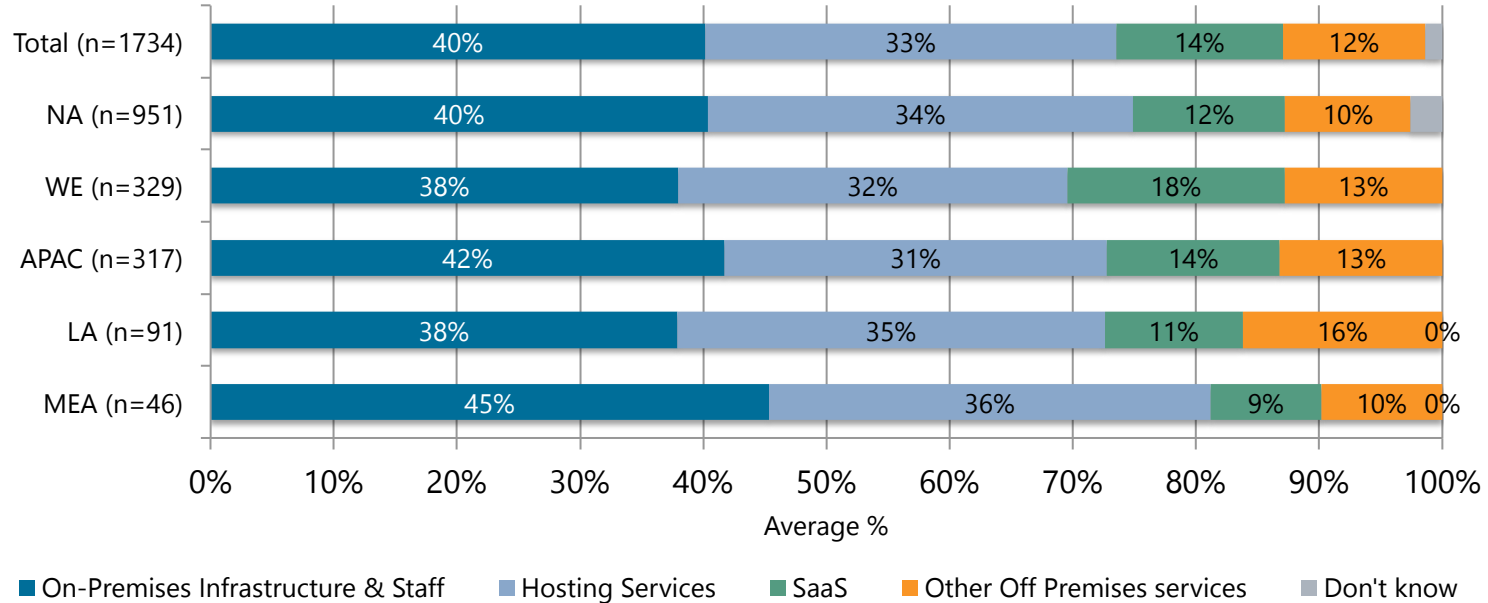
Worldwide Sample Size n=1,734

10 Countries Represented



Budgets

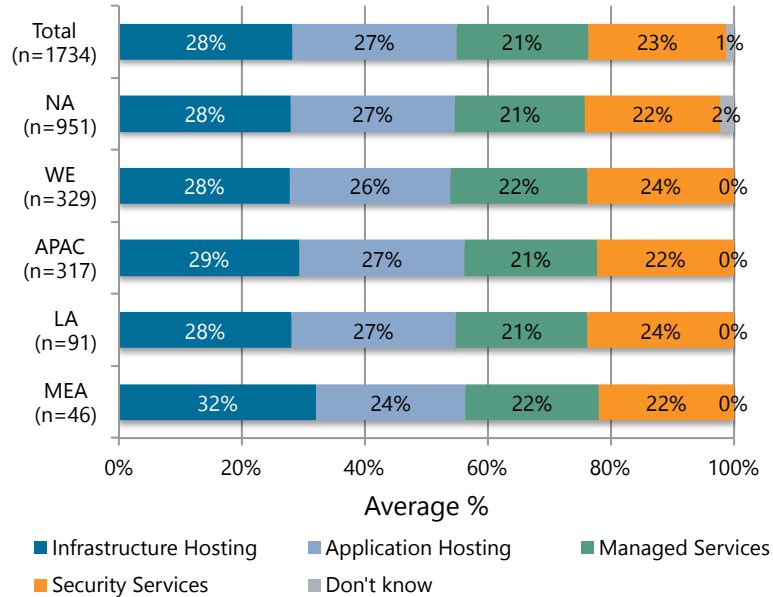
2016 IT Budget Allocation by Region



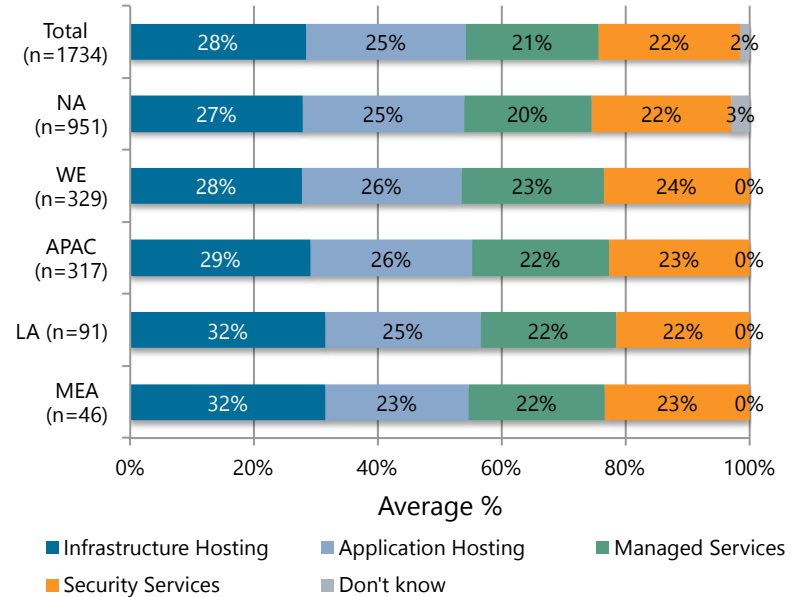
S8. Using your best guess, approximately what percent of your total IT budget in 2016 is allocated to: [sum to 100%]

Budgets

2016 Hosting/Cloud Services Budget Allocation by Region



2018 Hosting/Cloud Services Budget Allocation by Region

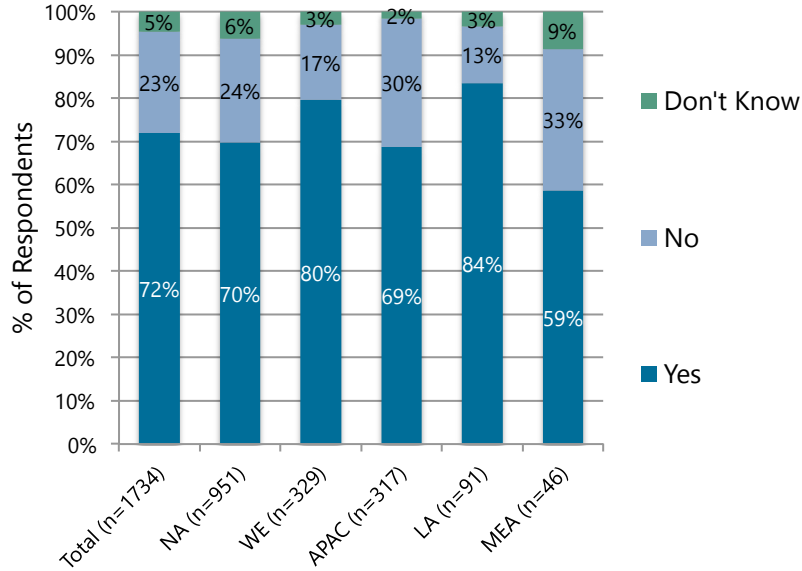


S9. Approximately what percent of your HOSTING & CLOUD SERVICES budget in 2016 is allocated to the following services? [Sum to 100%]

S10. Now thinking out two years, approximately what percent of your HOSTING & CLOUD SERVICES budget will be allocated to the following services? [Sum to 100%]

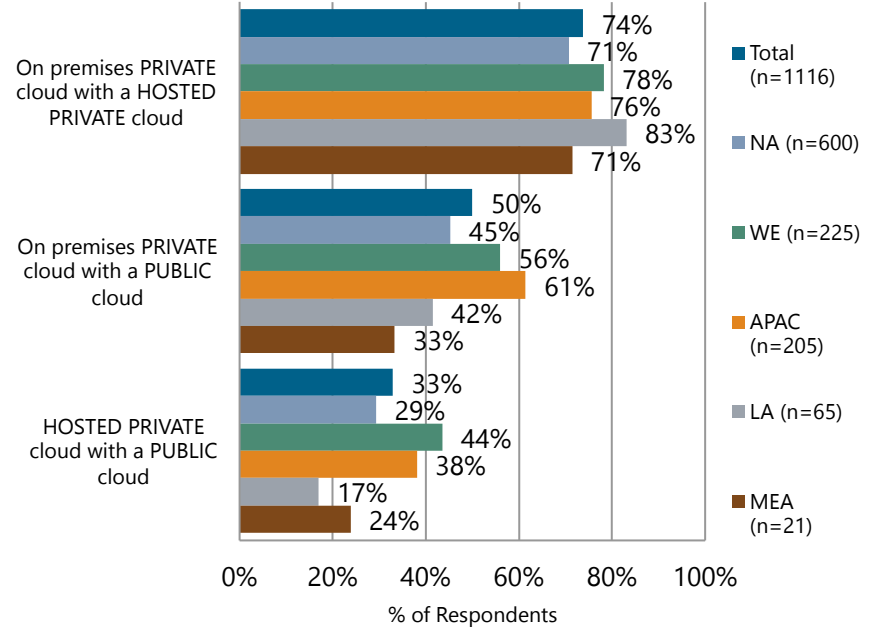
Cloud

On-Premise Private Cloud by Region



12. Does your organization currently have an on-premise private cloud?

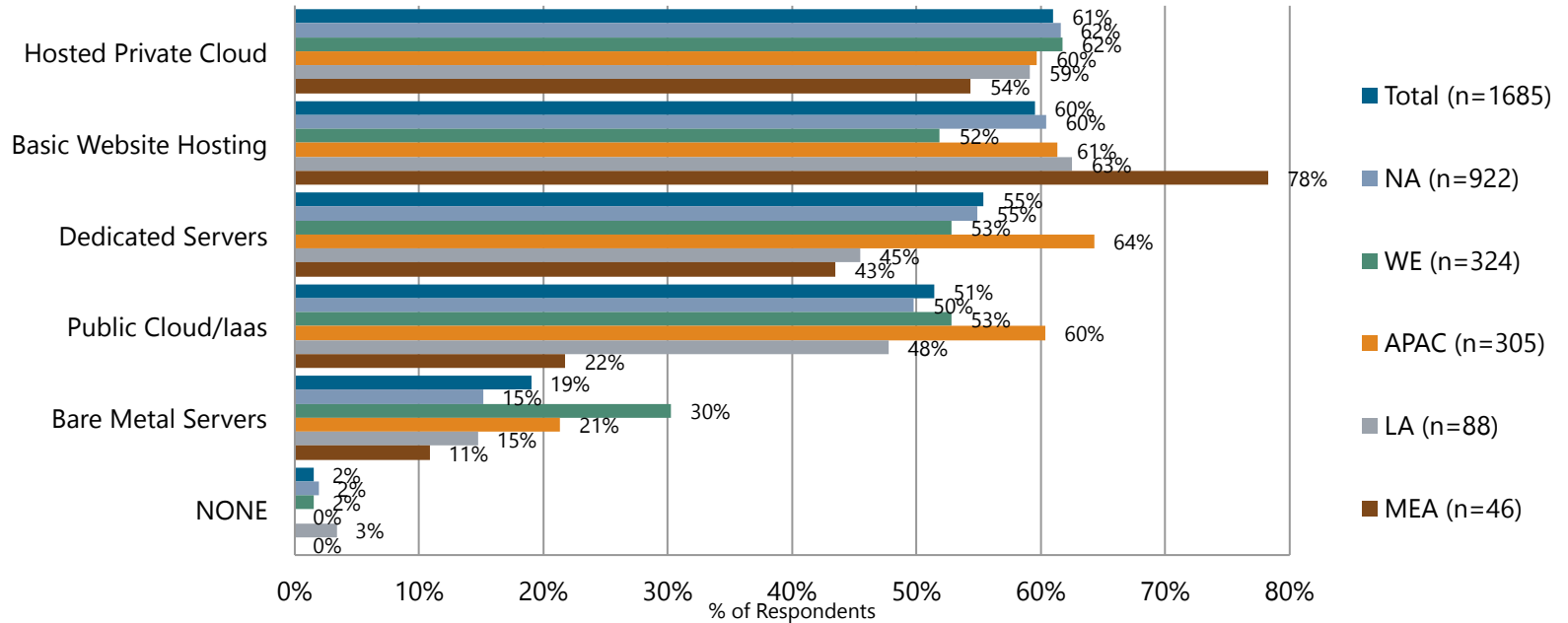
Cloud Interoperability by Region



13. Has your organization configured any of the following clouds for interoperability for the seamless delivery of a business functions?
Check all that apply

Infrastructure Services

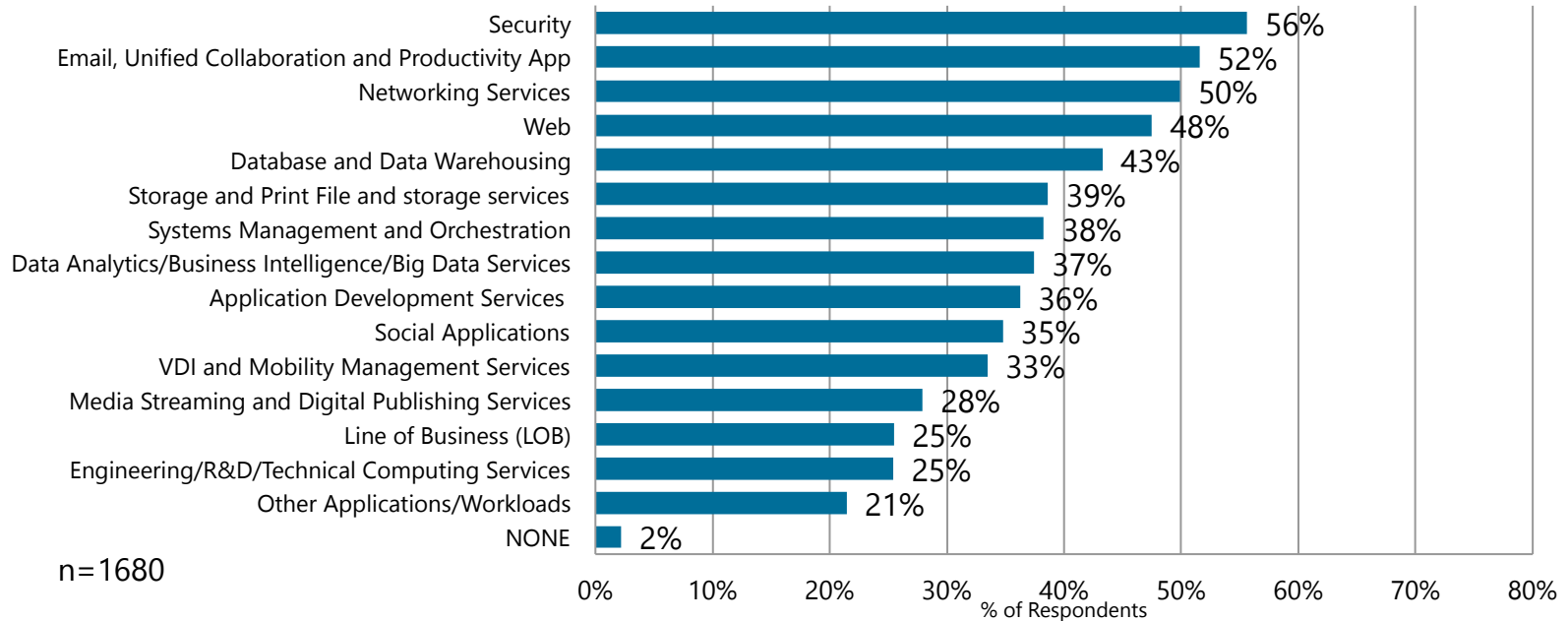
Hosted Infrastructure Services Use by Region



11. Which of the following infrastructure services -- if any -- did your organization use over the last year?

Application Services

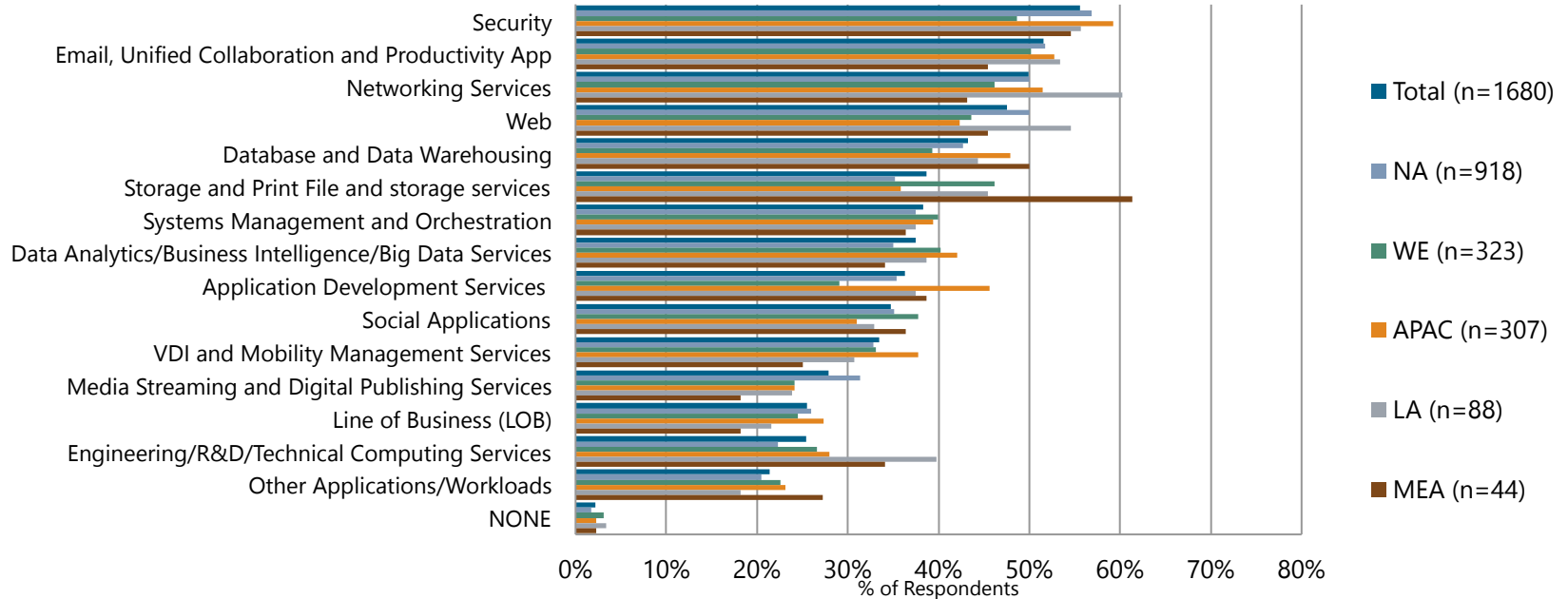
Hosted Applications Use



A1. Which of the following hosted applications -- if any -- did your organization use over the last year?

Application Services

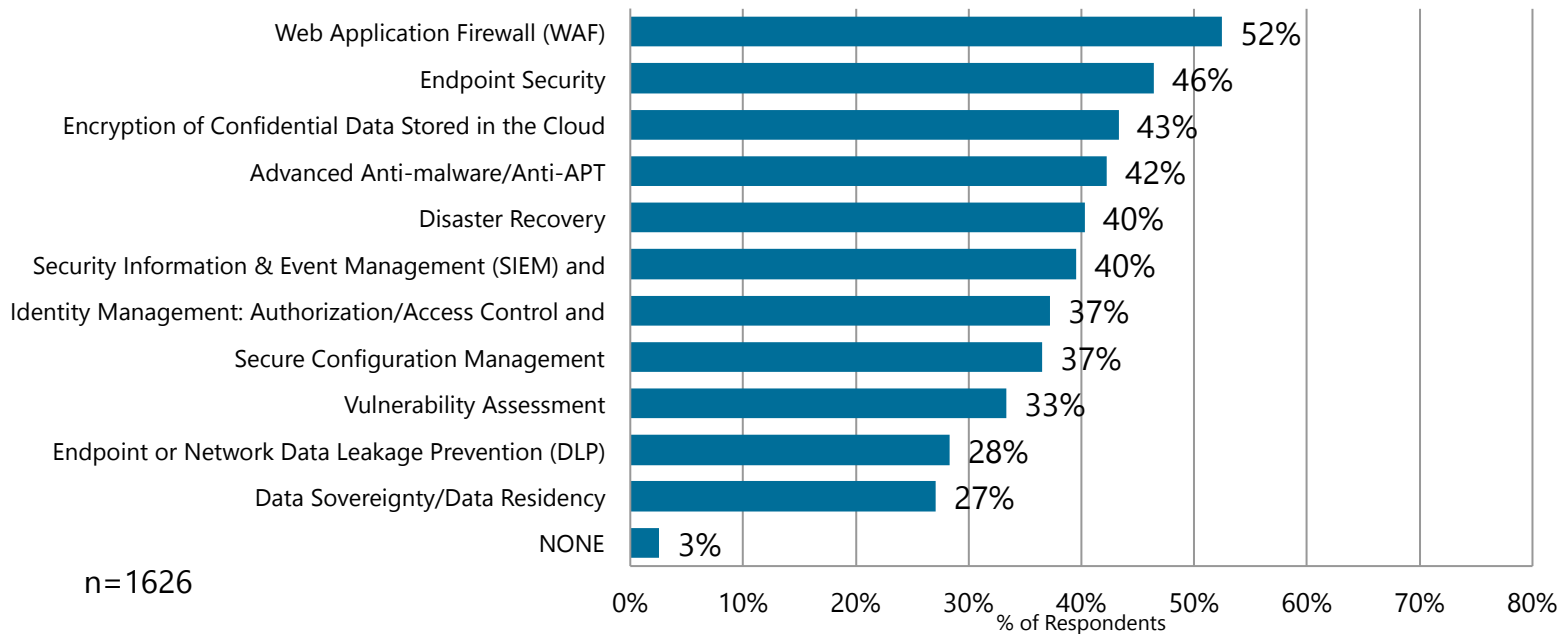
Hosted Applications Use by Region



A1. Which of the following hosted applications -- if any -- did your organization use over the last year?

Security Services

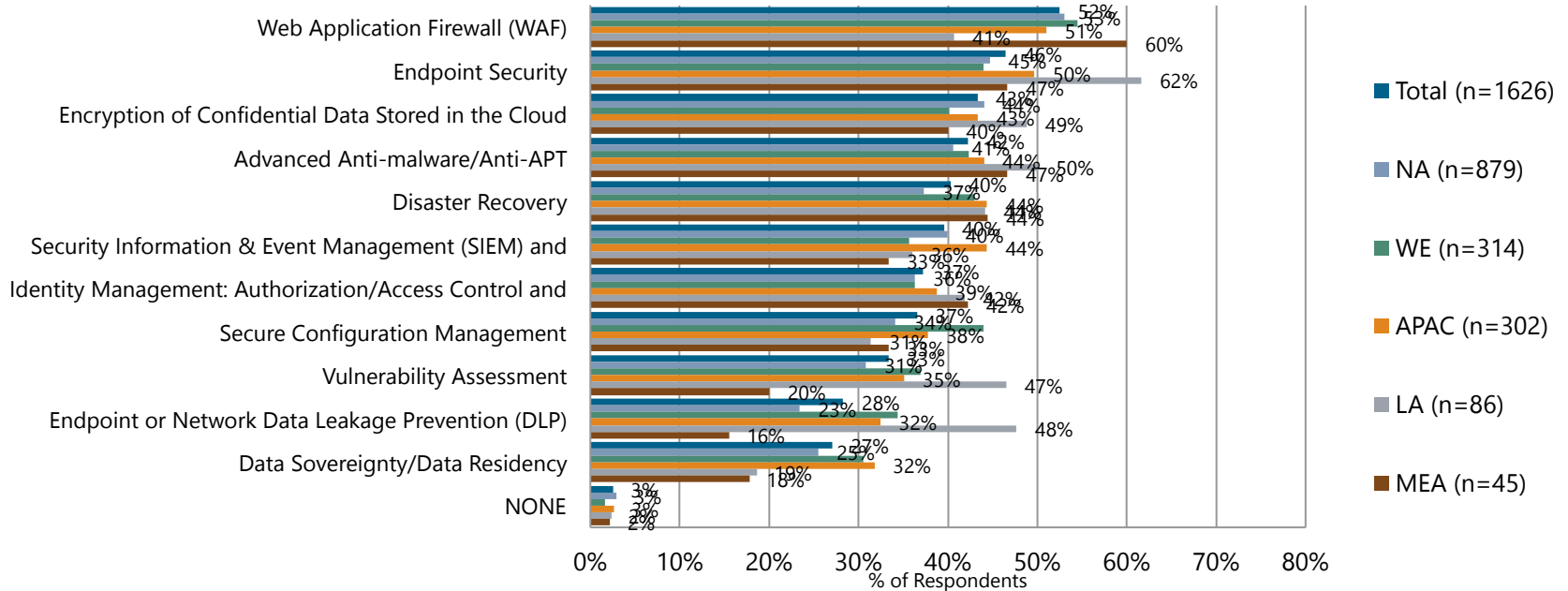
Hosted Security Services Use



E1. Which of the following hosted security services -- if any -- did your organization use over the last year?

Security Services

Hosted Security Services Use by Region

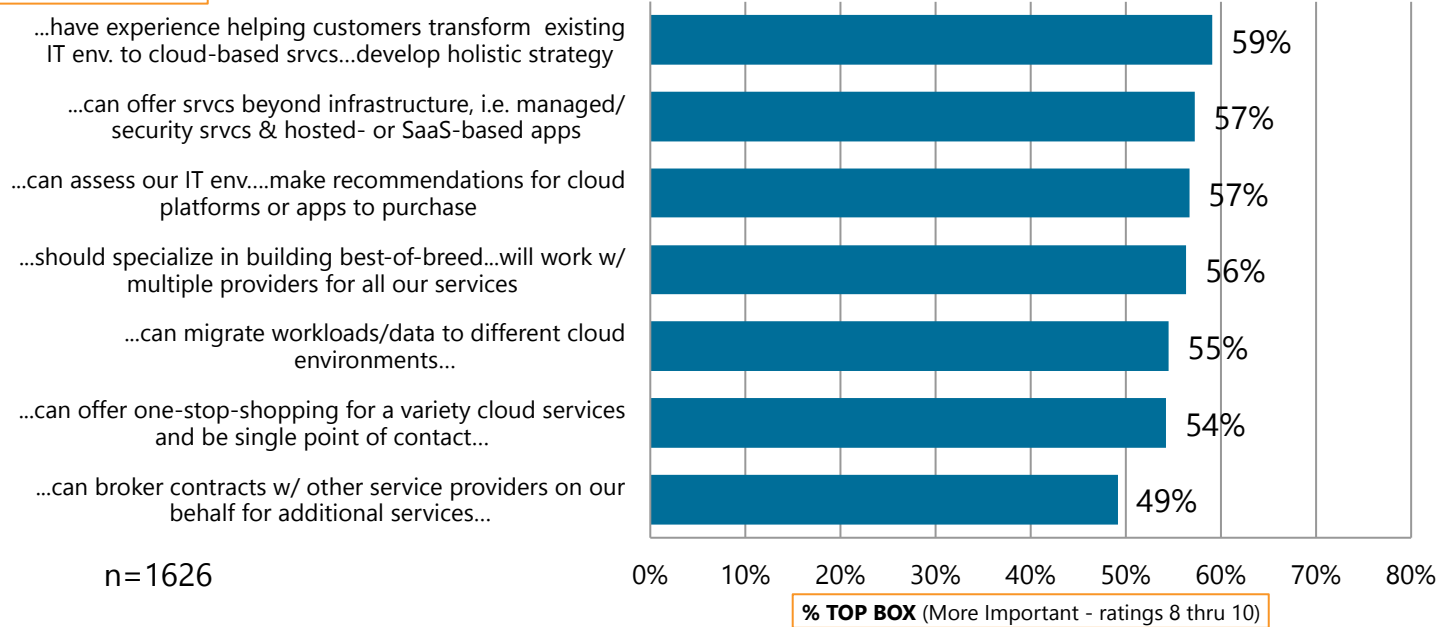


E1. Which of the following hosted security services -- if any -- did your organization use over the last year?

Hosting/Cloud Provider Services

Importance of Hosting/Cloud Provider Services

Our Providers:



Note: 'Straightline' responses removed.

E2. When thinking about all the potential services that your organization may want from hosting and cloud providers over the next two years, rate how important the following are to your organization in meeting its goals.

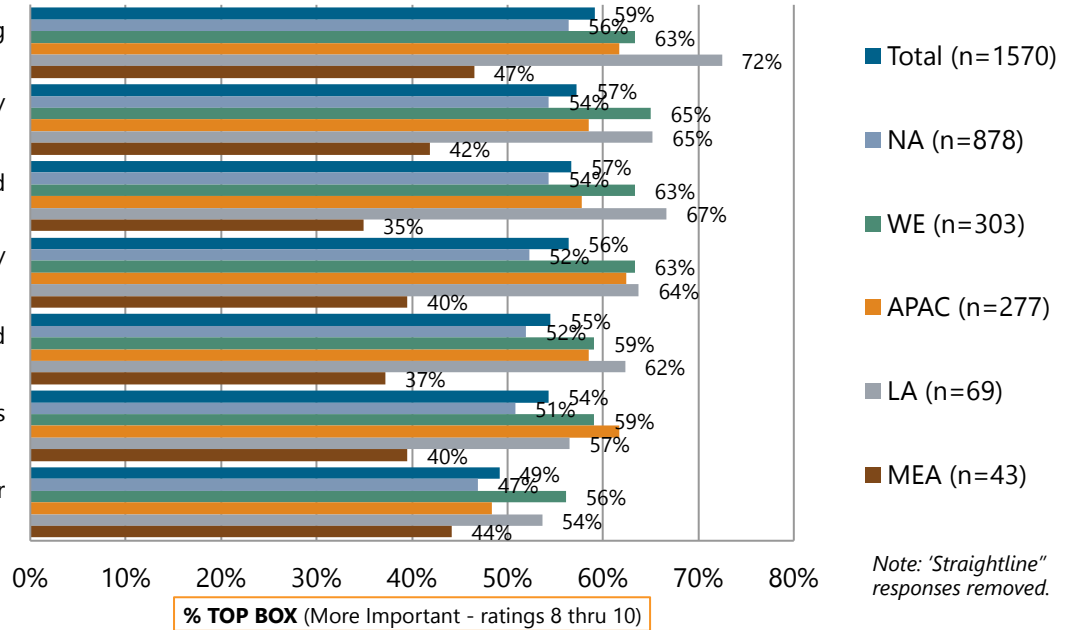
Use a scale where 0=not at all important and 10=extremely important. [TOP BOX %, COMBINES RATINGS OF 8 THRU 10]

Hosting/Cloud Provider Services

Importance of Hosting/Cloud Provider Services by Region

Our Providers:

- ...have experience helping customers transform existing IT env. to cloud-based srvcs...develop holistic strategy
- ...can offer srvcs beyond infrastructure, i.e. managed/ security srvcs & hosted- or SaaS-based apps
- ...can assess our IT env....make recommendations for cloud platforms or apps to purchase
- ...should specialize in building best-of-breed...will work w/ multiple providers for all our services
- ...can migrate workloads/data to different cloud environments...
- ...can offer one-stop-shopping for a variety cloud services and be single point of contact...
- ...can broker contracts w/ other service providers on our behalf for additional services...

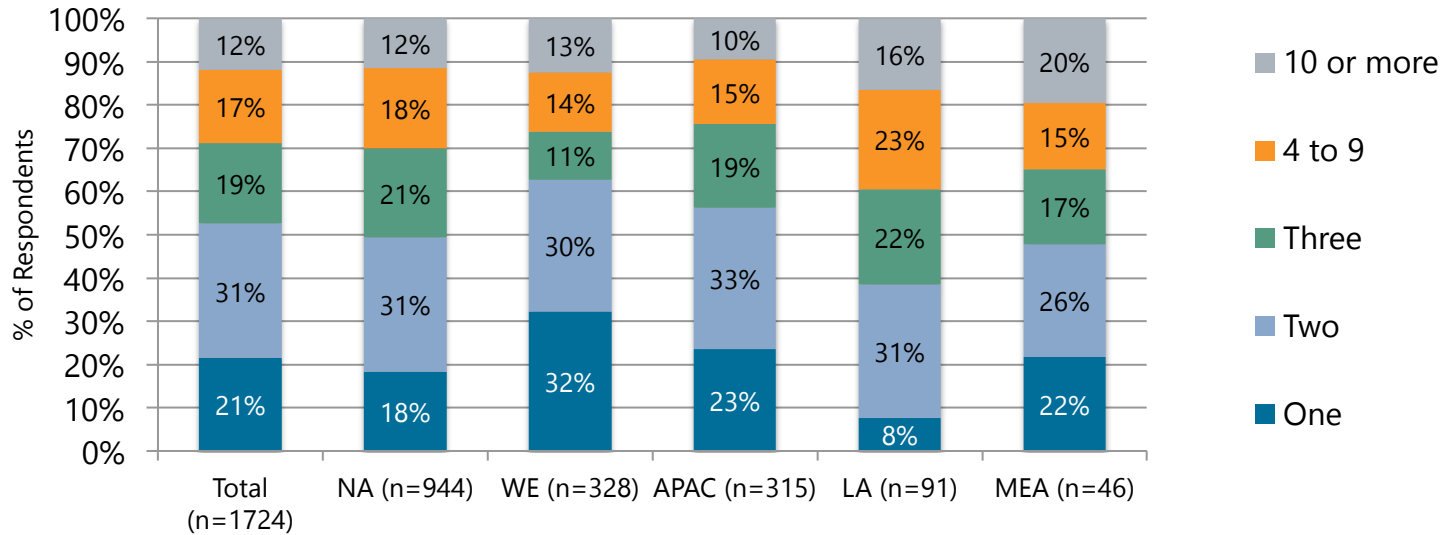


E2. When thinking about all the potential services that your organization may want from hosting and cloud providers over the next two years, rate how important the following are to your organization in meetings its goals.

Use a scale where 0=not at all important and 10=extremely important. [TOP BOX %, COMBINES RATINGS OF 8 THRU 10]

Hosting/Cloud Providers

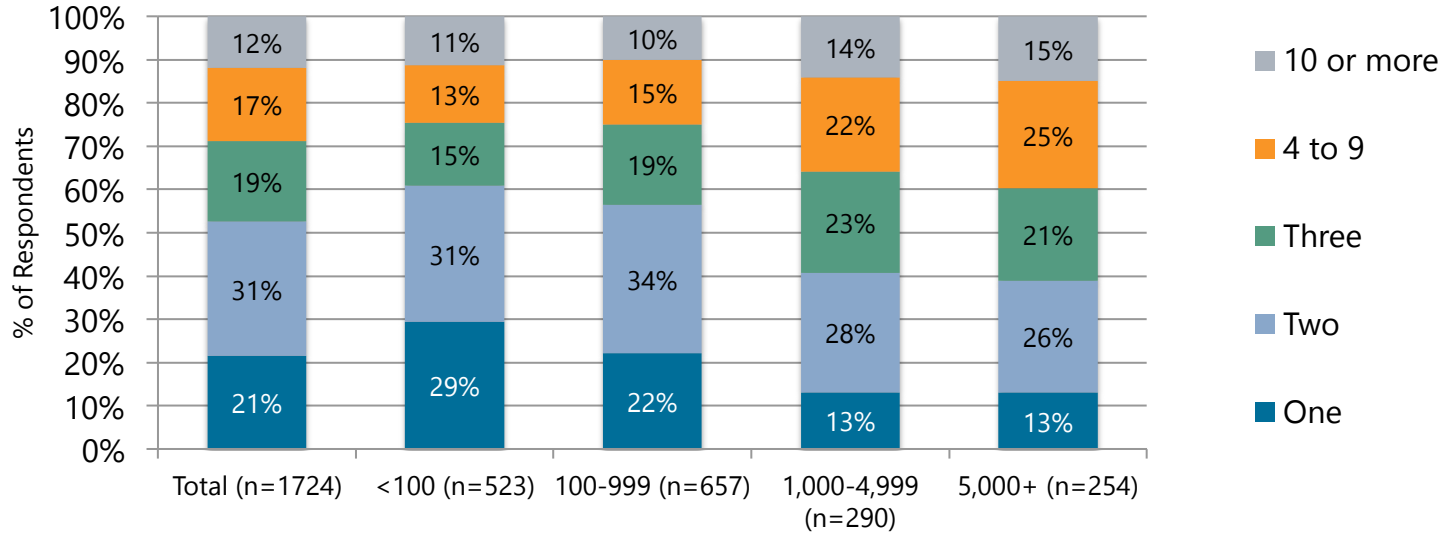
Number of Cloud/Hosting Providers by Region



L1. Approximately how many hosting and cloud providers does your organization currently work with?

Hosting/Cloud Providers

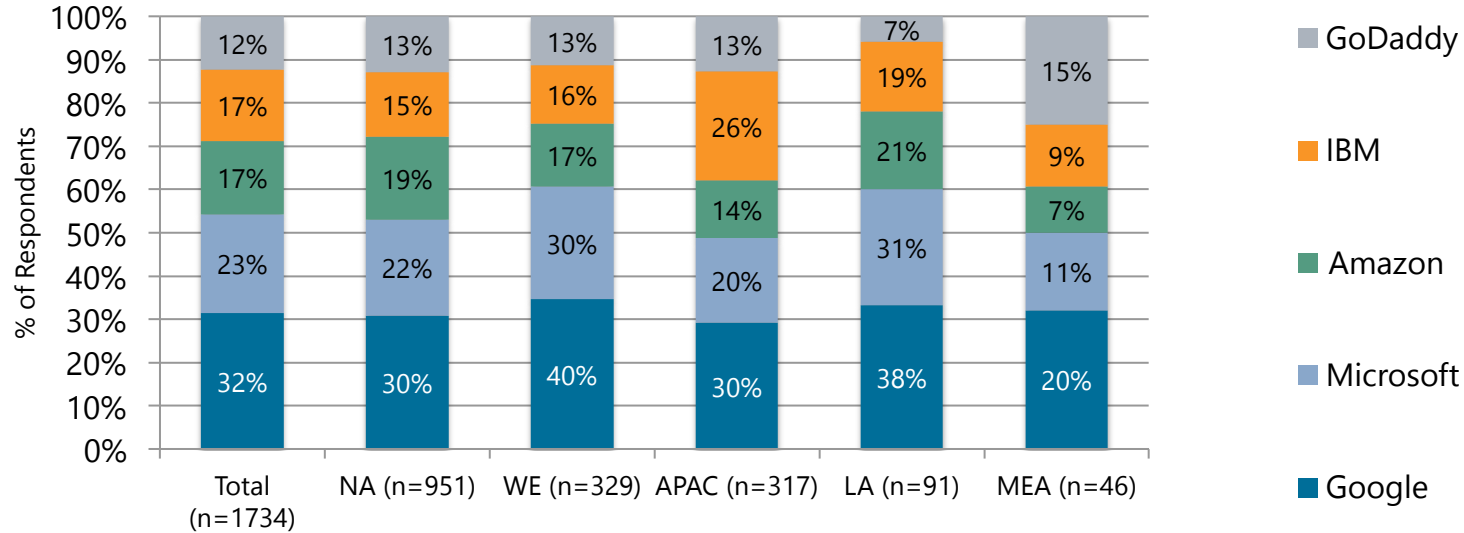
Number of Cloud/Hosting Providers by Company Size



L1. Approximately how many hosting and cloud providers does your organization currently work with?

Hosting/Cloud Providers

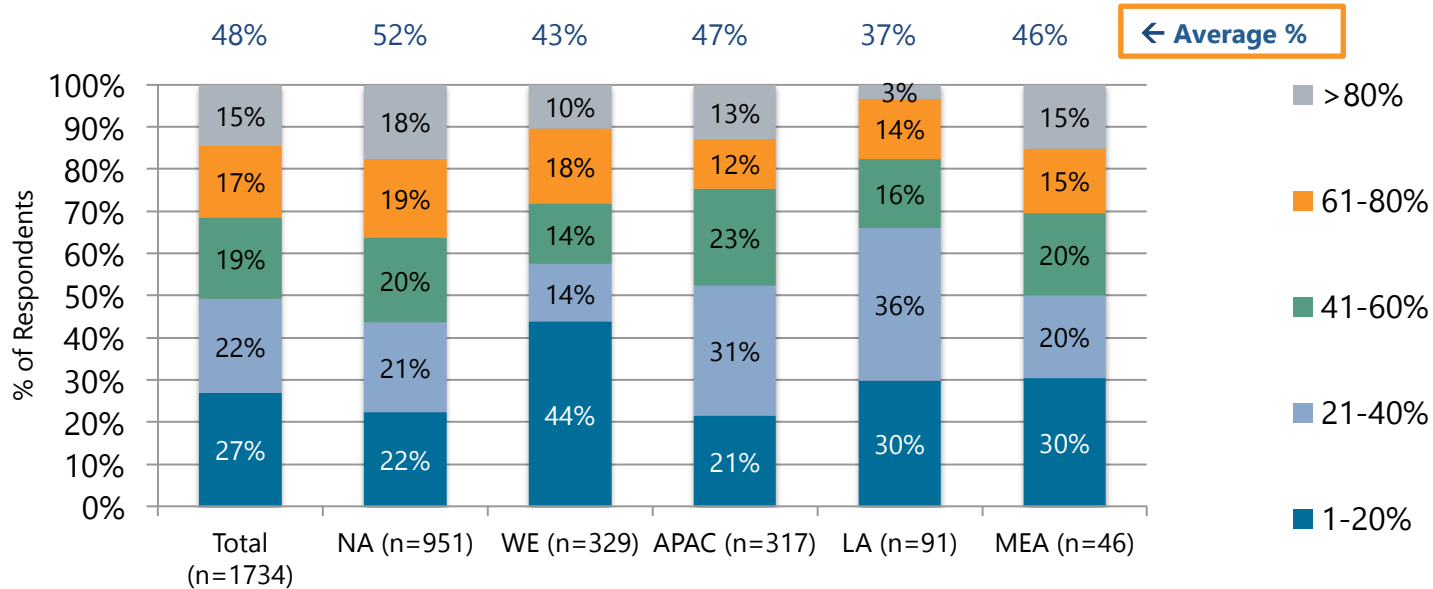
Most Frequently Mentioned (Top Five) Hosting/Cloud Providers by Region



L2. Please name your organization's top three hosting or cloud providers based on spending.

Hosting/Cloud Provider Spending

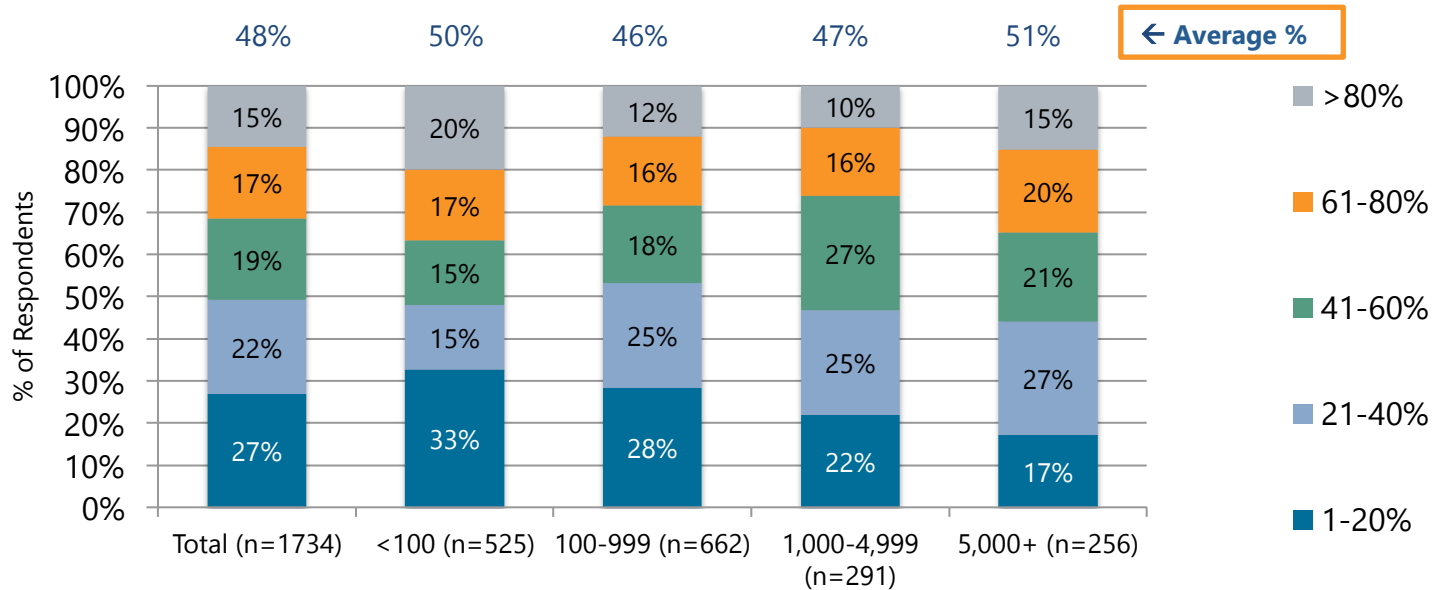
% Hosting/Cloud Services Spending For Primary Provider by Region



L4. Approximately what percent of your organization's spend on hosting and cloud services is for [Primary Hosting/Cloud Services Provider]?

Hosting/Cloud Provider Spending

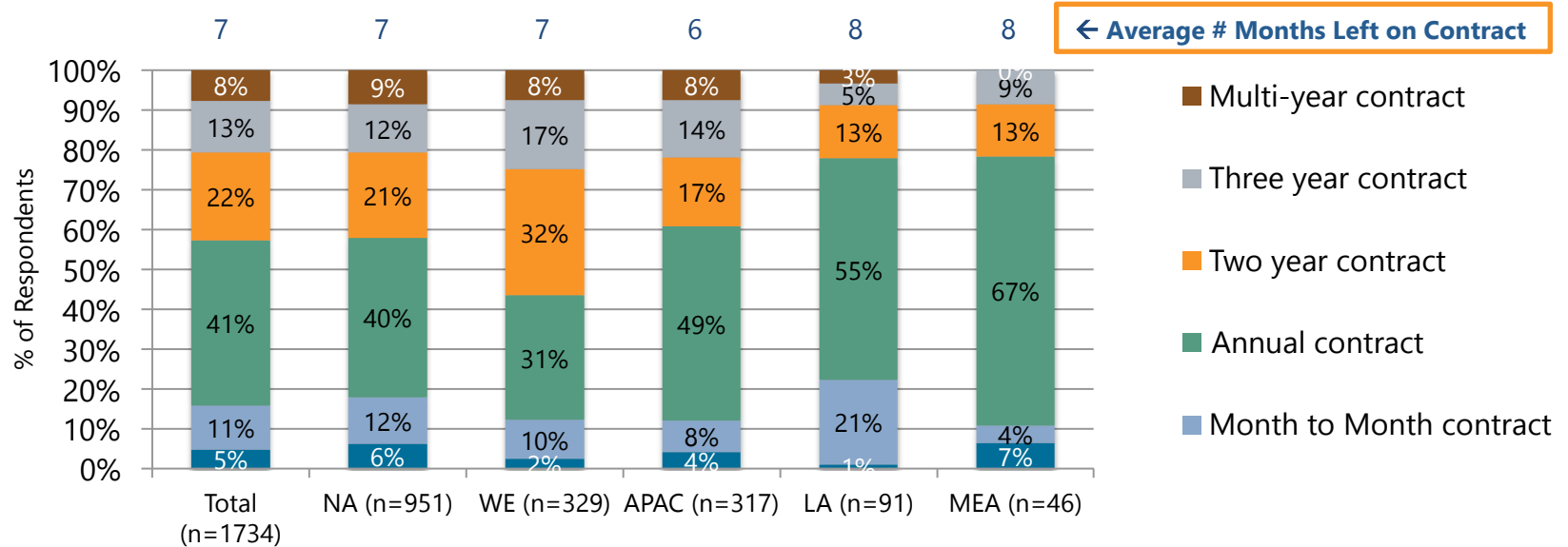
% Hosting/Cloud Services Spending For Primary Provider by Company Size



L4. Approximately what percent of your organization's spend on hosting and cloud services is for [Primary Hosting/Cloud Services Provider]?

Hosting/Cloud Provider Spending

Primary Provider Contract Terms by Region

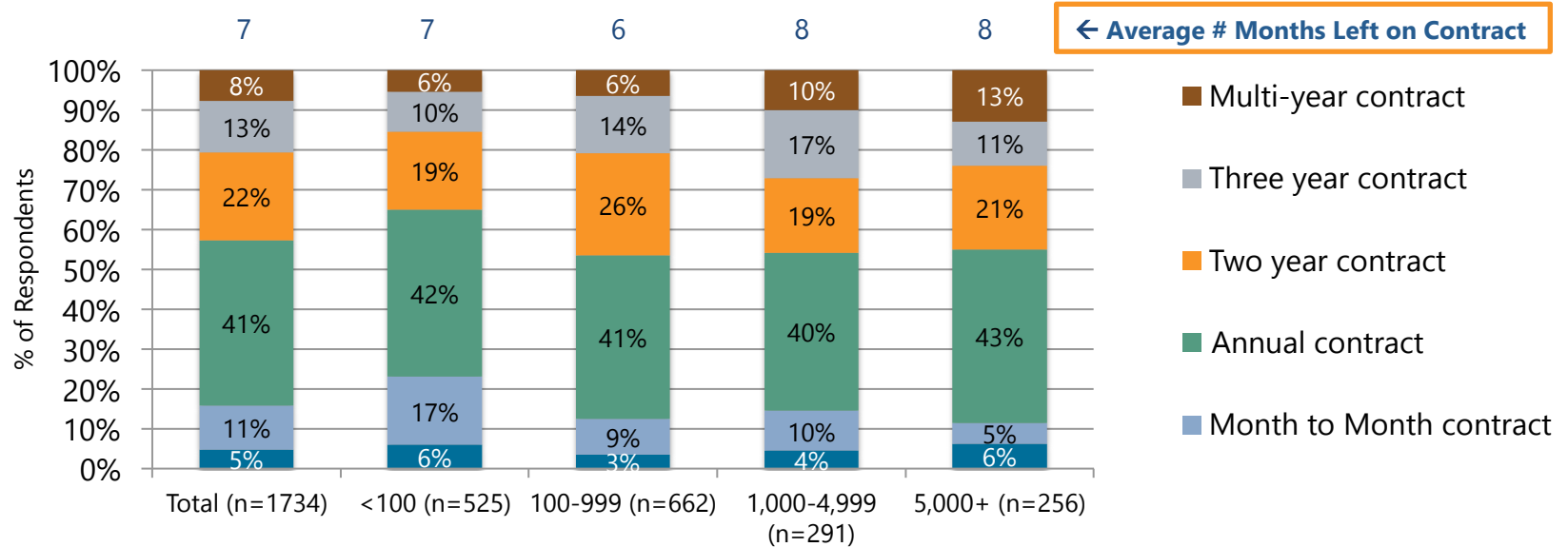


L5. What is your organizations contract terms with [Primary Hosting/Cloud Services Provider], meaning how long are you obligated to pay for their services (not how often you pay their invoices)? Select one

L6. [If contract] How many months are left on your current contract?

Hosting/Cloud Provider Spending

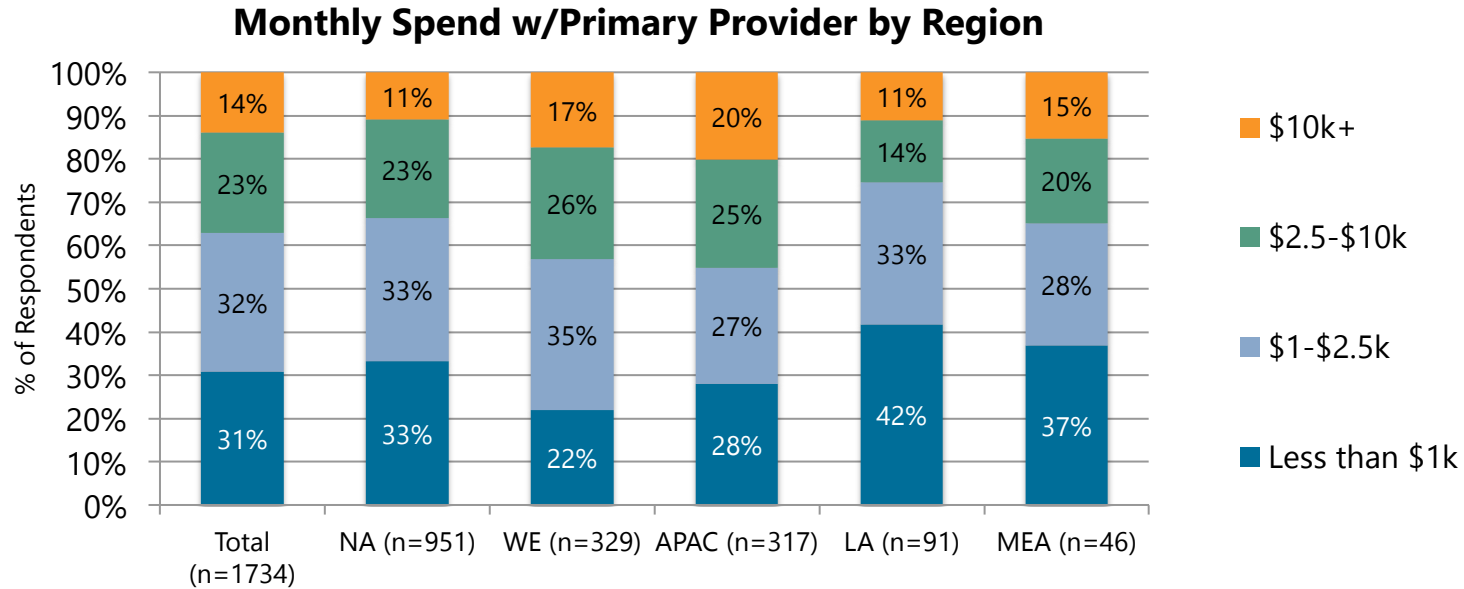
Primary Provider Contract Terms by Company Size



L5. What is your organizations contract terms with [Primary Hosting/Cloud Services Provider], meaning how long are you obligated to pay for their services (not how often you pay their invoices)? Select one

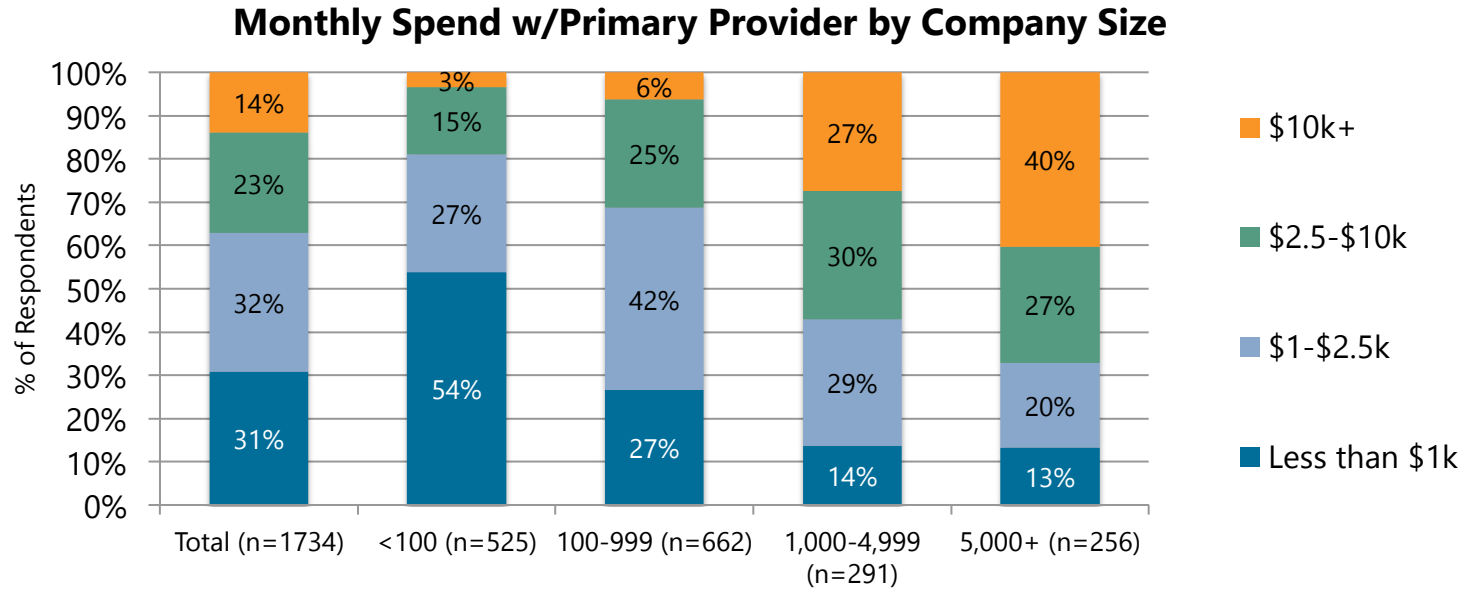
L6. [If contract] How many months are left on your current contract?

Hosting/Cloud Provider Spending



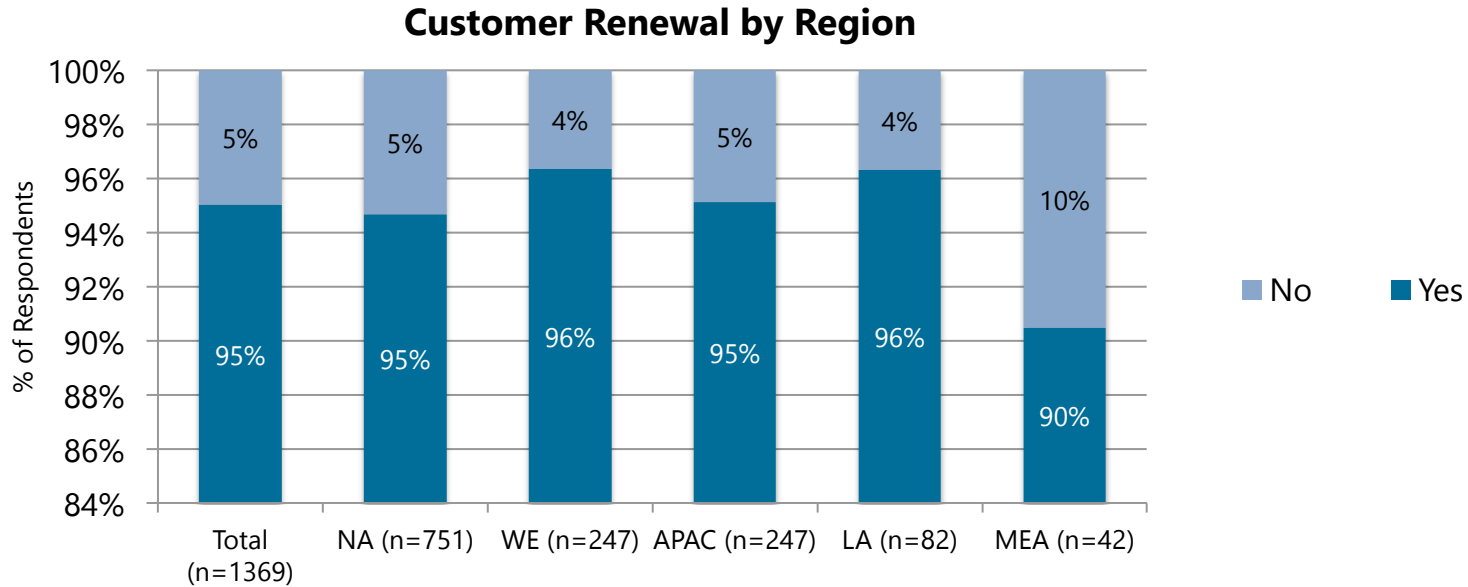
L7. On average, how much does your organization spend with [Primary Hosting/Cloud Services Provider] on a monthly basis?

Hosting/Cloud Provider Spending



L7. On average, how much does your organization spend with [Primary Hosting/Cloud Services Provider] on a monthly basis?

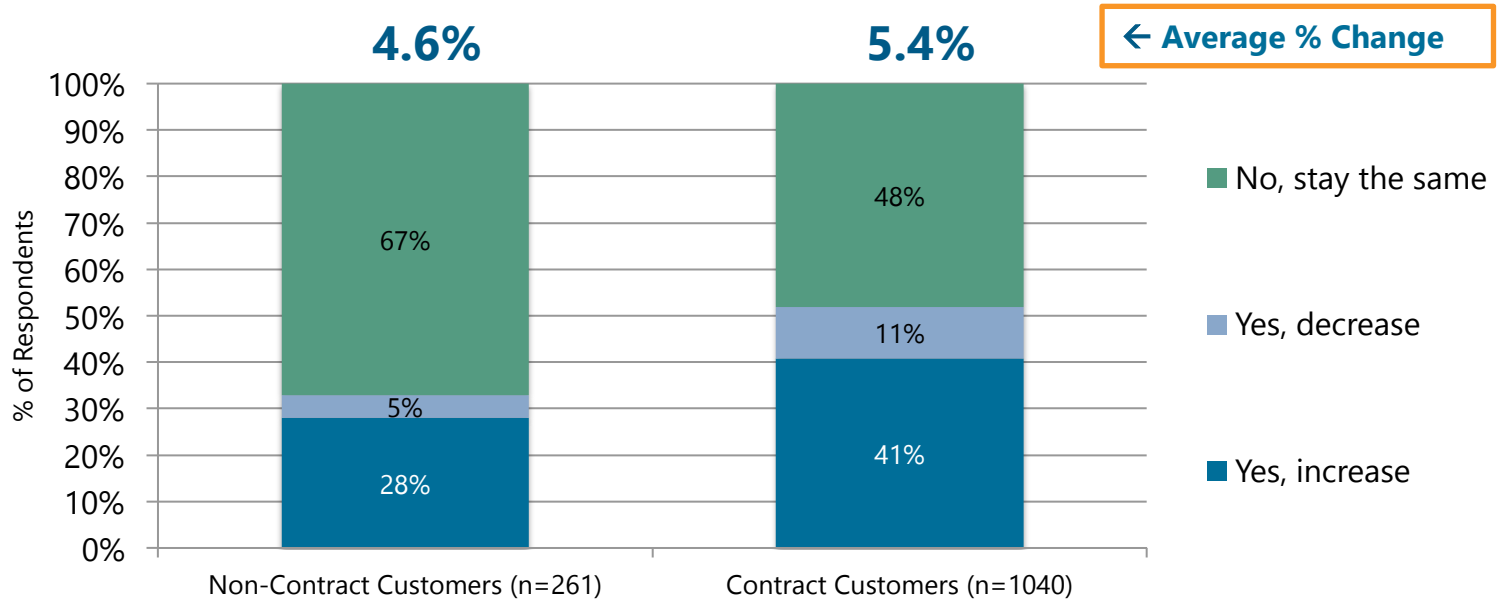
Hosting/Cloud Provider Spending



L8a/L8b. (Combines contract and no contract users) Does your organization intend to be a customer next month/renew your contract with [Primary Hosting/Cloud Services Provider]?

Hosting/Cloud Provider Spending

Monthly Change in Spend w/Primary Provider by Customer Type



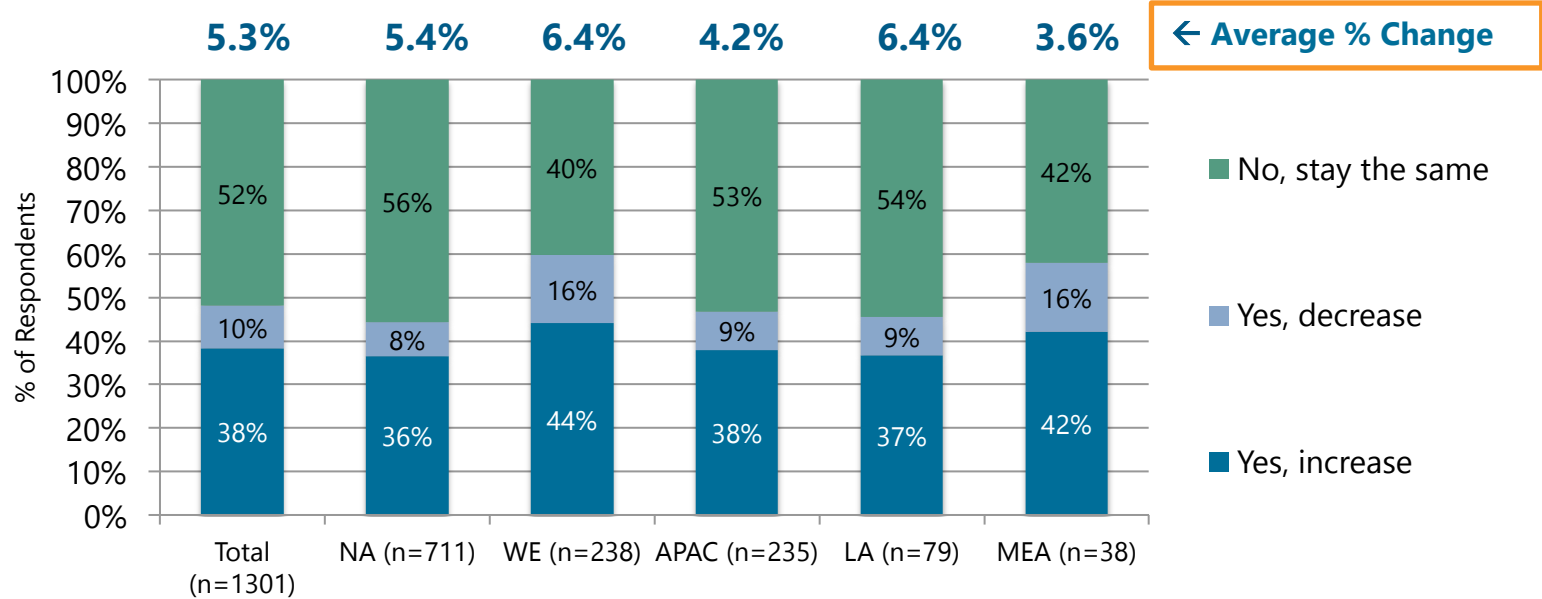
L9a. Will your organization change what you spend with [Primary Hosting/Cloud Services Provider] next month?

L9b. Will your organization change what you spend with [Primary Hosting/Cloud Services Provider] on a monthly basis when the contract renews?

L10a/L10b. Approximately what will be the (increase/decrease) in spending on a monthly basis?

Hosting/Cloud Provider Spending

Monthly Change in Spend w/Primary Provider by Region



L9a. Will your organization change what you spend with [Primary Hosting/Cloud Services Provider] next month?

L9b. Will your organization change what you spend with [Primary Hosting/Cloud Services Provider] on a monthly basis when the contract renews?

L10a/L10b. Approximately what will be the (increase/decrease) in spending on a monthly basis?

Customer Loyalty

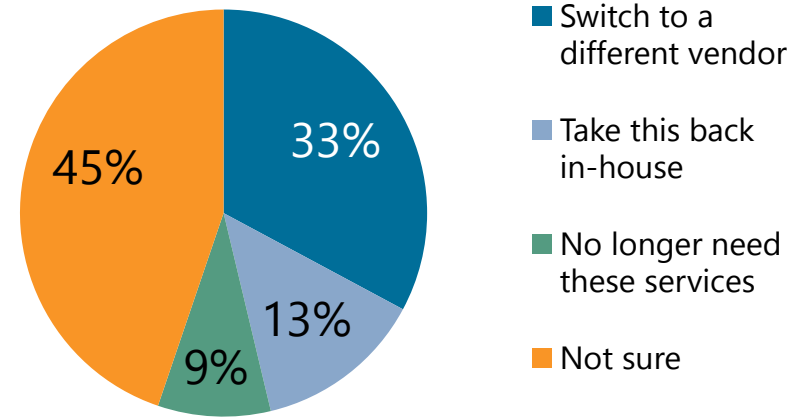
Top Drivers to Discontinue Services w/ Primary Provider

n=68



Post Discontinue Plans

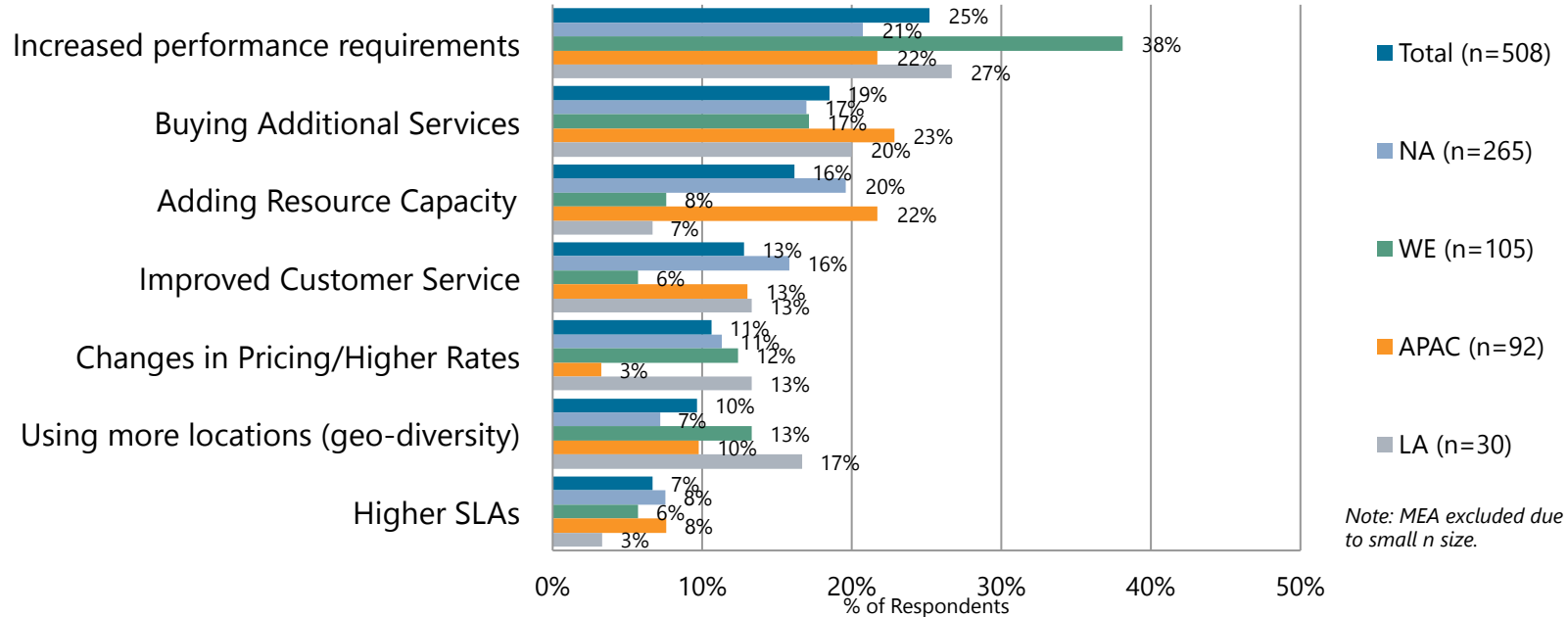
n=68



L9c. What are the top three drivers in your decision to discontinue services with [Primary Hosting/Cloud Services Provider]?
L9da. Which vendor will you likely switch these services to?

Hosting/Cloud Provider Spending

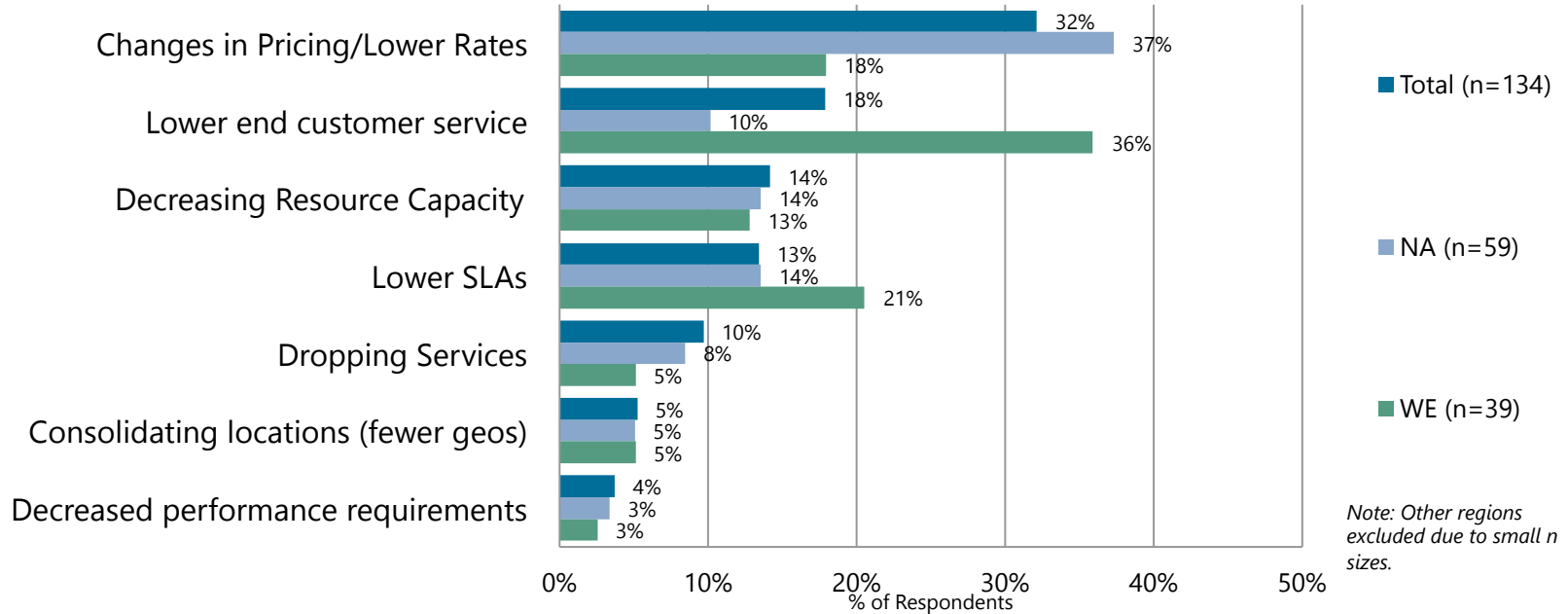
Top Reason for Increase in Spending by Region



L11a. What is the top reason for the increase in spending on a monthly basis?

Hosting/Cloud Provider Spending

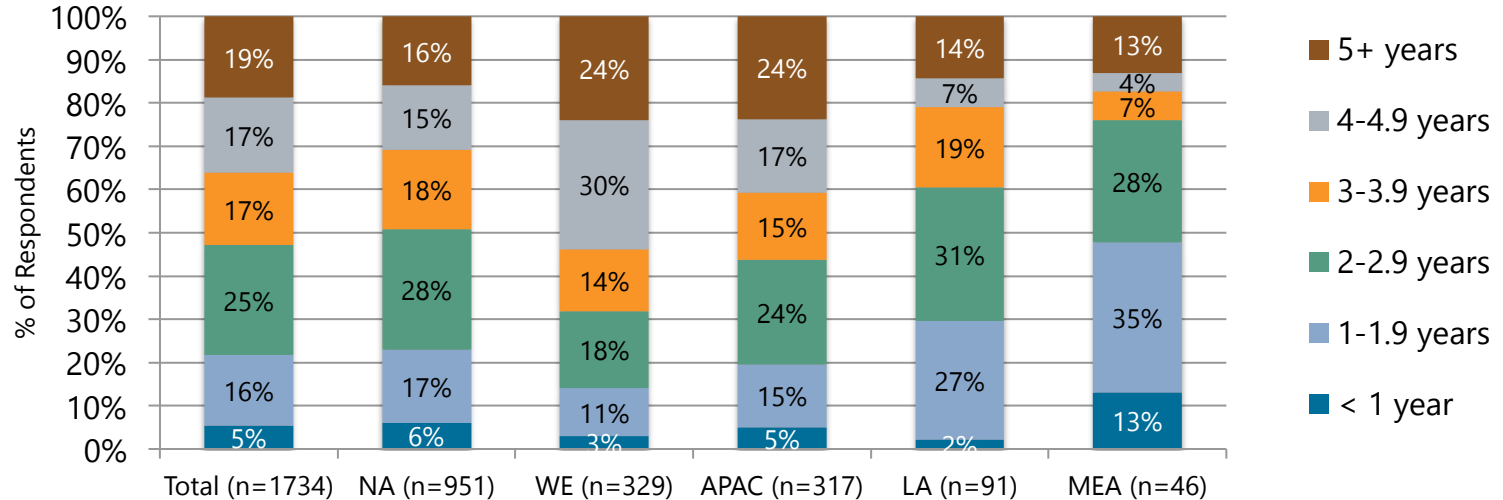
Top Reason for Decrease in Spending by Region



L11b. What is the top reason for the decrease in spending on a monthly basis?

Customer Loyalty

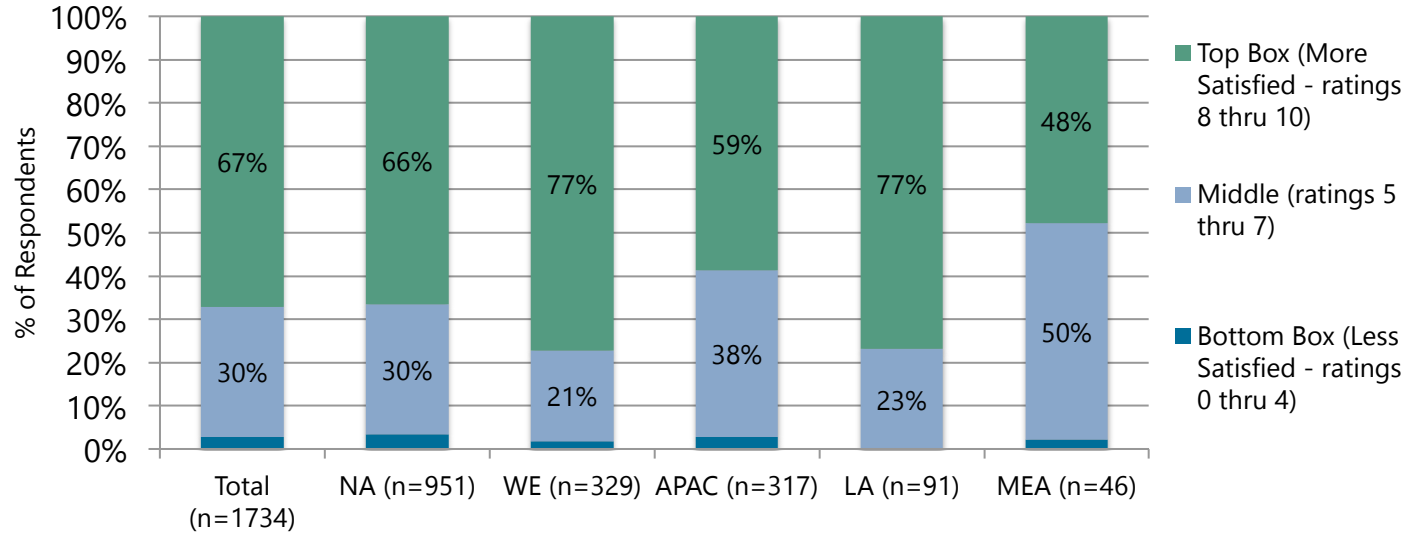
Primary Provider Customer Length by Region



L12. How long has your organization been a customer of [Primary Hosting/Cloud Services Provider]?

Customer Loyalty

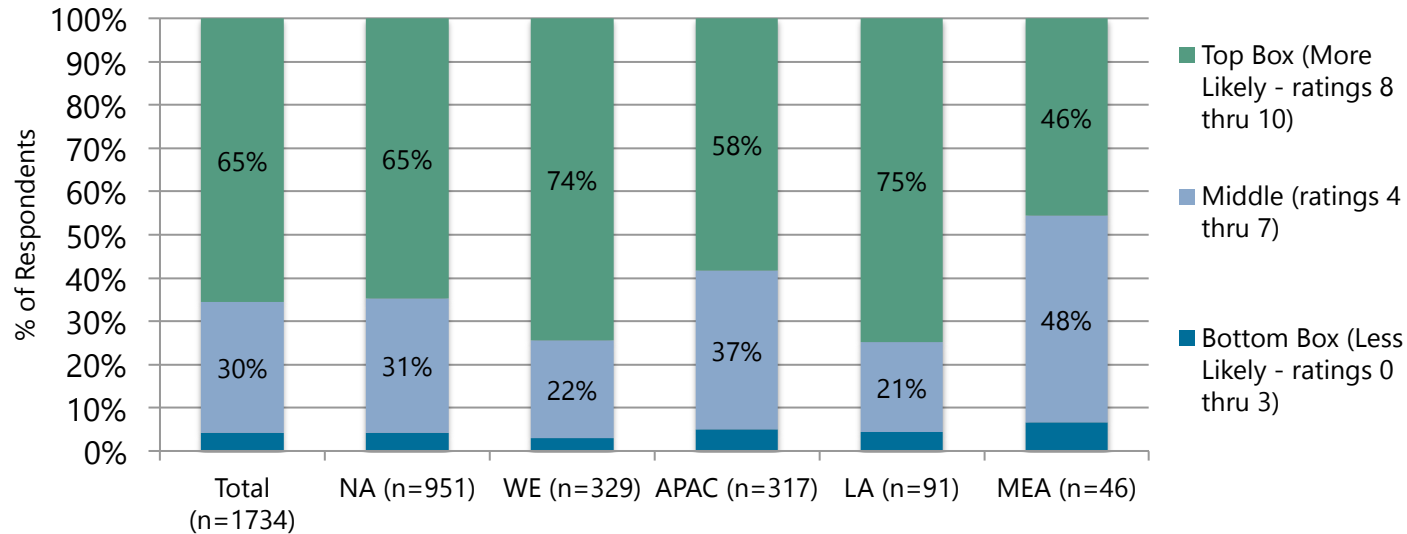
Primary Provider Satisfaction by Region



L13. Overall, how satisfied are you with [Primary Hosting/Cloud Services Provider]? Use a scale from 0 to 10 where 0=not at all satisfied and 10= extremely satisfied

Customer Loyalty

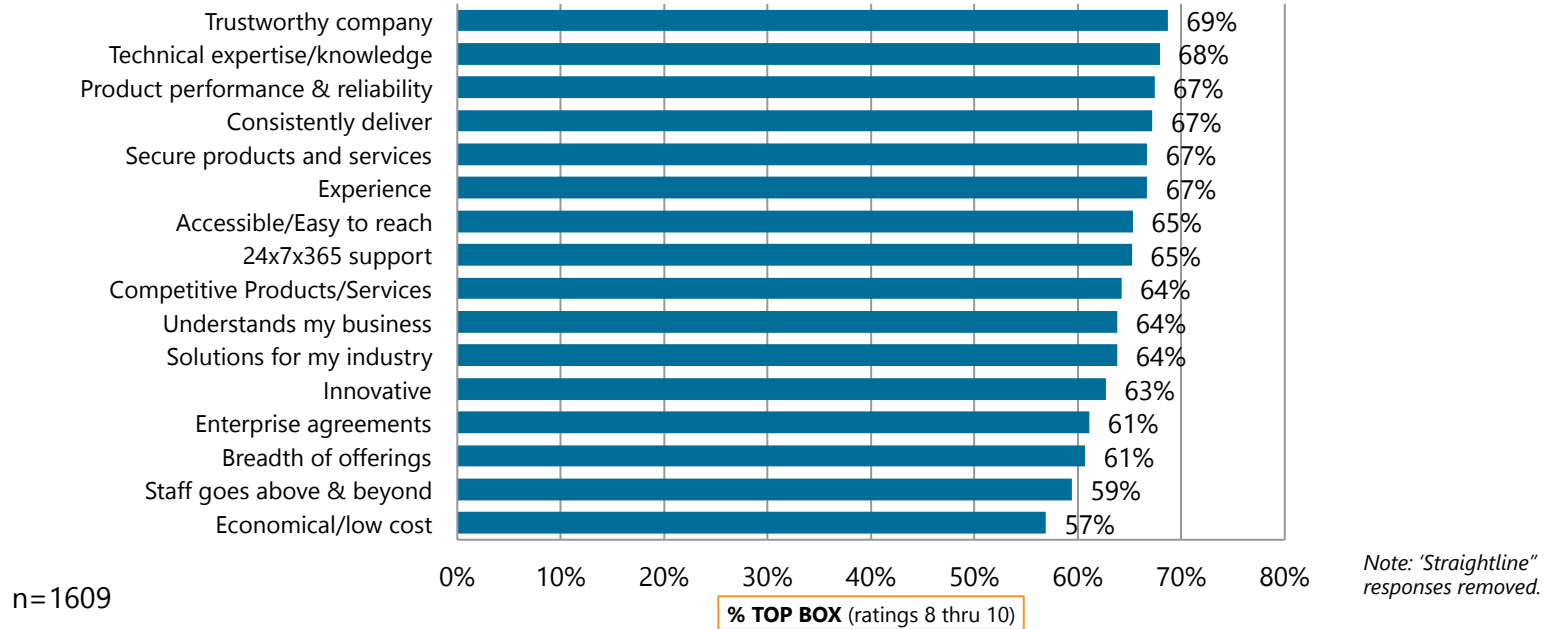
Likelihood of Recommending Primary Provider by Region



L14. How likely is it that you would recommend [Primary Hosting/Cloud Services Provider] to a friend or colleague? Use a scale from 0 to 10 where 0=not at all likely and 10= extremely likely

Customer Loyalty

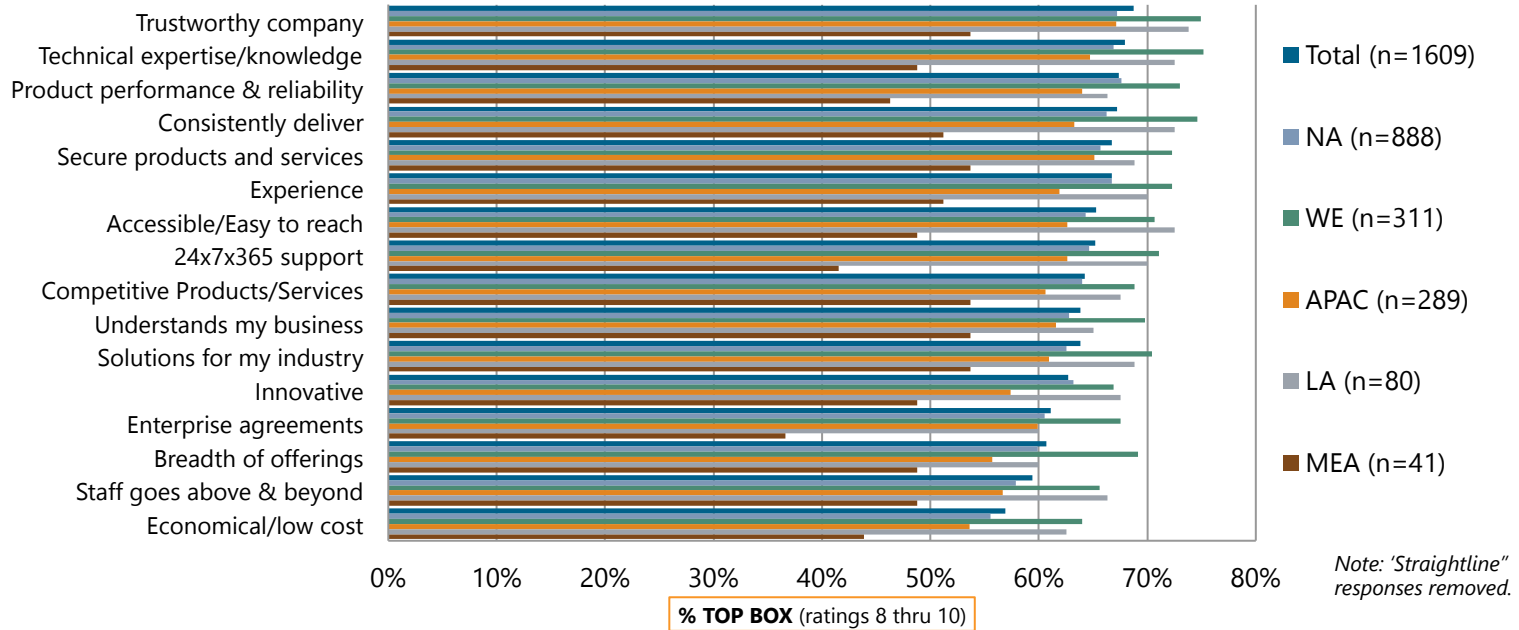
Primary Hosting/Cloud Provider Service Attribute Ratings



L15. Please rate [Primary Hosting/Cloud Services Provider] on the following service attributes where 0=poor and 10=excellent. [TOP BOX %, COMBINES RATINGS OF 8 THRU 10]

Customer Loyalty

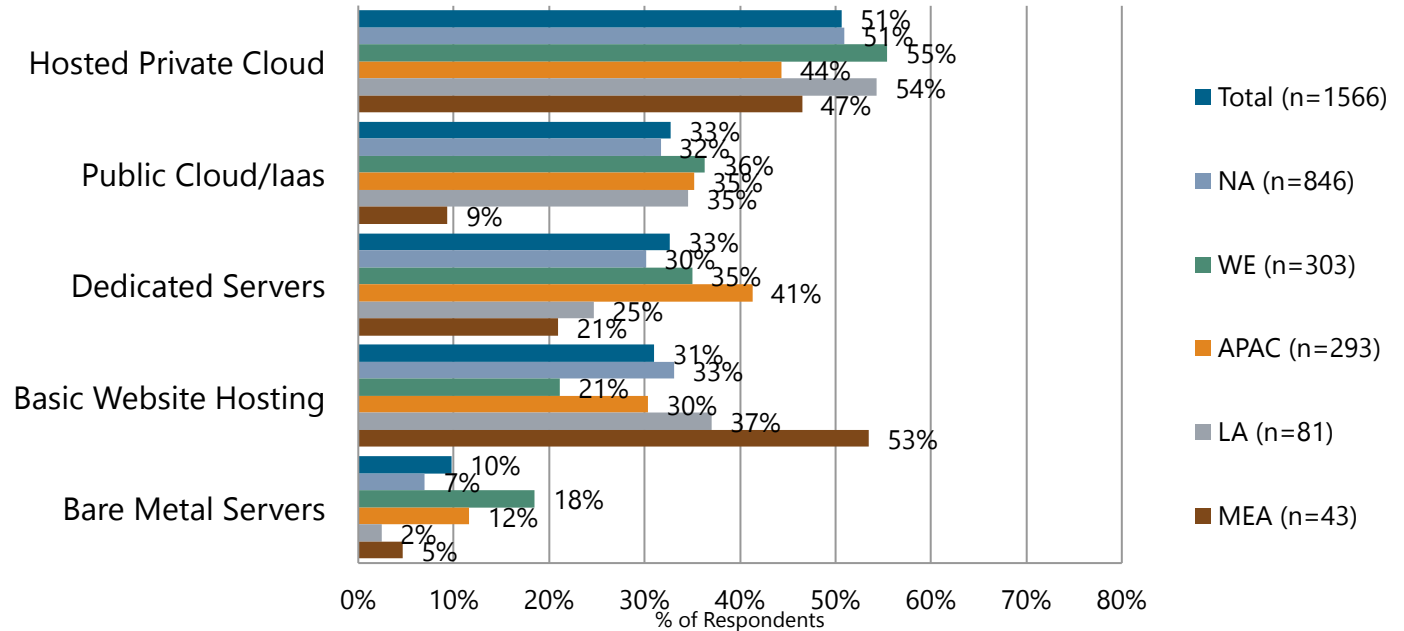
Primary Hosting/Cloud Provider Service Attribute Ratings by Region



L15. Please rate [Primary Hosting/Cloud Services Provider] on the following service attributes where 0=poor and 10=excellent. [TOP BOX %, COMBINES RATINGS OF 8 THRU 10]

Customer Loyalty

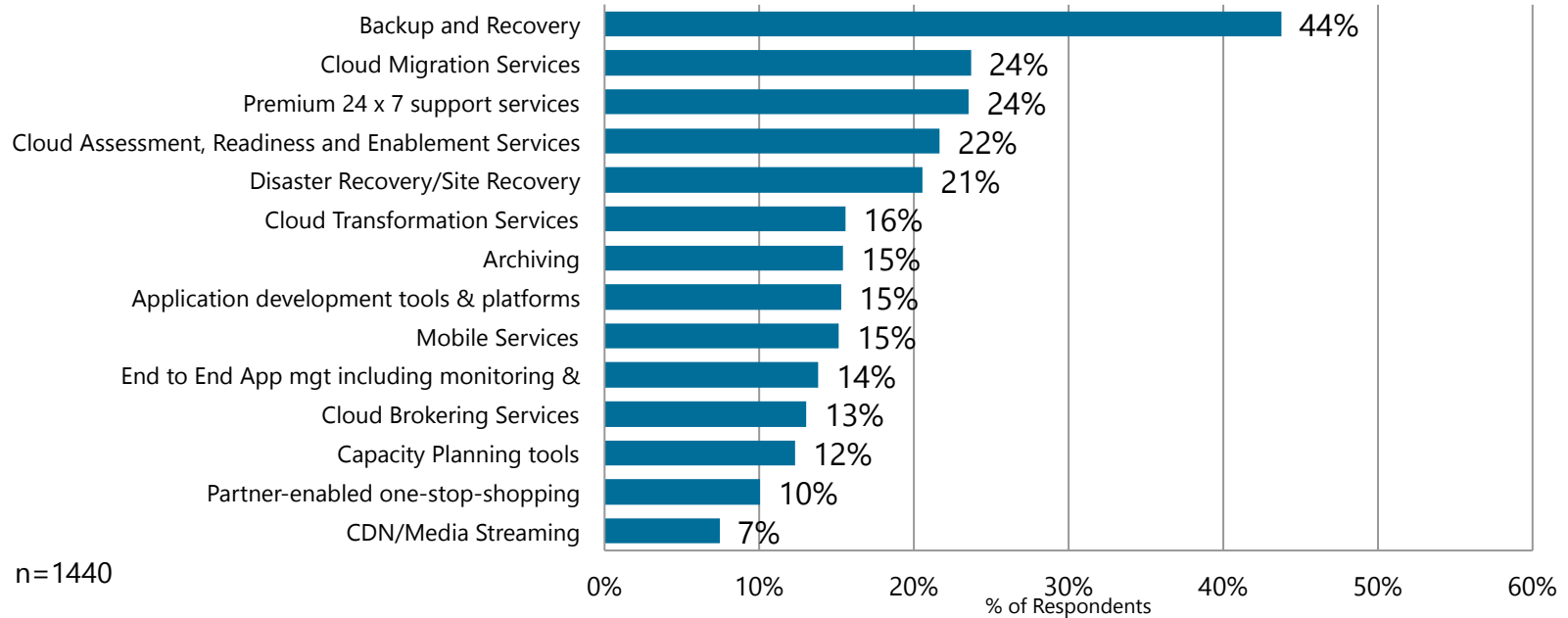
Hosted Infrastructure Services Bought from Primary Provider by Region



L16. Which of the following [Infrastructure services] does your organization buy from ([Primary Hosting/Cloud Services Provider])?

Customer Loyalty

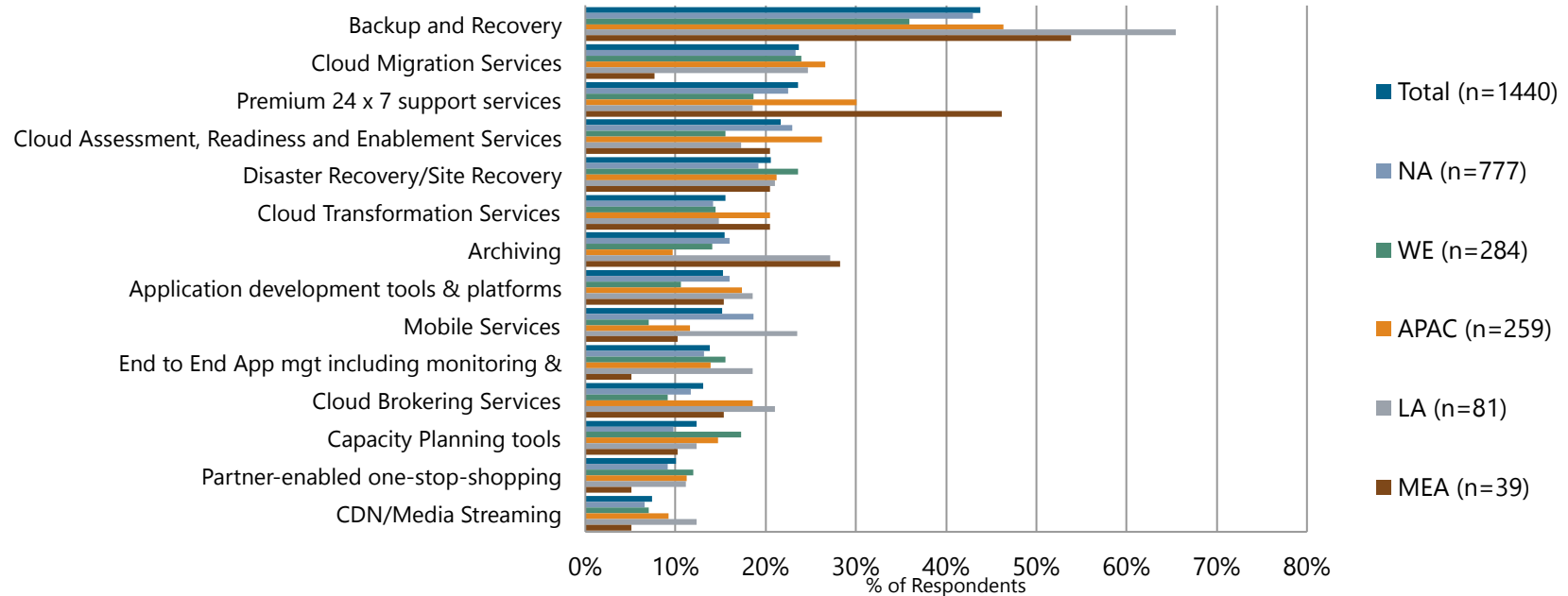
Hosted Managed Services Buy from Primary Provider



L16. Which of the following [Managed services] does your organization buy from ([Primary Hosting/Cloud Services Provider])?

Customer Loyalty

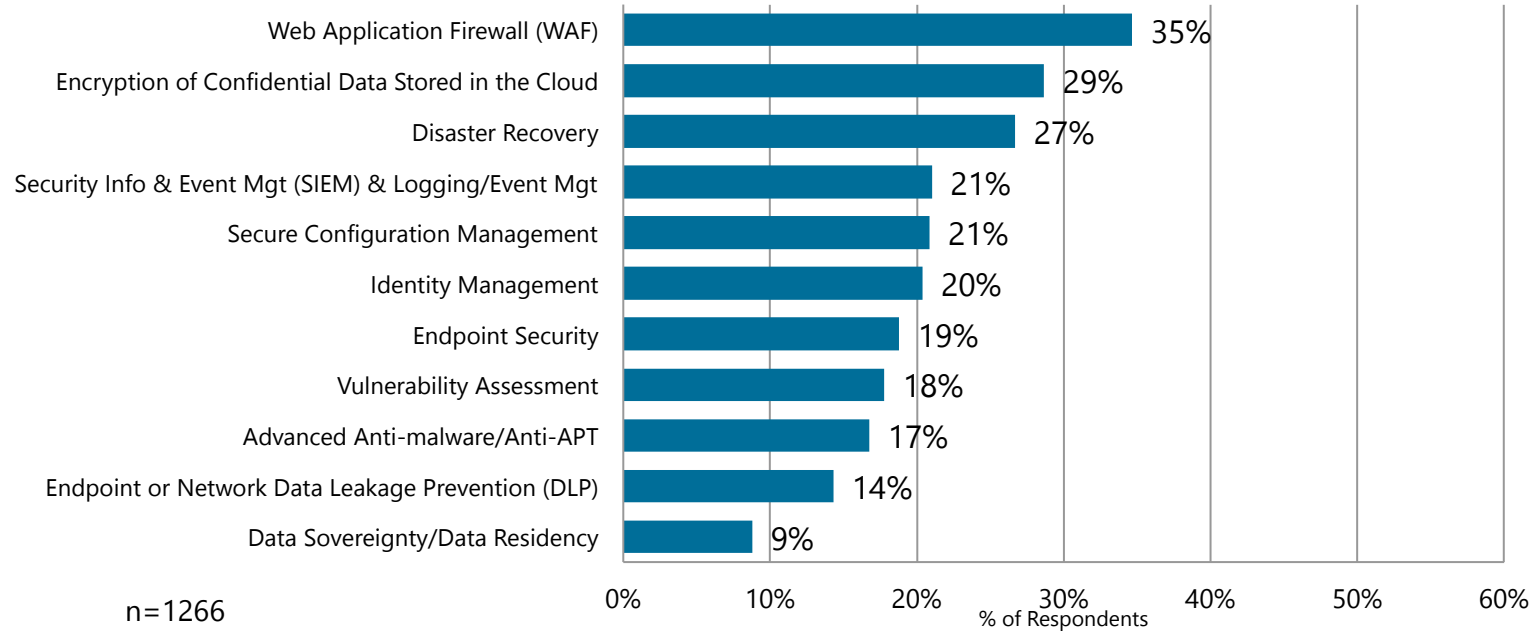
Hosted Managed Services Buy from Primary Provider by Region



L16. Which of the following [Managed services] does your organization buy from ([Primary Hosting/Cloud Services Provider])?

Customer Loyalty

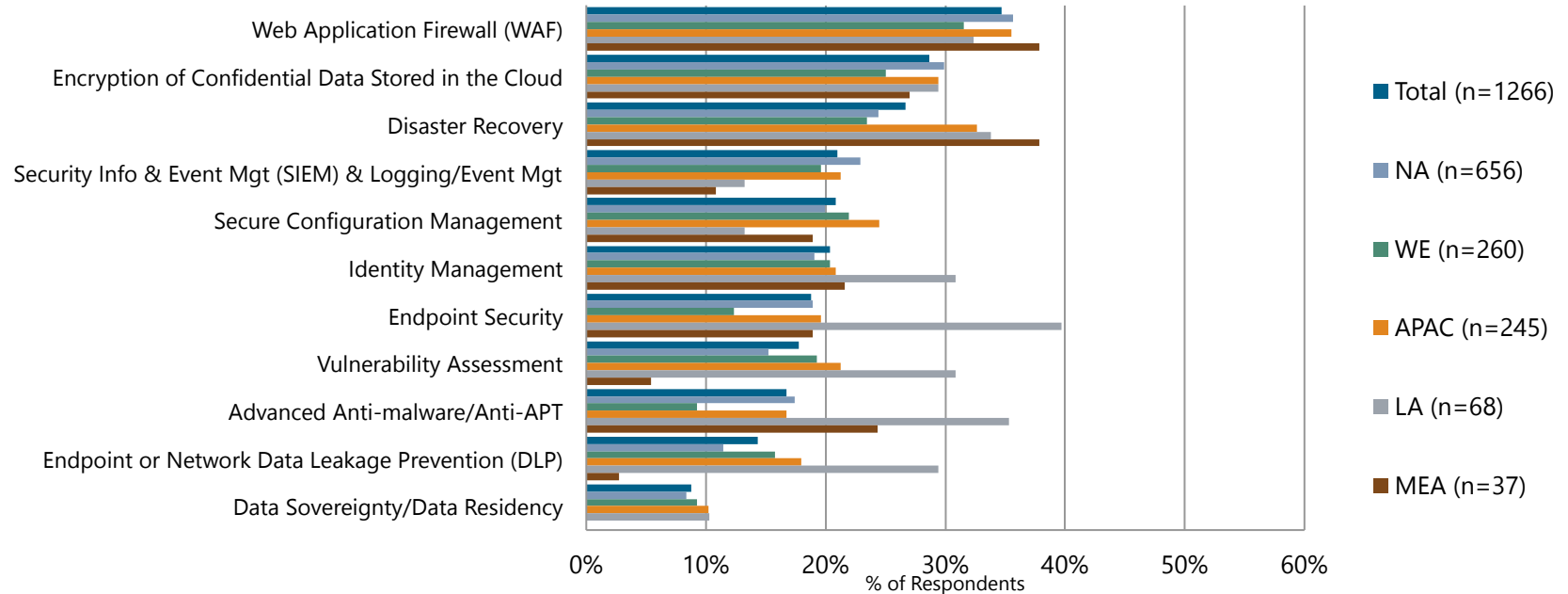
Hosted Security Services from Primary Provider



L16. Which of the following [Security services] does your organization buy from ([Primary Hosting/Cloud Services Provider])?

Customer Loyalty

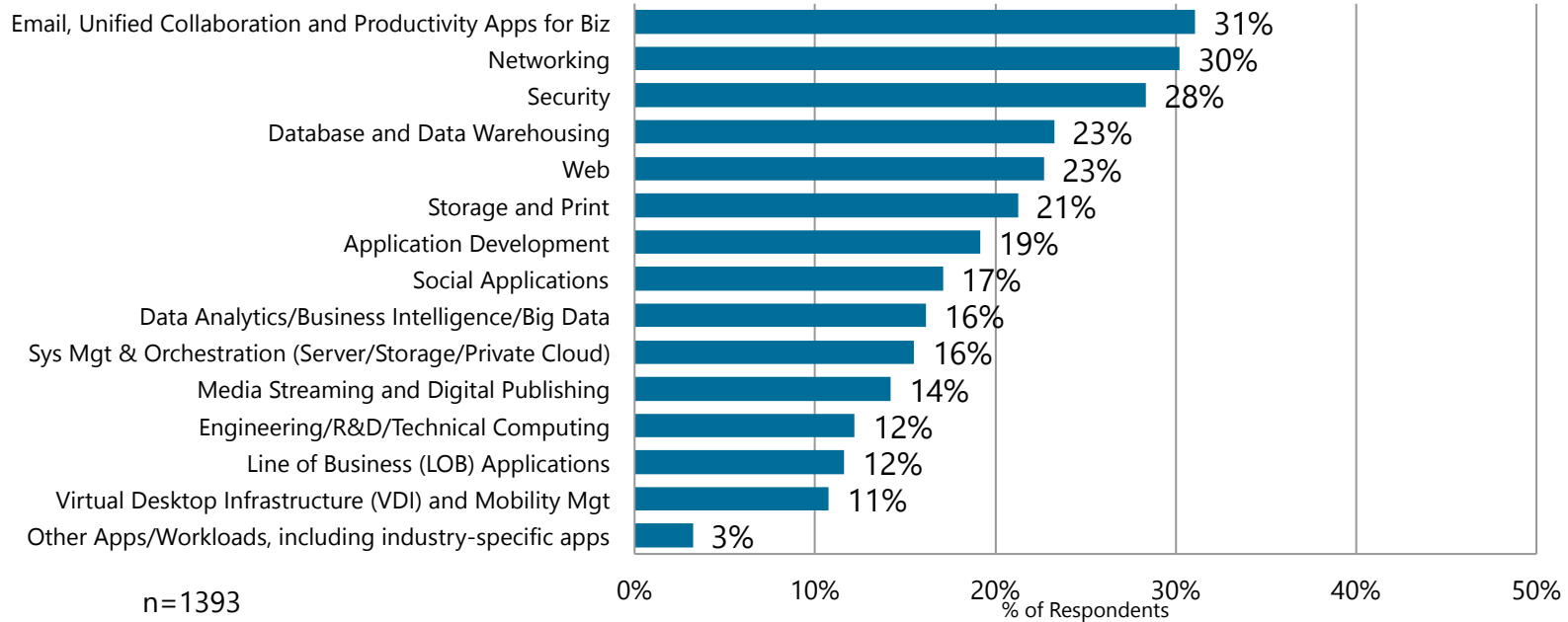
Hosted Security Services from Primary Provider by Region



L16. Which of the following [Security services] does your organization buy from ([Primary Hosting/Cloud Services Provider])?

Customer Loyalty

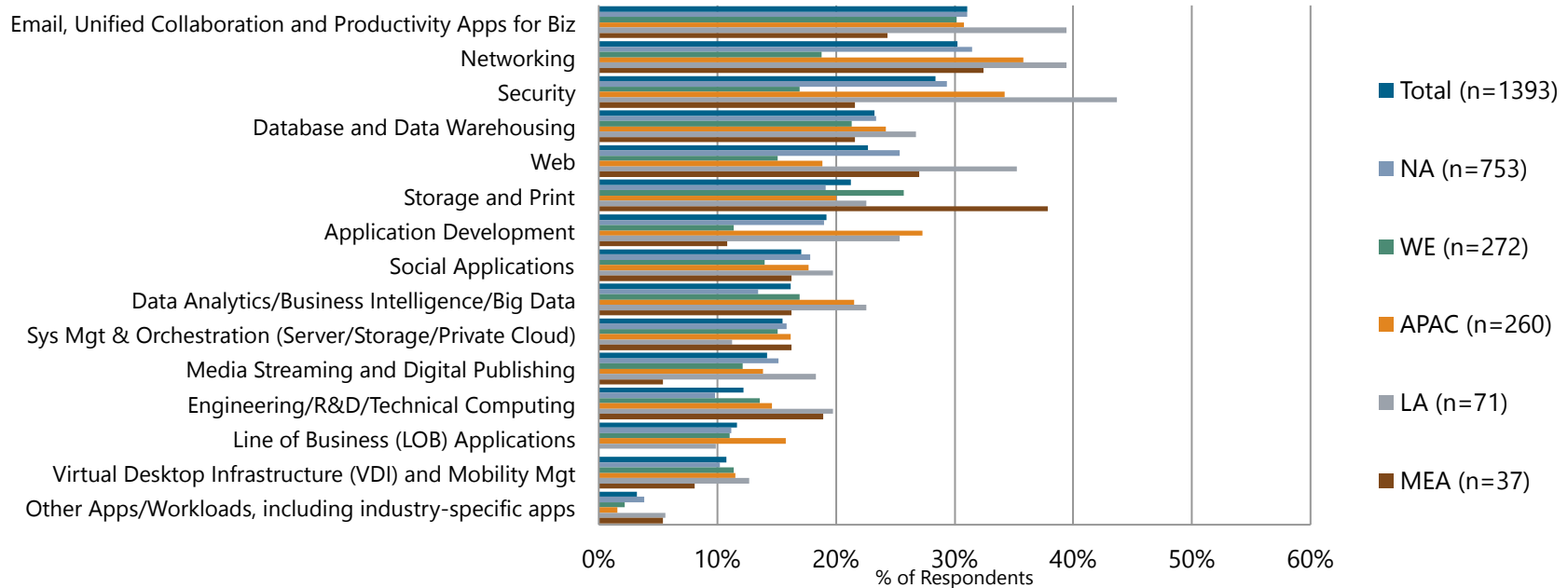
Hosted Application Services from Primary Provider



L16. Which of the following [Application services] does your organization buy from ([Primary Hosting/Cloud Services Provider])?

Customer Loyalty

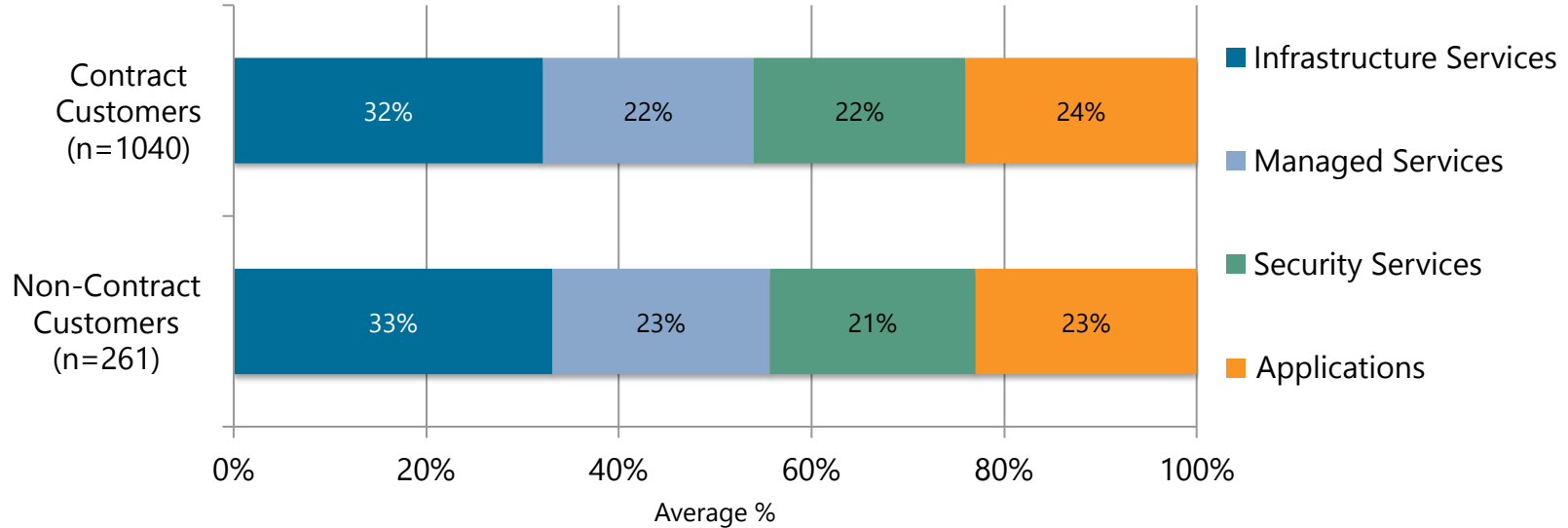
Hosted Application Services from Primary Provider by Region



L16. Which of the following [Application services] does your organization buy from ([Primary Hosting/Cloud Services Provider])?

Hosting/Cloud Provider Spending

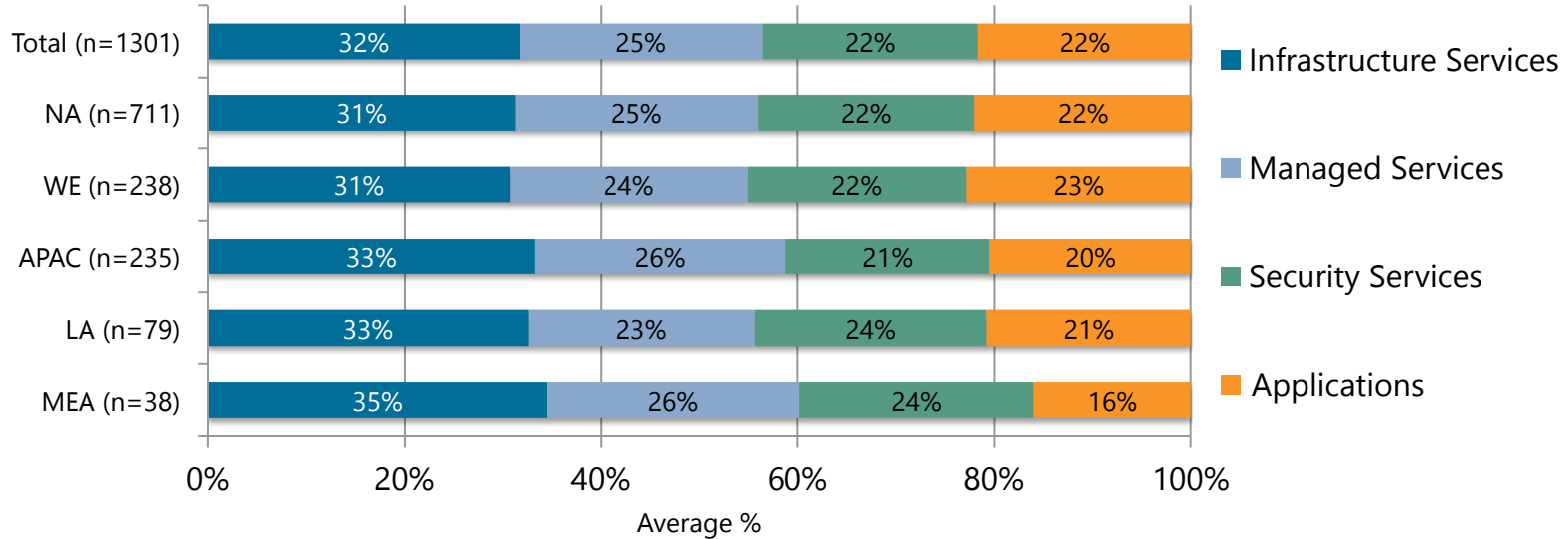
Services Spending w/Primary Provider by Customer Type



L17. Using your best estimate, how will your spending with [Primary Hosting/Cloud Services Provider] be allocated across the following areas in 12 months? Sum to 100%

Hosting/Cloud Provider Spending

Services Spending w/Primary Provider by Region

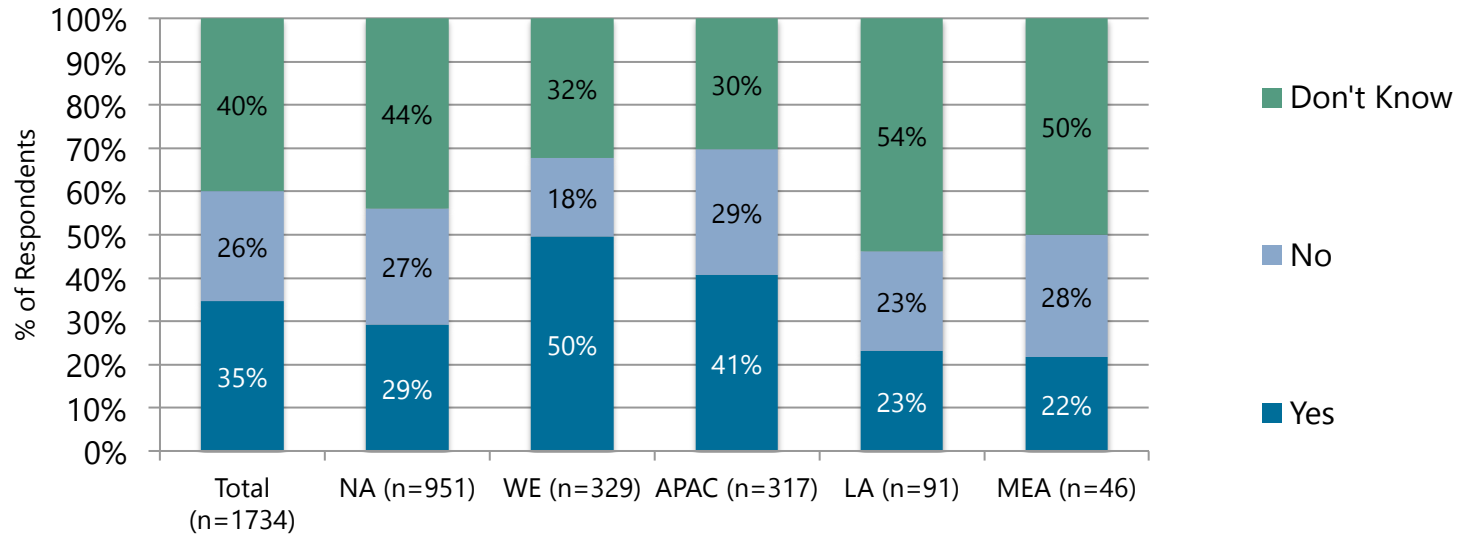


L17. Using your best estimate, how will your spending with [Primary Hosting/Cloud Services Provider] be allocated across the following areas in 12 months? Sum to 100%

L18. Using your best estimate, how will your spending with [Primary Hosting/Cloud Services Provider] be allocated across the following areas under the new contract? Sum to 100%

Hosting/Cloud Provider Partners

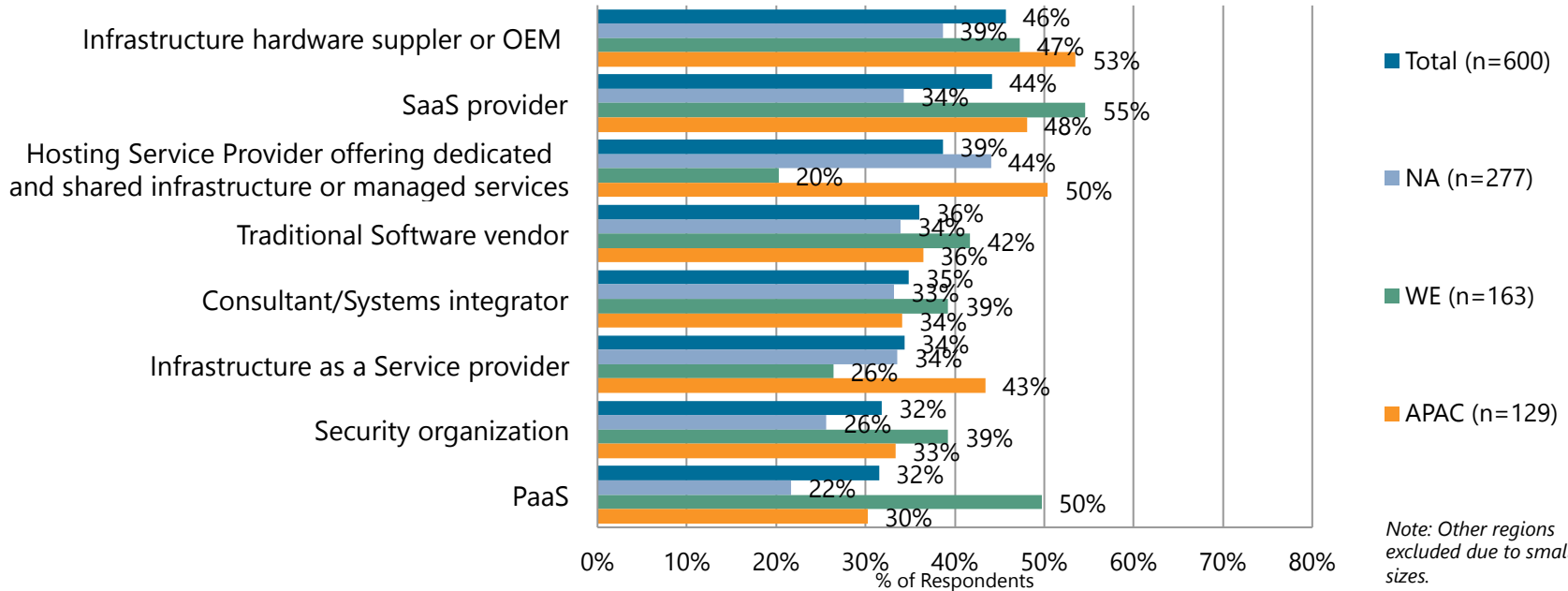
Primary Provider Partnership Usage by Region



P1. Do you know if [Primary Hosting/Cloud Services Provider] partners with any other providers to deliver the services you procure from them?

Hosting/Cloud Provider Partners

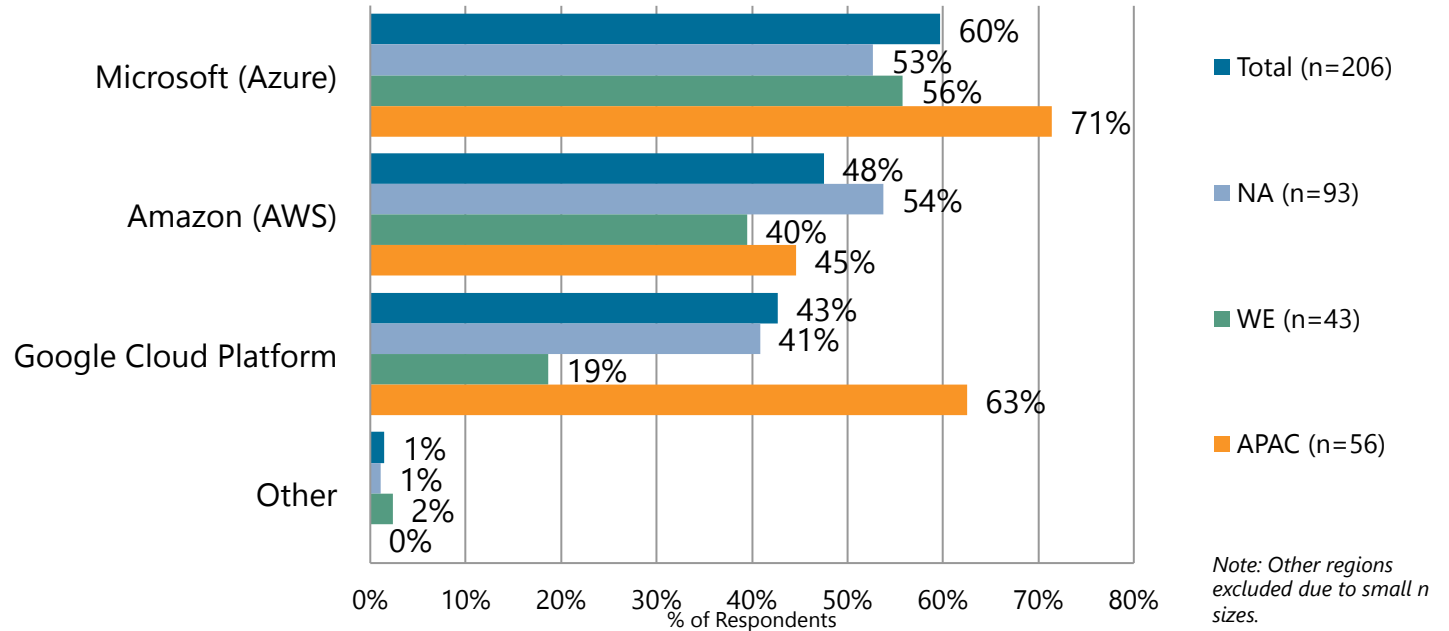
Type of Primary Provider Partners by Region



P2. Which type of organization does [Primary Hosting/Cloud Services Provider] partner with? (All that apply)

Hosting/Cloud Provider Partners

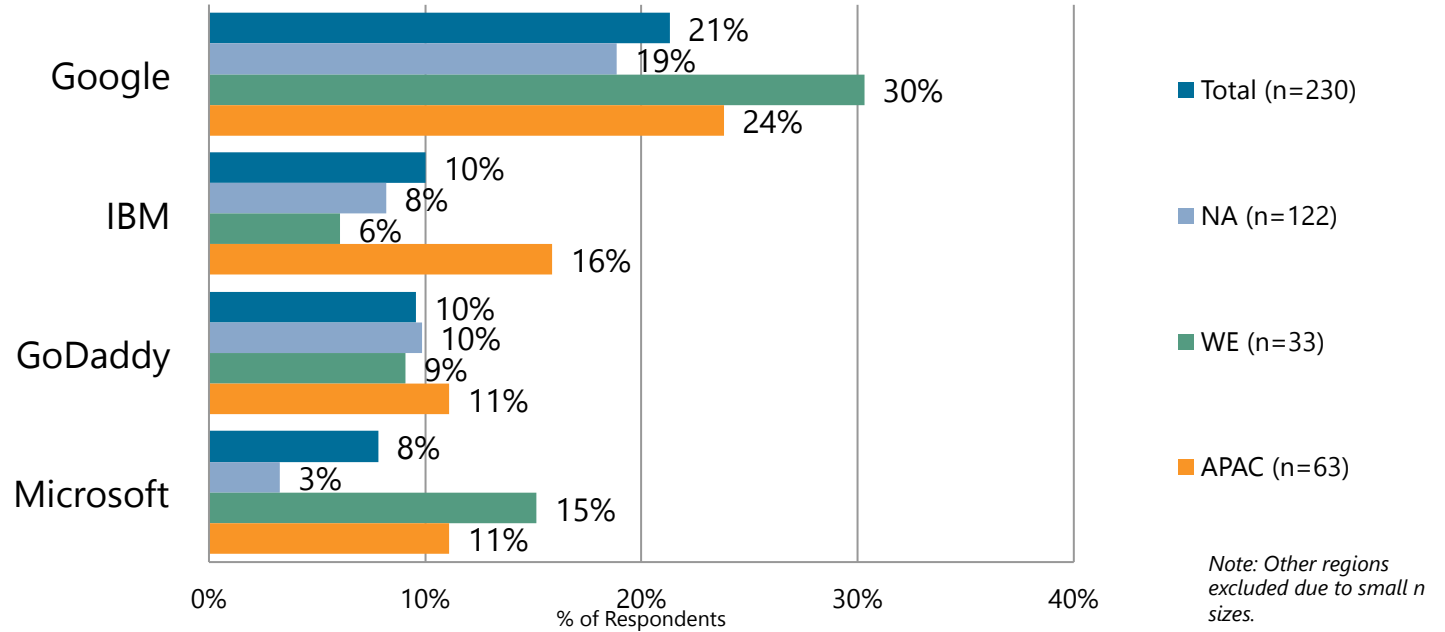
IaaS Vendor Partner of Primary Provider by Region



P2a. Who is the vendor of your Infrastructure as a Service provider partner?

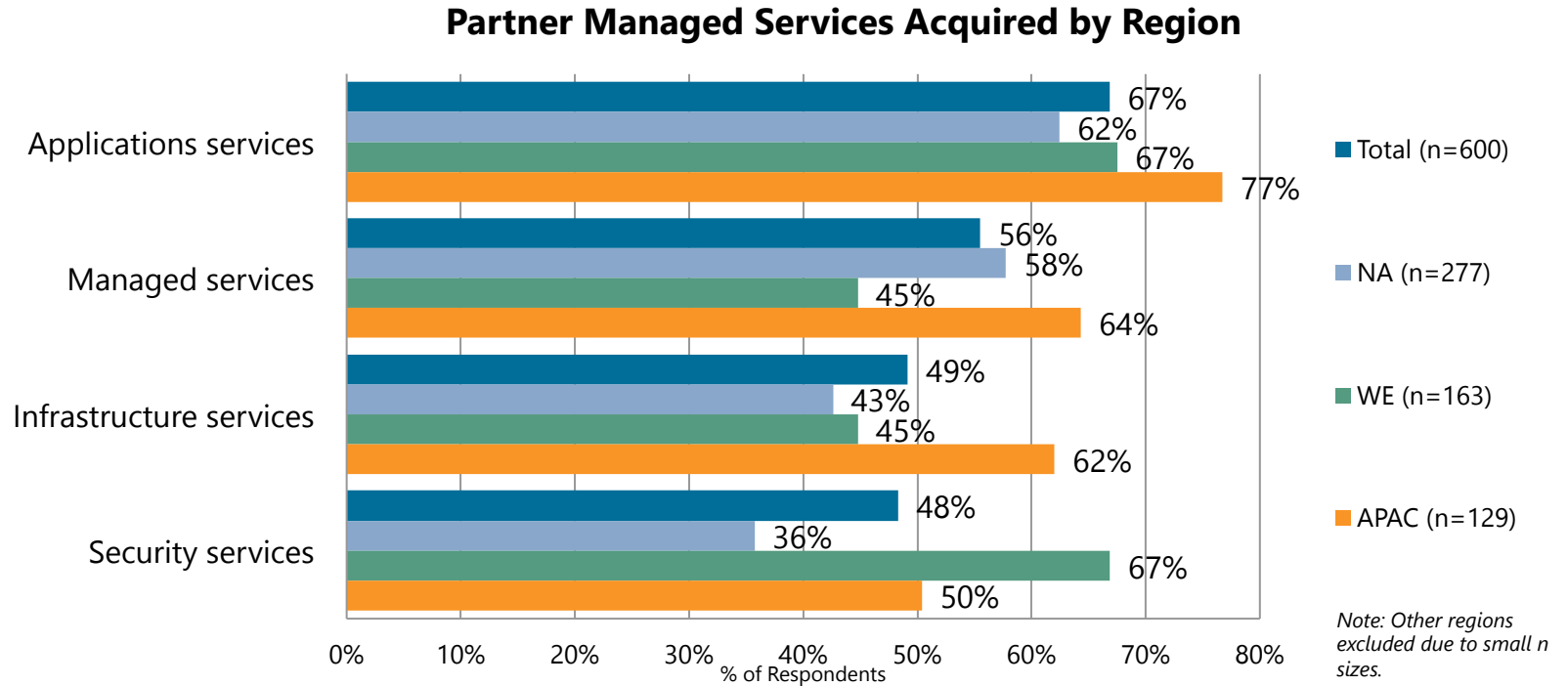
Hosting/Cloud Provider Partners

Top Hosting Vendor Partner of Primary Provider by Region



P2b. Who is your hosting vendor partner?

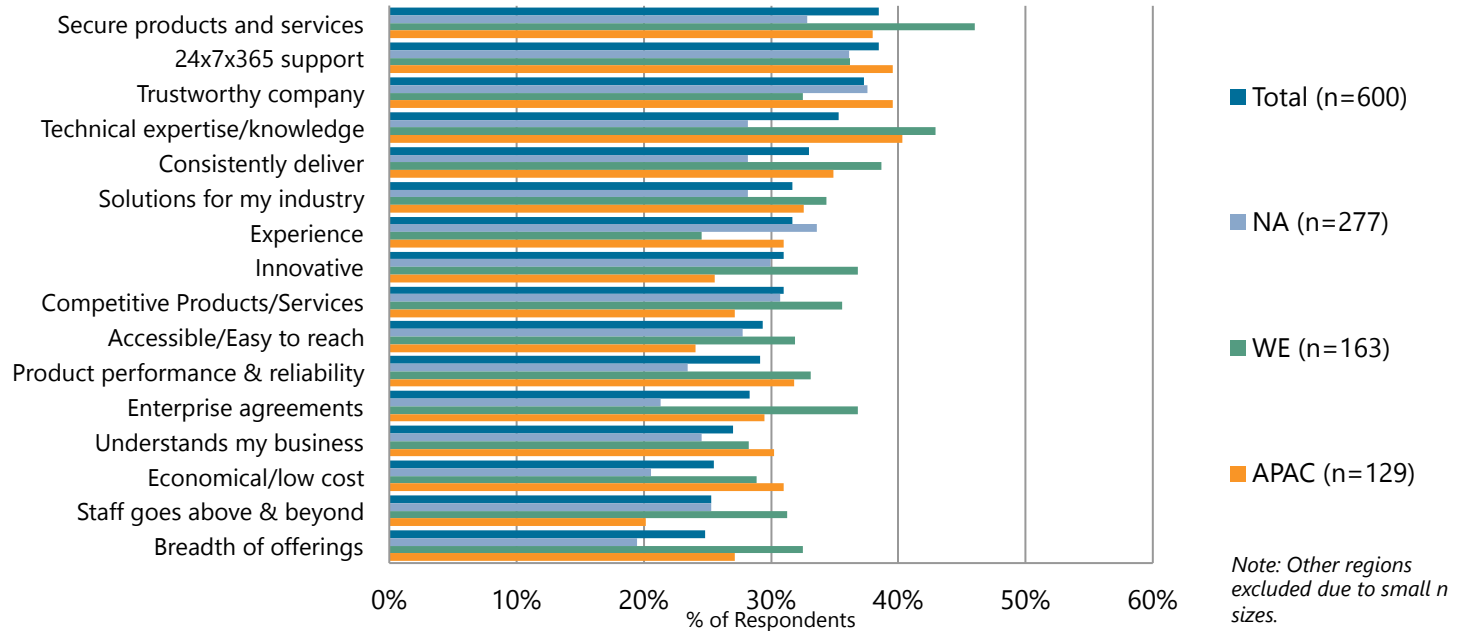
Hosting/Cloud Provider Partners



P3. Which of the following services do you buy from [Primary Hosting/Cloud Services Provider] that they manage via their partnership?

Hosting/Cloud Provider Partners

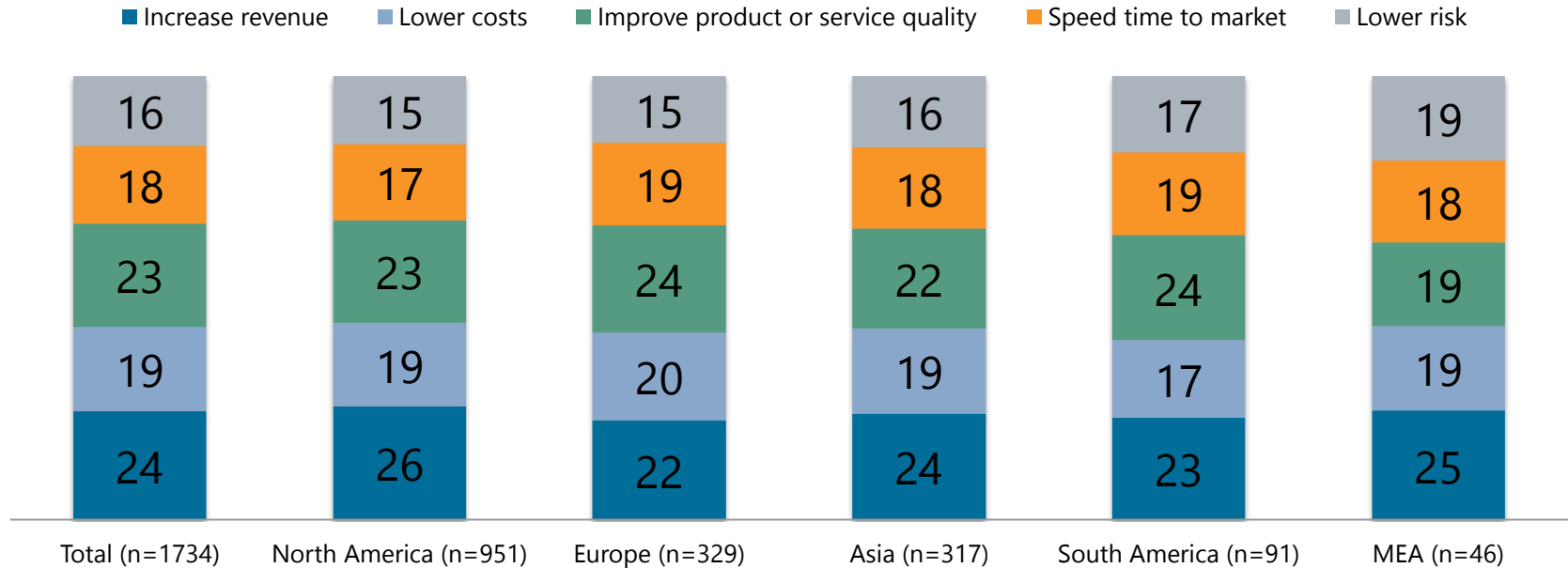
Primary Provider Partner Attributes by Region



P4. In your opinion, do the partners [Primary Hosting/Cloud Services Provider] works with provide any of the following attributes?

Business Transformation

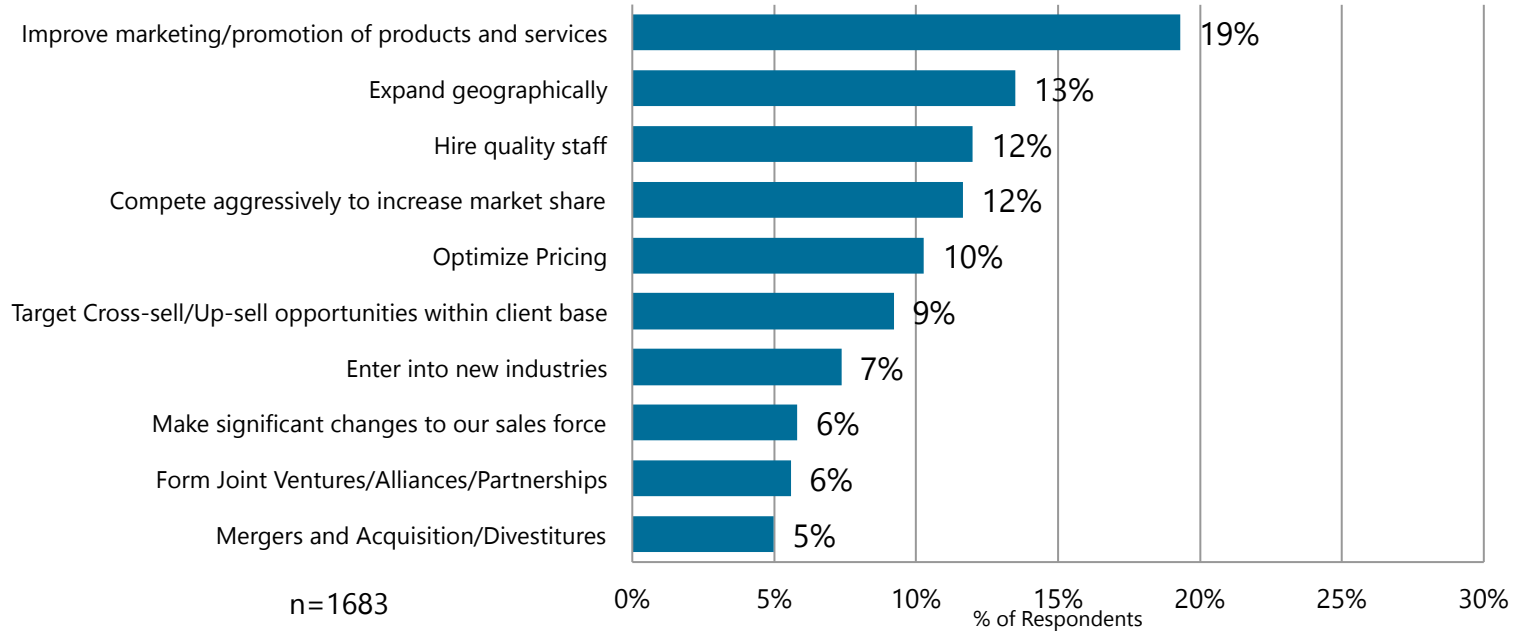
Relative Company Goals



C3. Allocate 100 points among the following five goals as they relate to your company or organization? [Sum to 100]

Business Transformation

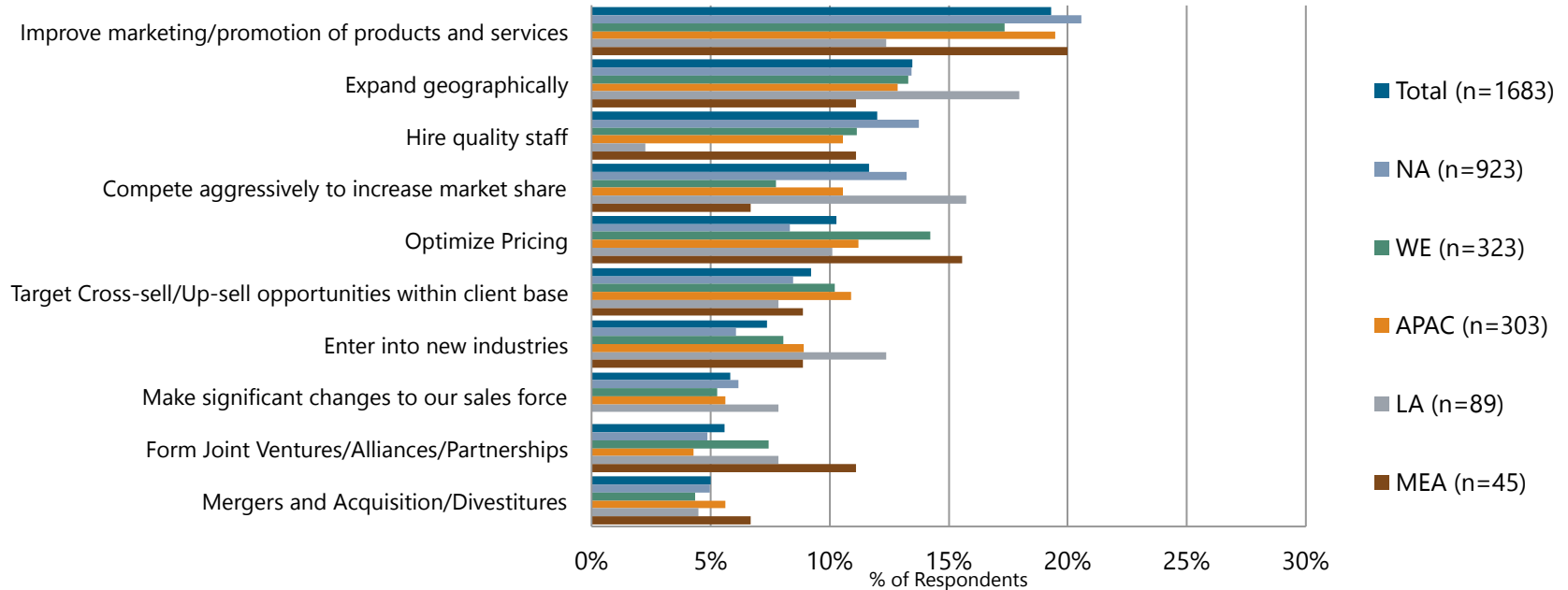
Most Important Attribute to Increase Revenue



C4. Based on what you have heard, which the following will be most important to your organization to increase revenue over the next two years:? (select one)

Business Transformation

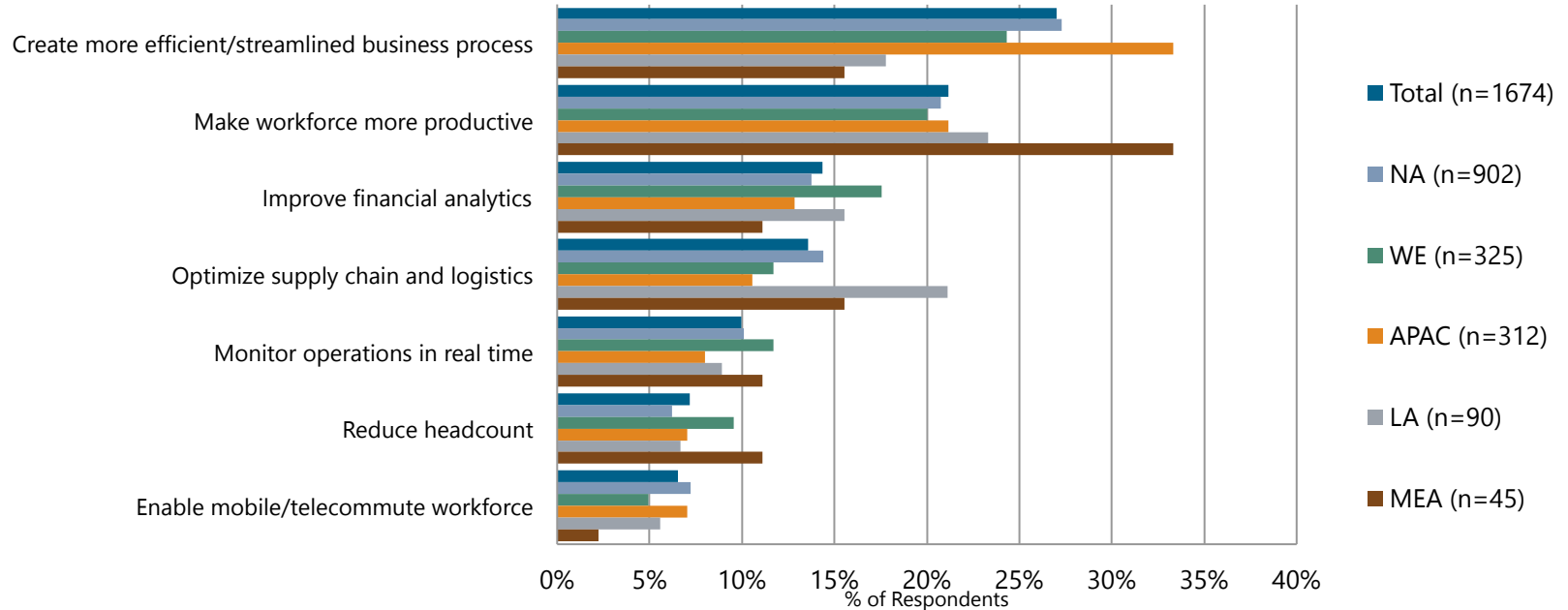
Most Important Attribute to Increase Revenue by Region



C4. Based on what you have heard, which the following will be most important to your organization to increase revenue over the next two years:? (select one)

Business Transformation

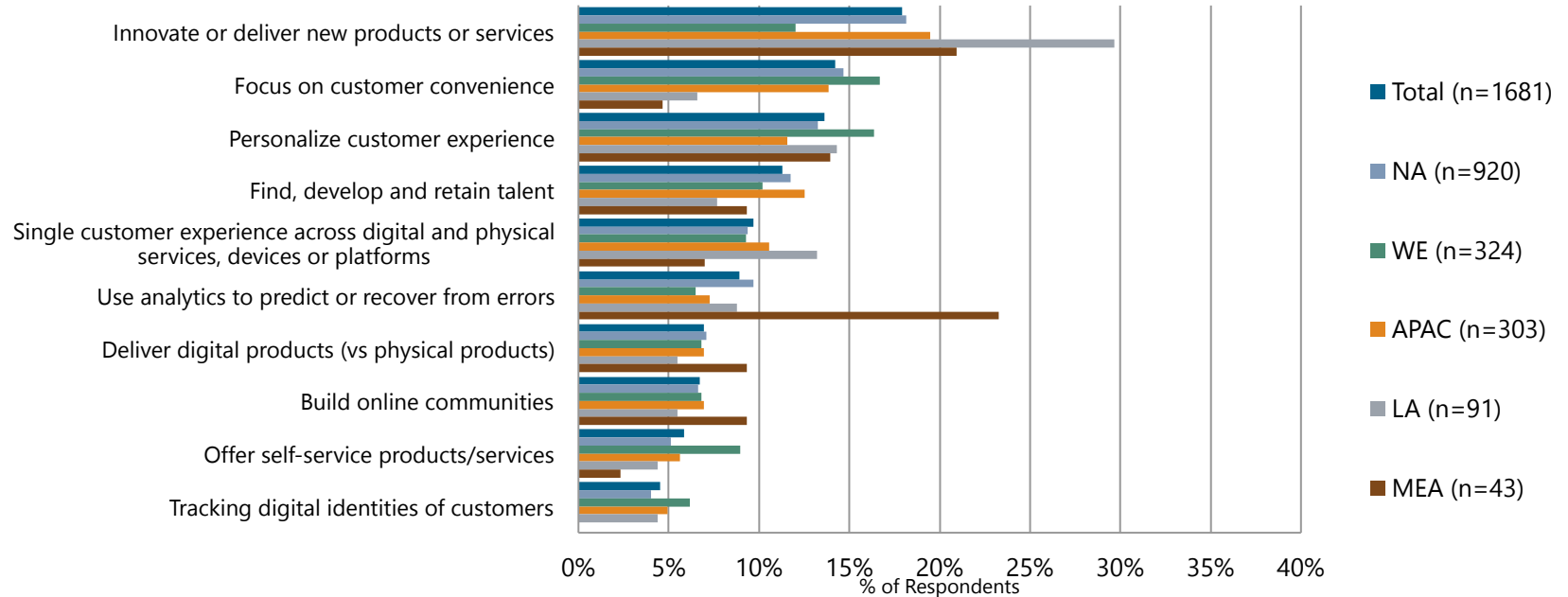
Most Important Attribute to Lower Cost by Region



C5. Based on what you have heard, which the following will be most important to your organization to lower costs over the next two years: (select one)

Business Transformation

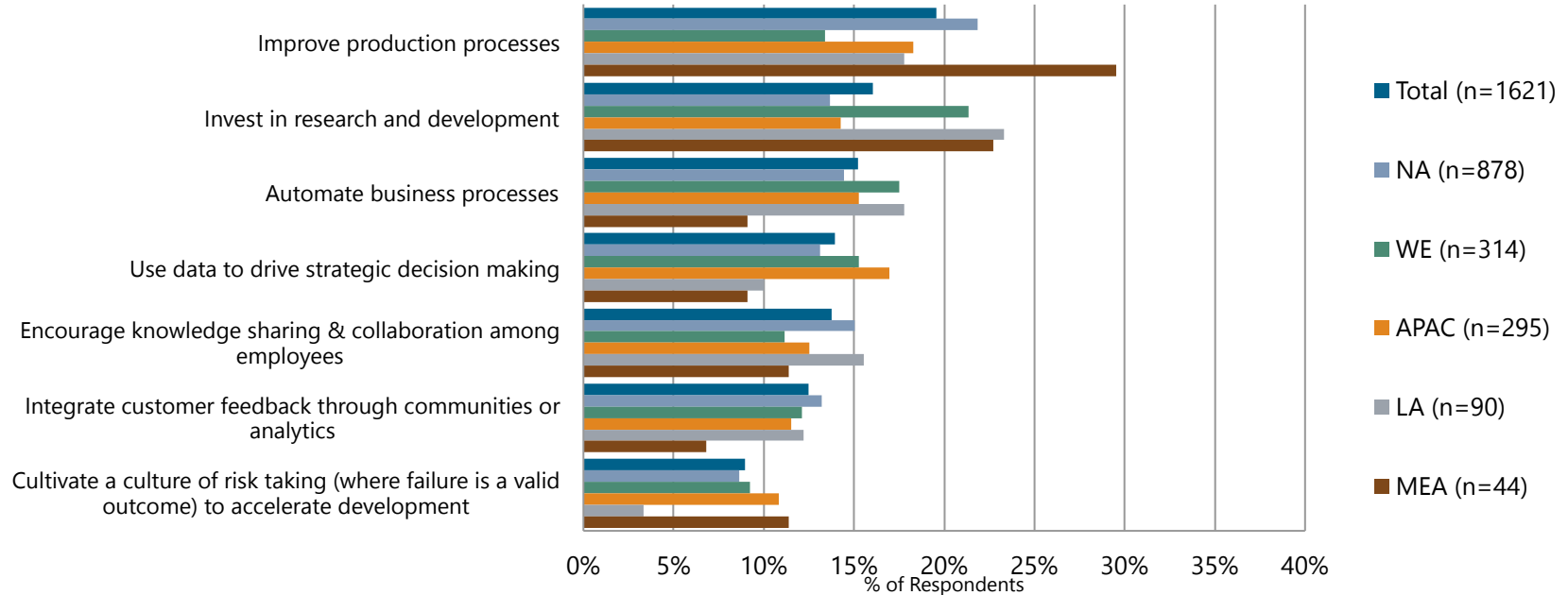
Most Important Attribute to Improve Product or Service Quality by Region



C6. Based on what you have heard, which the following will be most important to your organization to improve product or service quality over the next two years: (select one)

Business Transformation

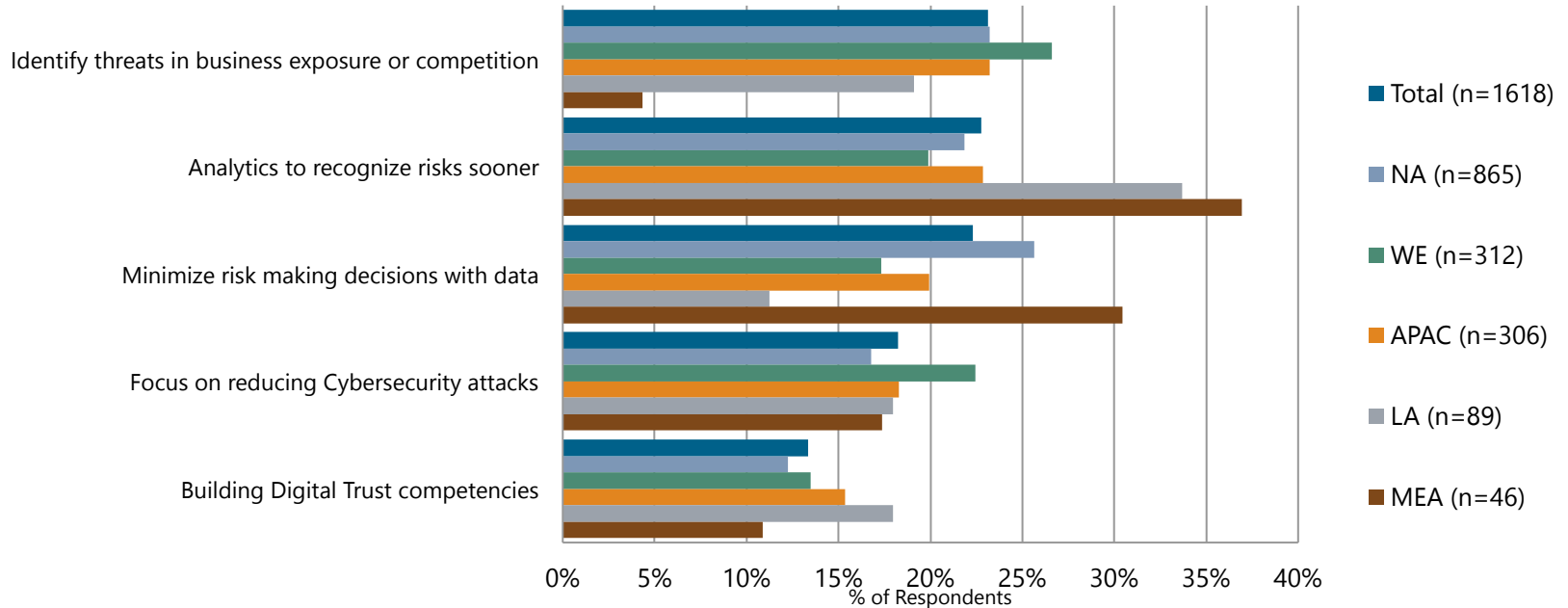
Most Important Attribute to Speed Time to Market by Region



C7. Based on what you have heard, which the following will be most important to your organization to speed time to market over the next two years: (select one)

Business Transformation

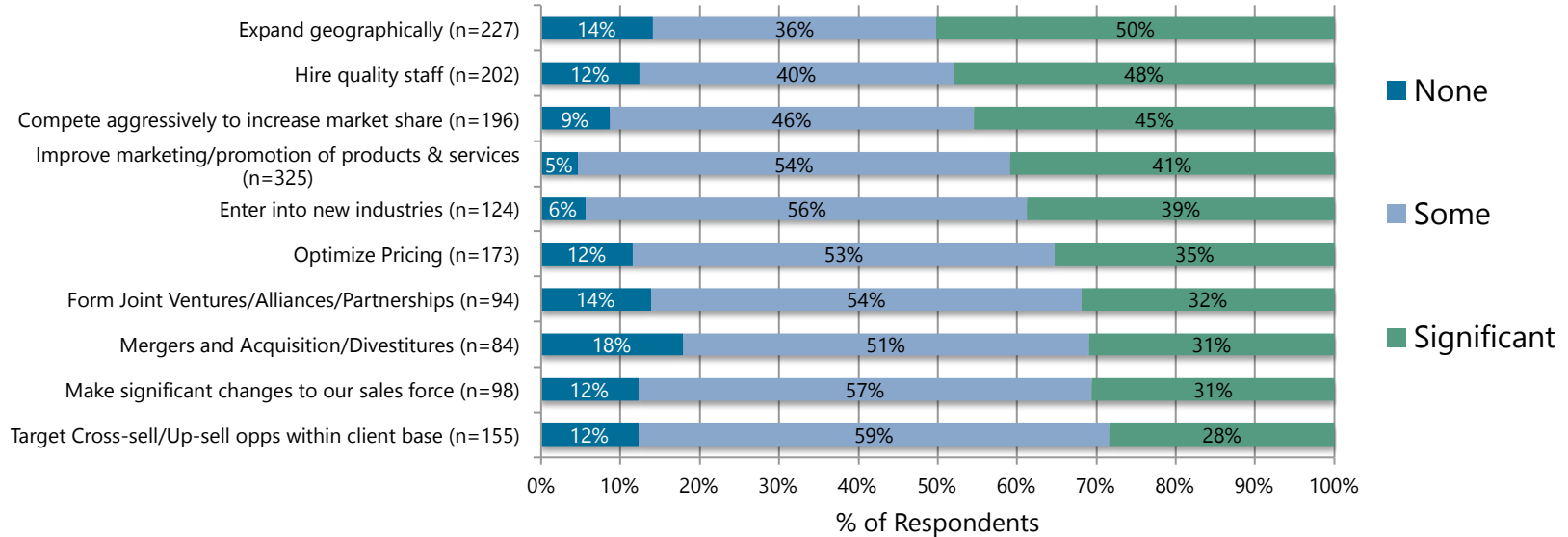
Most Important Attribute to Lower Risk by Region



C8. Based on what you have heard, which the following will be most important to your organization to lower risk over the next two years: (select one)

Digital Transformation

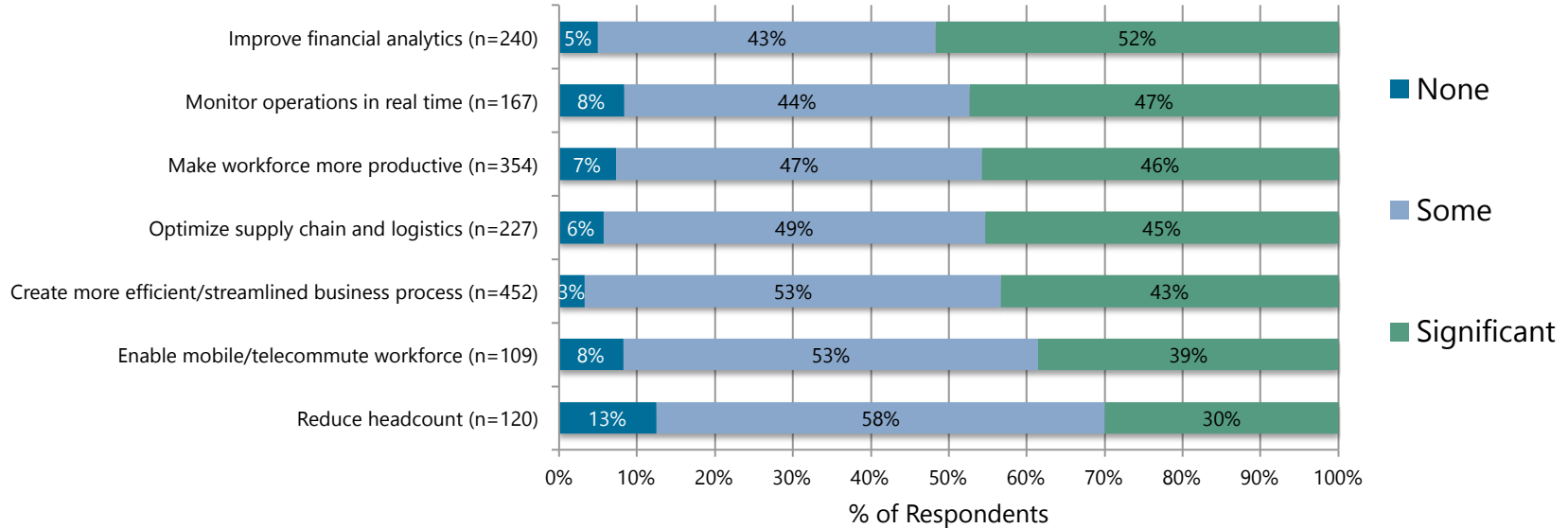
Digital Investment to Increase Revenue



C9a. What is the level of digital investment that your organization will need to make to deliver on these strategies [Increase Revenue] over the next two years, based either on your own knowledge or impressions?

Digital Transformation

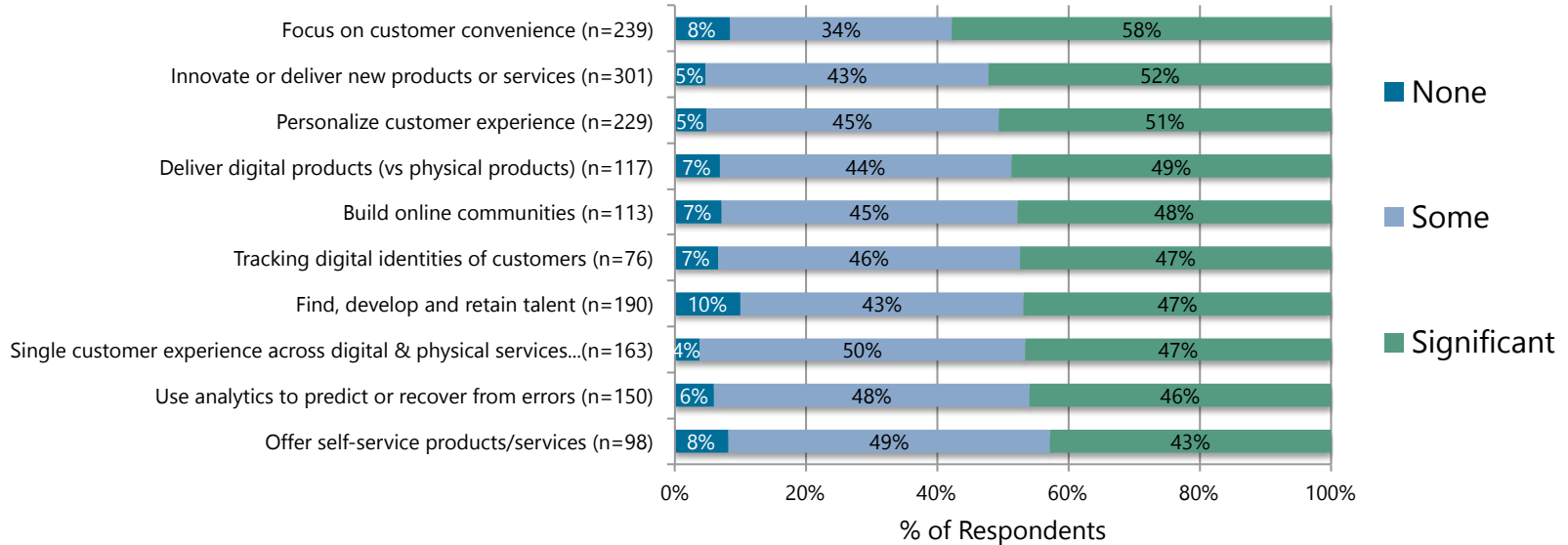
Digital Investment to Lower Costs



C9b. What is the level of digital investment that your organization will need to make to deliver on these strategies [Lower Costs] over the next two years, based either on your own knowledge or impressions?

Digital Transformation

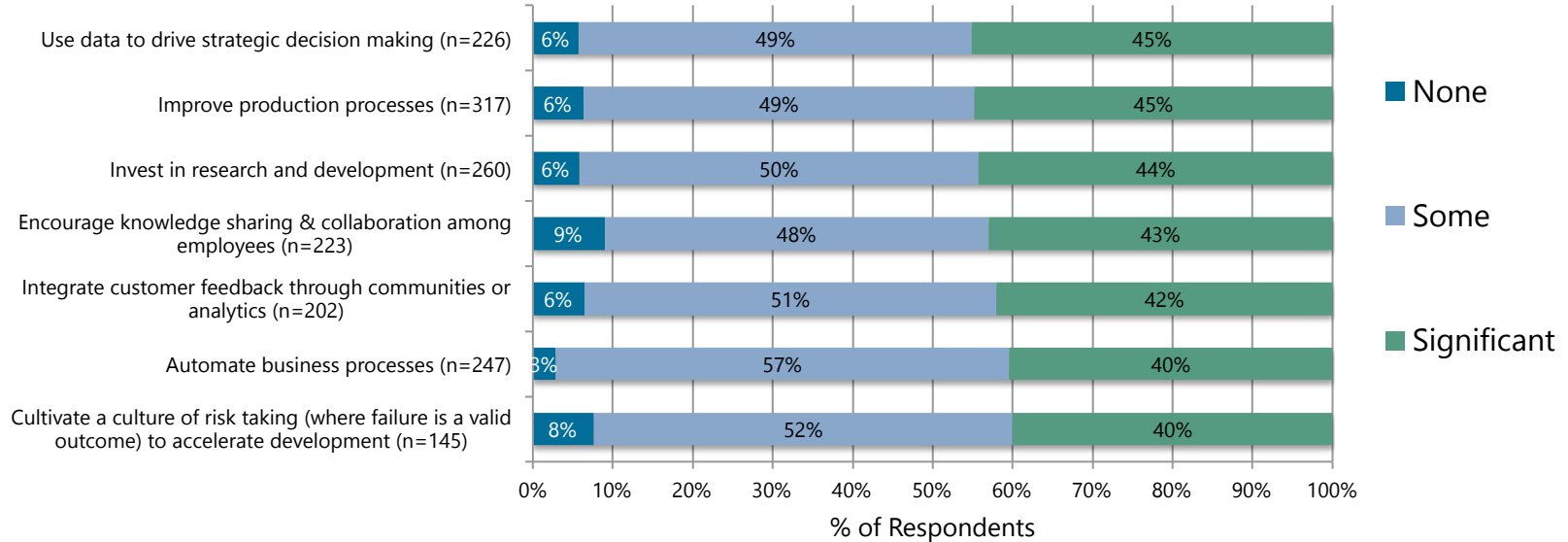
Digital Investment to Improve Product or Service Quality



C9c. What is the level of digital investment that your organization will need to make to deliver on these strategies [Improve Product or Service Quality] over the next two years, based either on your own knowledge or impressions?

Digital Transformation

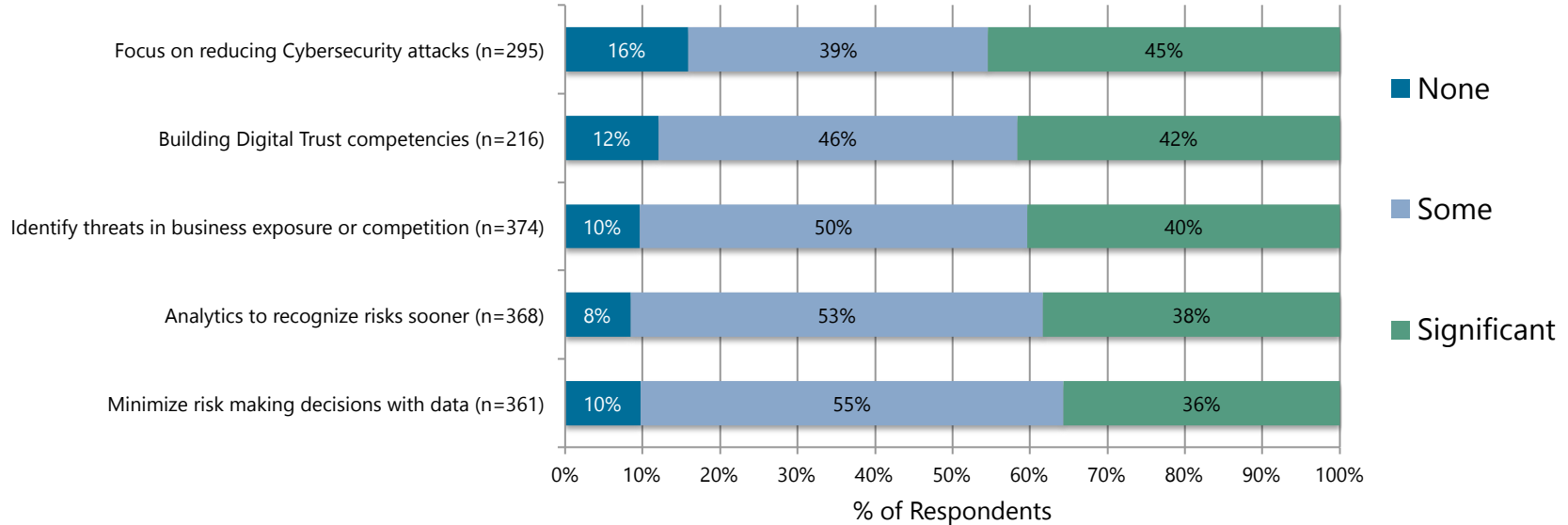
Digital Investment to Speed Time to Market



C9d. What is the level of digital investment that your organization will need to make to deliver on these strategies [Speed Time to Market] over the next two years, based either on your own knowledge or impressions?

Digital Transformation

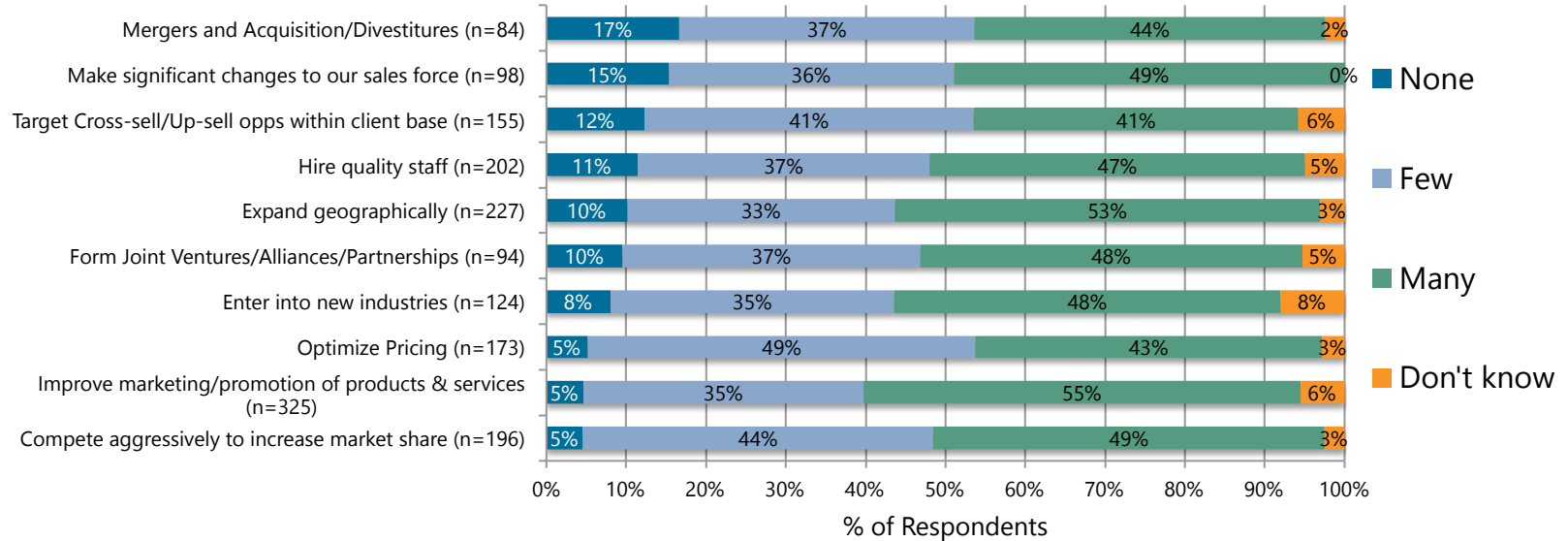
Digital Investment to Lower Risk



C9e. What is the level of digital investment that your organization will need to make to deliver on these strategies [Lower Risk] over the next two years, based either on your own knowledge or impressions?

Digital Transformation

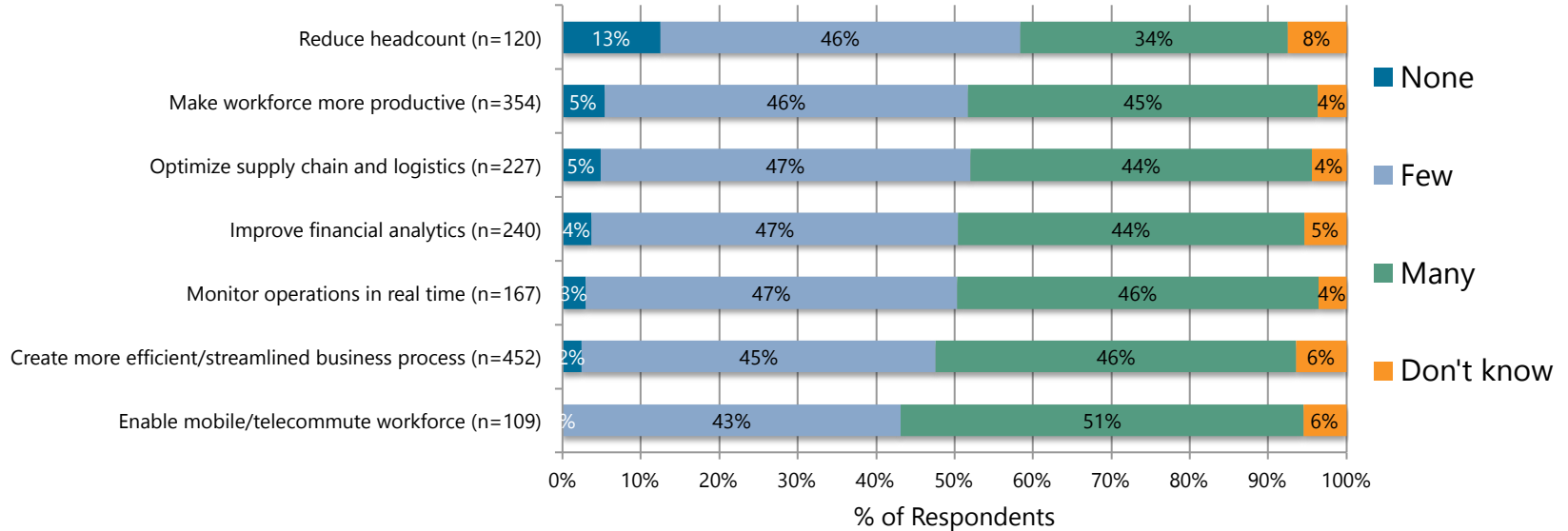
Proportion of Providers Can Support Digital Investment to Increase Revenue



C10a. Estimate the PROPORTION of cloud and hosting providers that could deliver services to support the digital investment required for these strategies [Increase Revenue], based either on your own knowledge or what you heard?

Digital Transformation

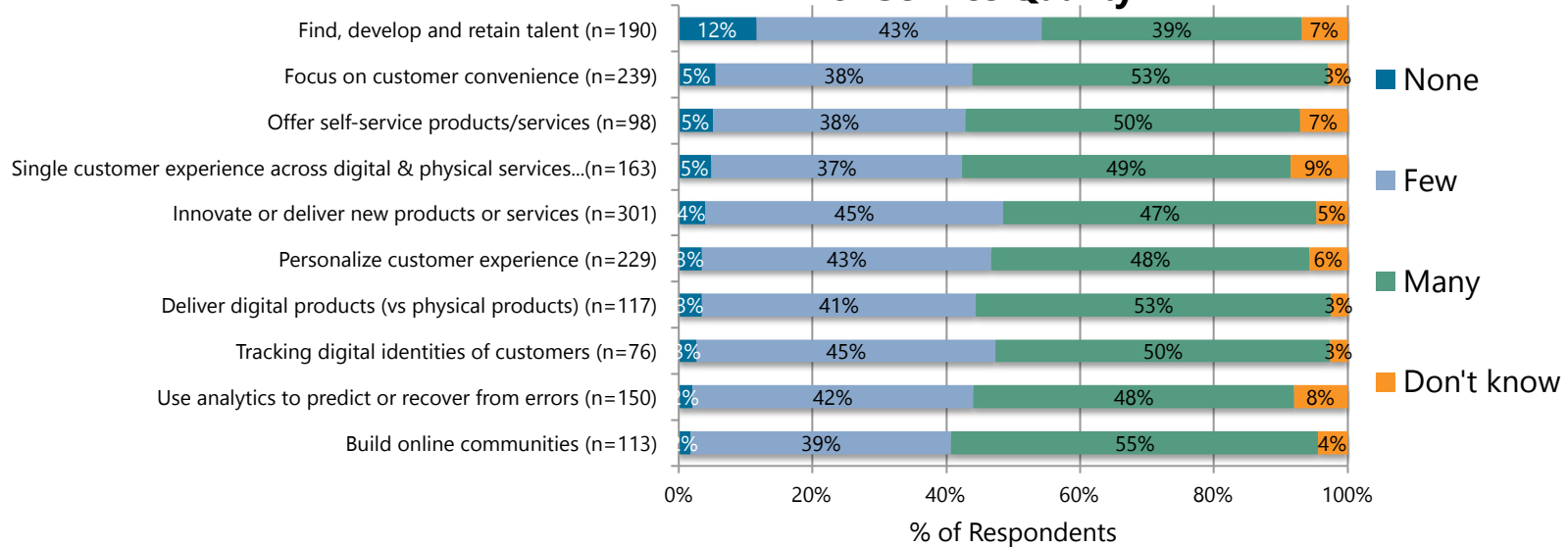
Proportion of Providers Can Support Digital Investment to Lower Costs



C10b. Estimate the PROPORTION of cloud and hosting providers that could deliver services to support the digital investment required for these strategies [Lower Costs], based either on your own knowledge or what you heard?

Digital Transformation

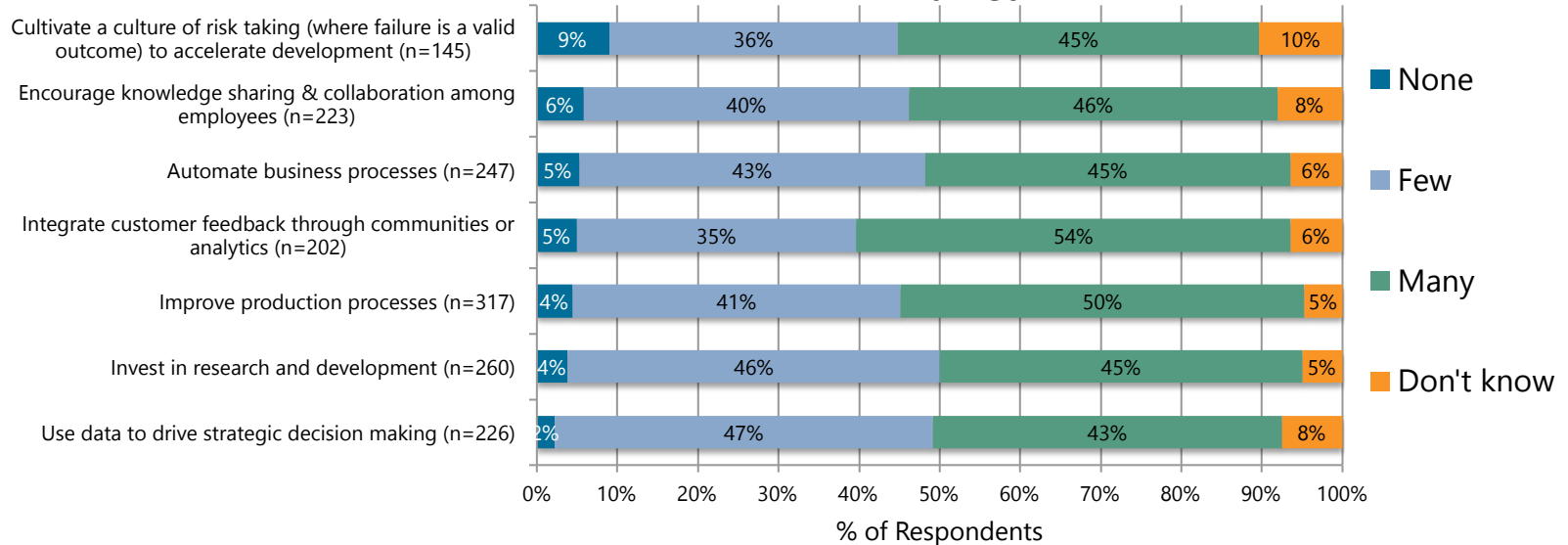
Proportion of Providers Can Support Digital Investment to Improve Product or Service Quality



C10c. Estimate the PROPORTION of cloud and hosting providers that could deliver services to support the digital investment required for these strategies [Improve Product or Service Quality] , based either on your own knowledge or what you heard?

Digital Transformation

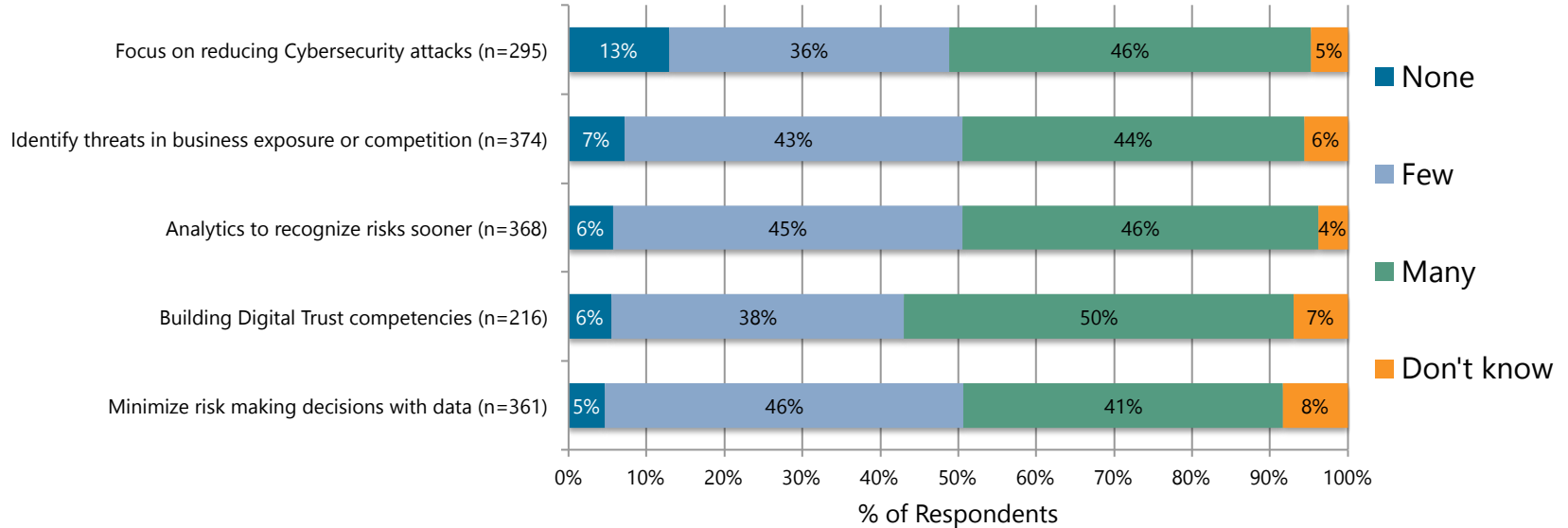
Proportion of Providers Can Support Digital Investment to Speed Time to Market



C10d. Estimate the PROPORTION of cloud and hosting providers that could deliver services to support the digital investment required for these strategies [Speed Time to Market], based either on your own knowledge or what you heard?

Digital Transformation

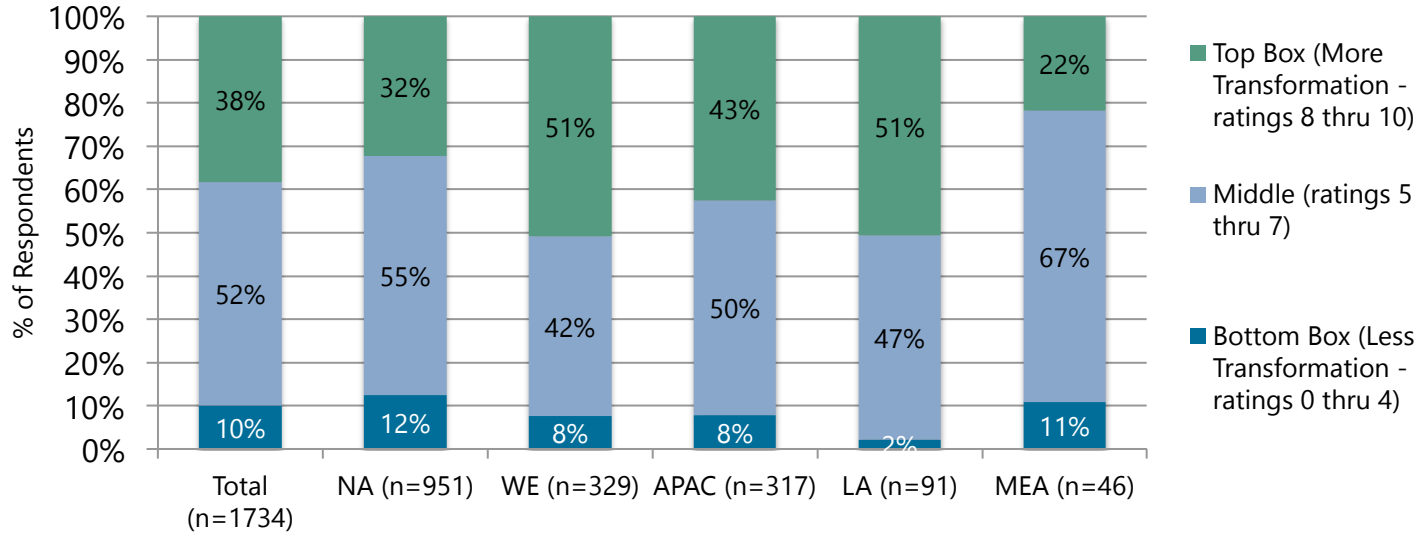
Proportion of Providers Can Support Digital Investment to Lower Risk



C10e. Estimate the PROPORTION of cloud and hosting providers that could deliver services to support the digital investment required for these strategies [Lower Risk], based either on your own knowledge or what you heard?

Business Transformation

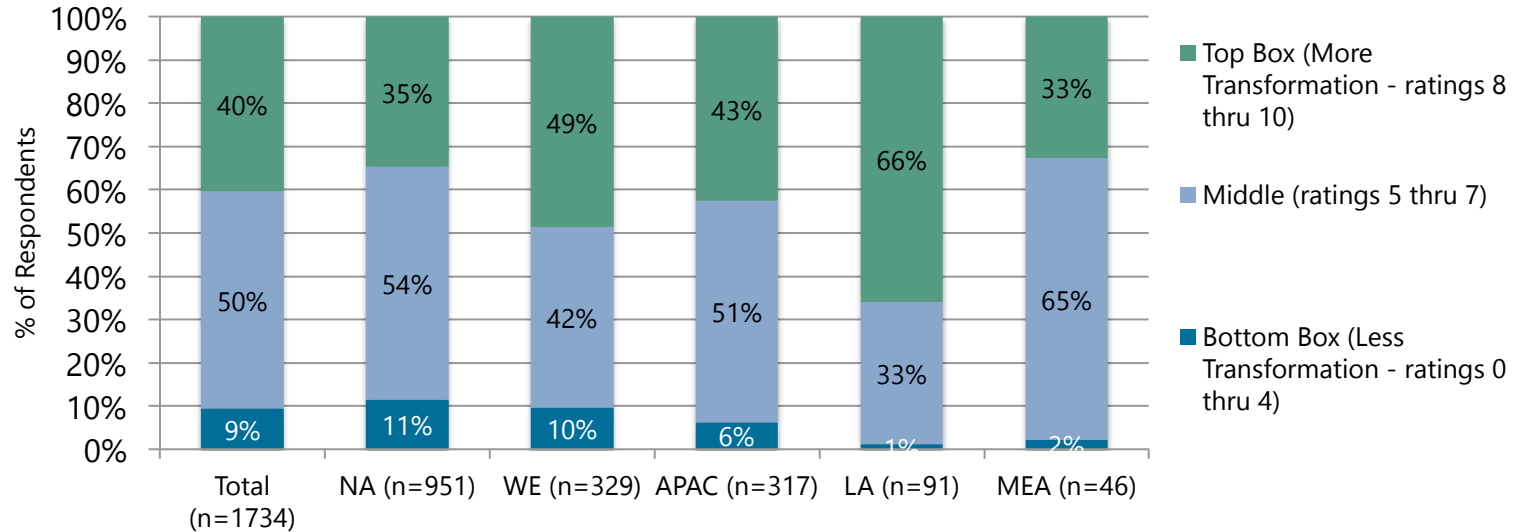
Required Level of Business Transformation For New Strategies by Region



C11. Rate the level of business transformation required in your current operations to support the new organizational strategies you previously identified over the next five years. 0=no transformation, 10=major transformation

Digital Transformation

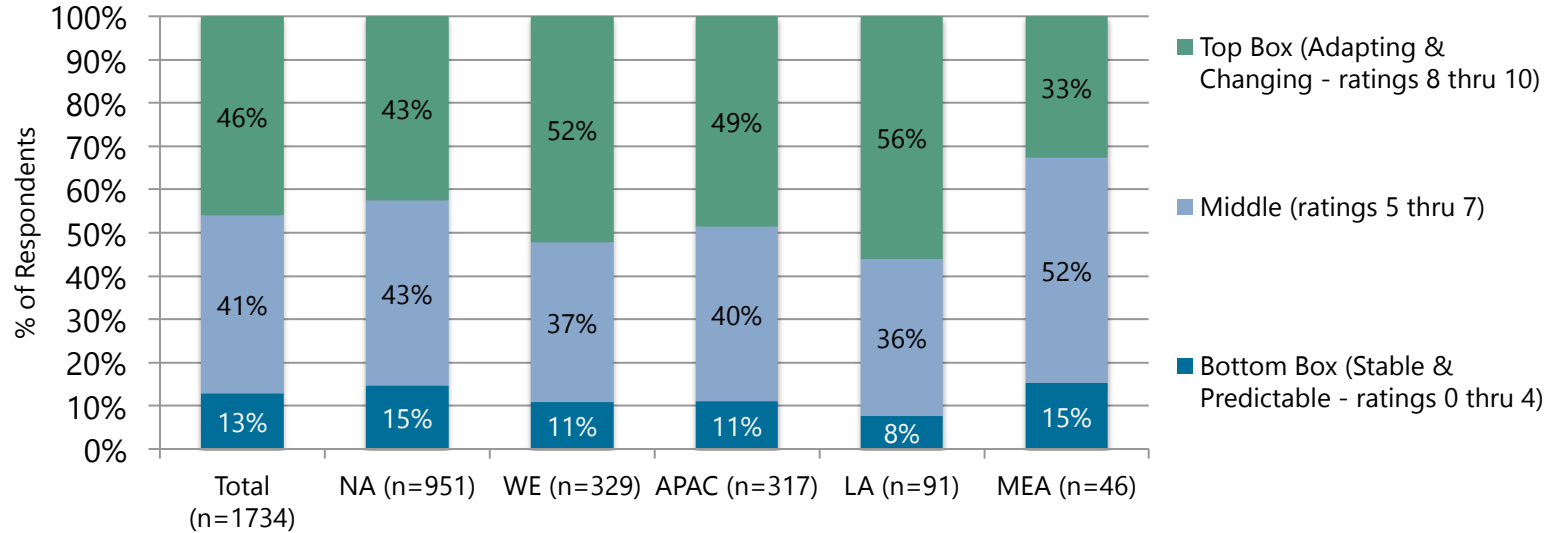
Required Level of IT Digital Transformation by Region



C12. Rate the level of transformation required in your current IT or digital portfolio to support this level of business transformation over the next five years. 0=no transformation, 10=major transformation

Digital Culture

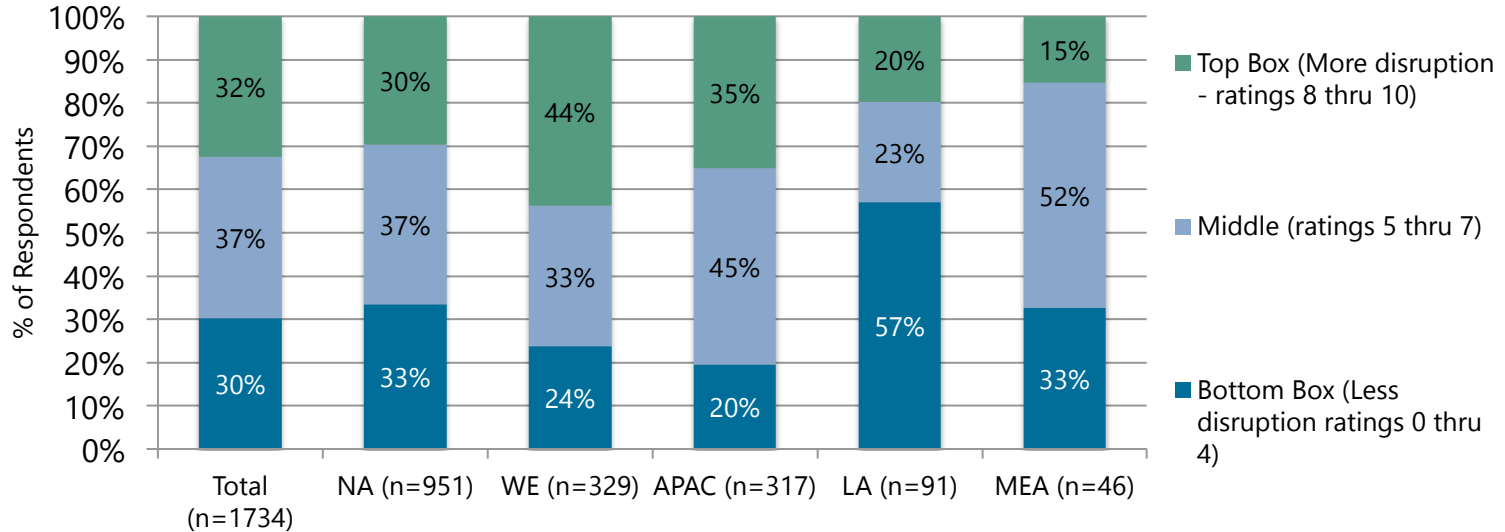
Corporate Culture Rating by Region



C13. Please rate your corporate culture on a scale of 0 to 10 where 0 = stable and predictable and 10 = continuously adapting and changing.

Digital Culture

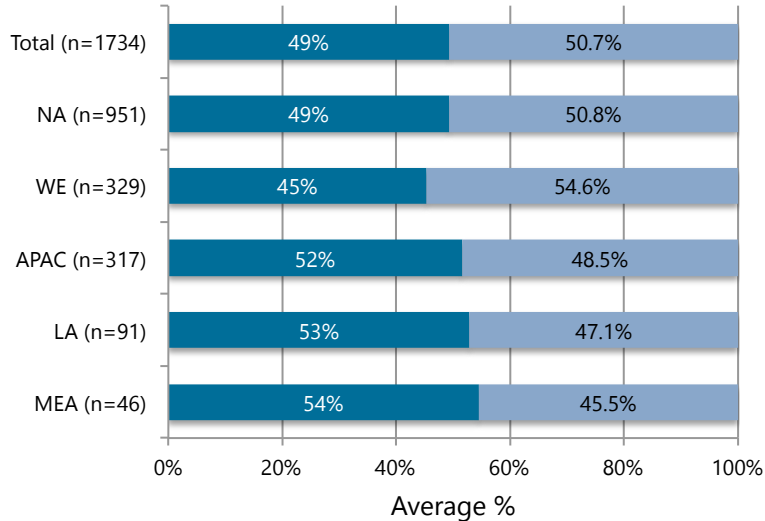
Digital Technology Disruption in Your Industry by Region



C14. Rate the extent to which digital technology is disrupting your industry over the next 5 years on a 0 to 10 scale where 0 = no disruption and 10 = major disruption.

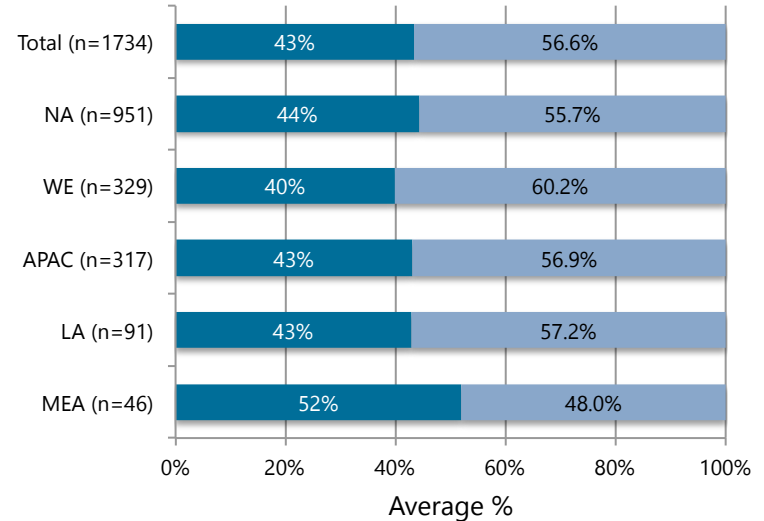
Digital Culture

2016 Infrastructure Reliance by Region



■ % physical infrastructure - Today ■ % digital infrastructure - Today

2018 Infrastructure Reliance by Region

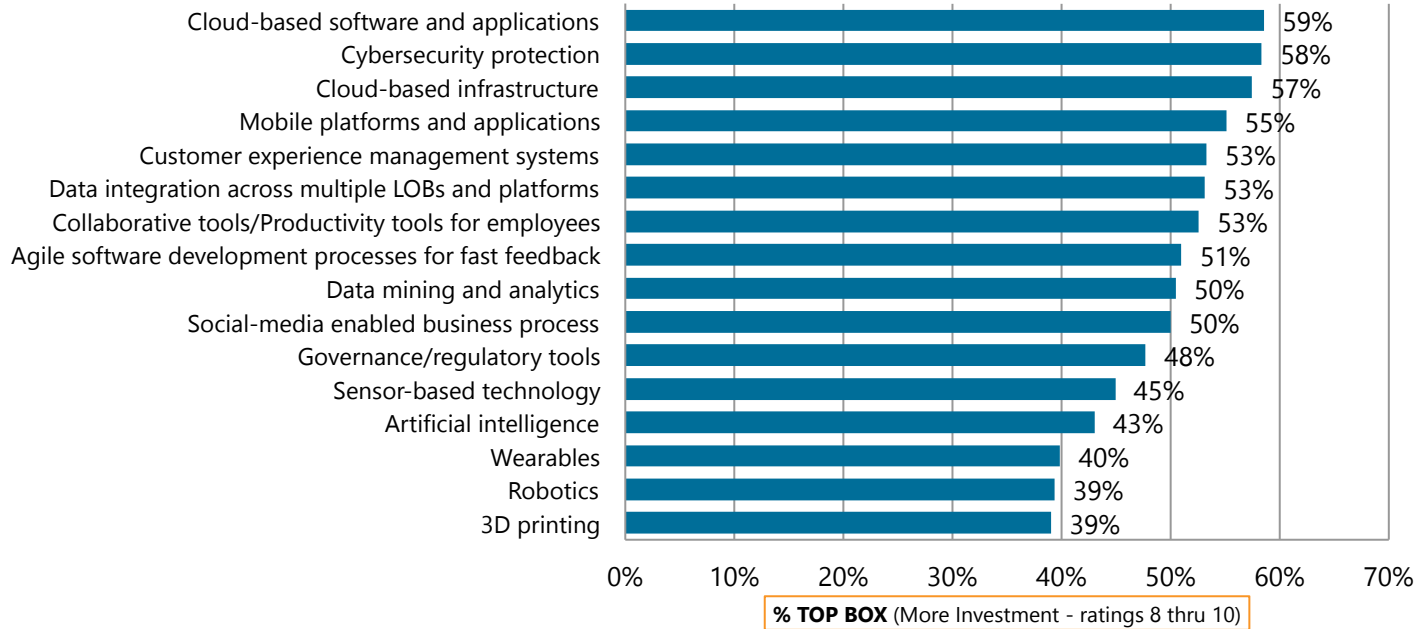


■ % physical infrastructure - In 2 Years ■ % digital infrastructure - In 2 Years

C15. Estimate the reliance of your organization on physical infrastructure vs. digital infrastructure to deliver products and services, today and in two years. Please sum to 100% (e.g. manufacturing companies rely extensively on heavy machinery, software companies rely primarily on digital technology, Uber does not own any cars but rely on their digital platform)

Business Investment

Technology Investment Ratings

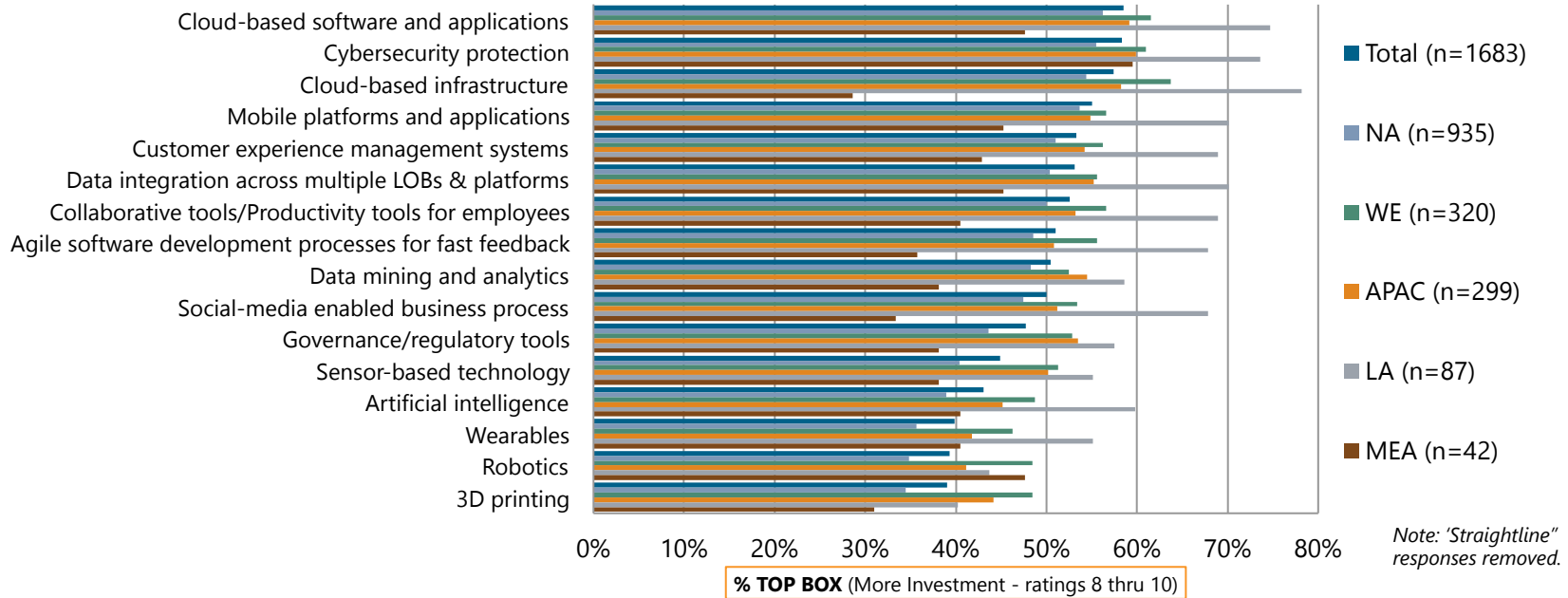


Note: 'Straightline' responses removed.

C17. Rate the level of investment in the following technologies over the next 5 years in terms of meeting your business goals: 0=no investment, 10= Significant investment. Randomize [TOP BOX %, COMBINES RATINGS OF 8 THRU 10]

Business Investment

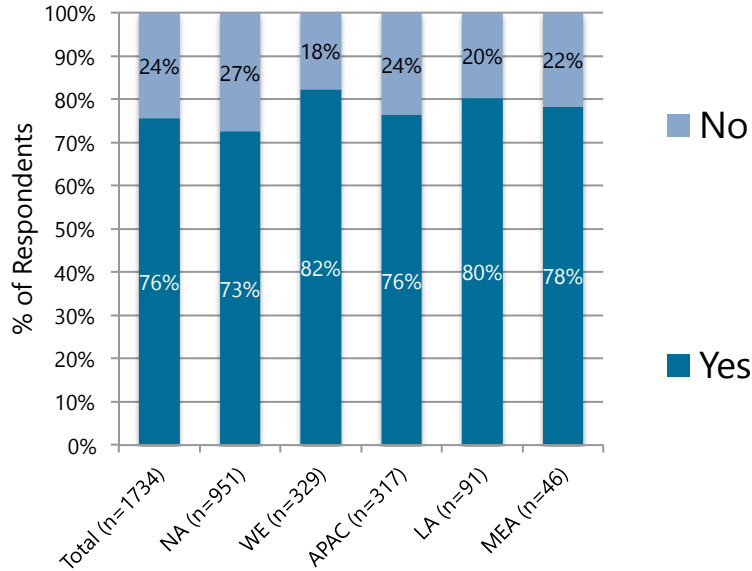
Technology Investment Ratings by Region



C17. Rate the level of investment in the following technologies over the next 5 years in terms of meeting your business goals: 0=no investment, 10= Significant investment. Randomize [TOP BOX %, COMBINES RATINGS OF 8 THRU 10]

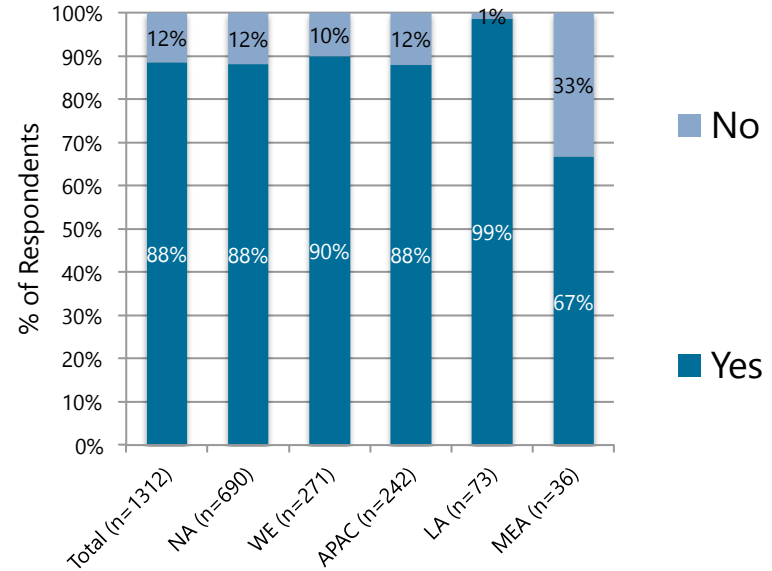
Digital Transformation

Clear Strategy for Digital Environment by Region



C18. Does your organization have a clear strategy for the change in your digital environment over the next five years?

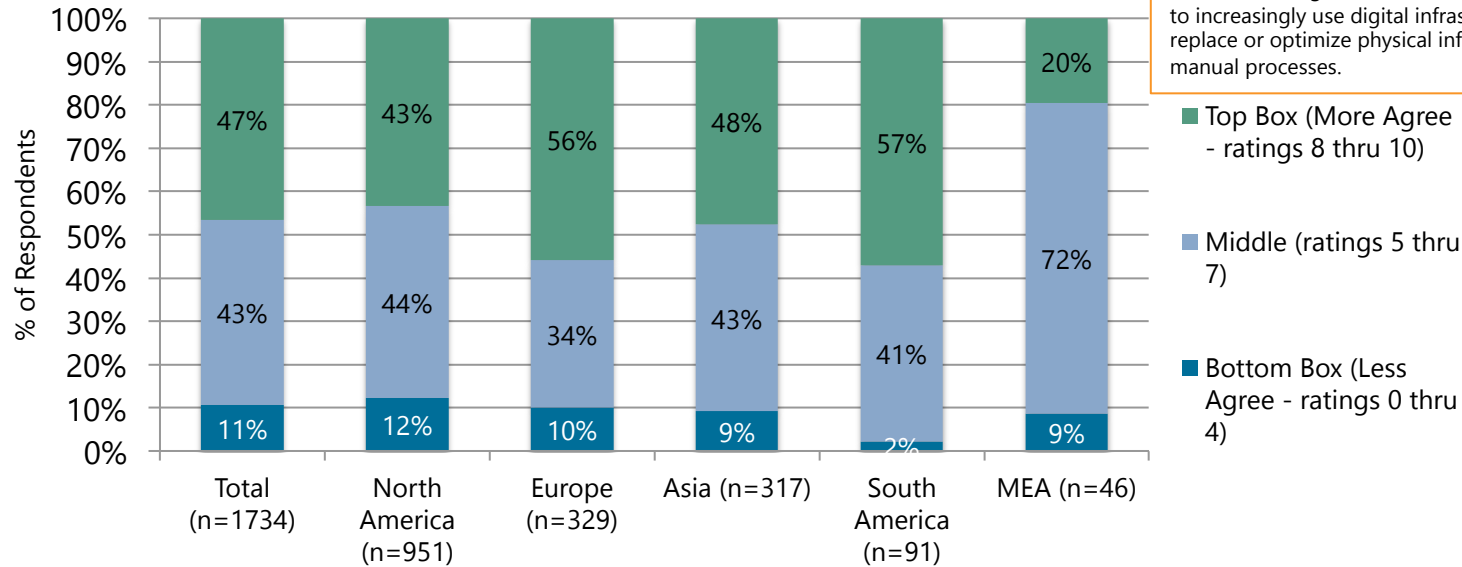
Digital Environment Key Stakeholder by Region



C19. (Ask if C18=yes) Does your organization have a key stakeholder to drive and support transformation of your digital environment?

Digital Transformation

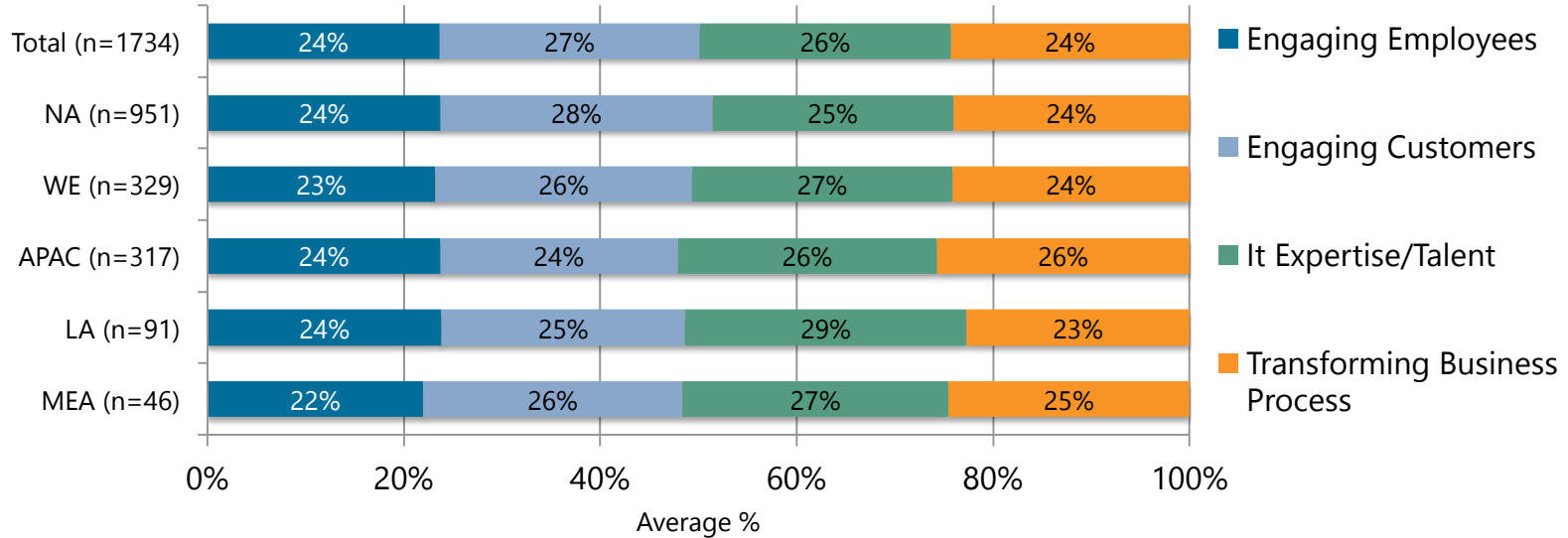
Digital Transformation Initiative by Region



C20. Please rate your level of agreement with this statement (where 0=disagree, 10=completely agree): Our company has articulated a digital transformation initiative to increasingly use digital infrastructure to replace or optimize physical infrastructure or manual processes.

Digital Culture

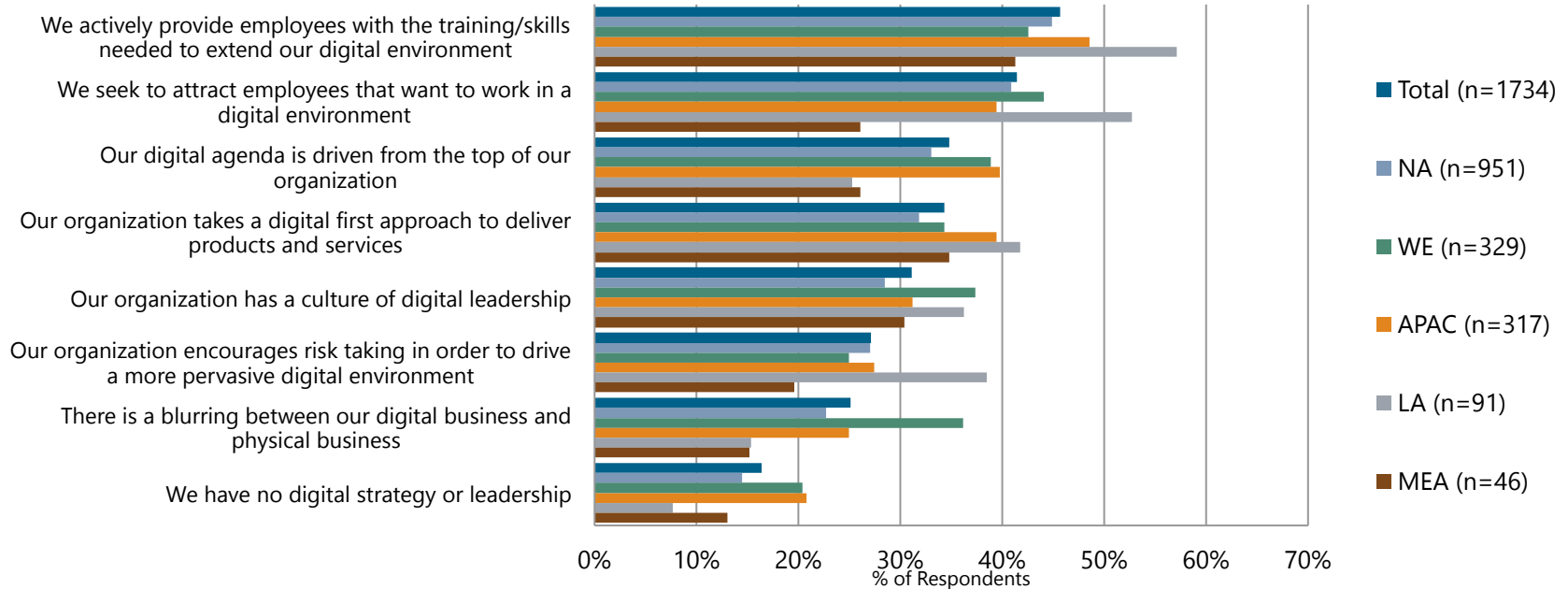
Digital Innovation Driver by Region



C21. In your opinion, which of the following is most important in successfully driving a culture of digital innovation in your organization? Sum to 100%

Digital Culture

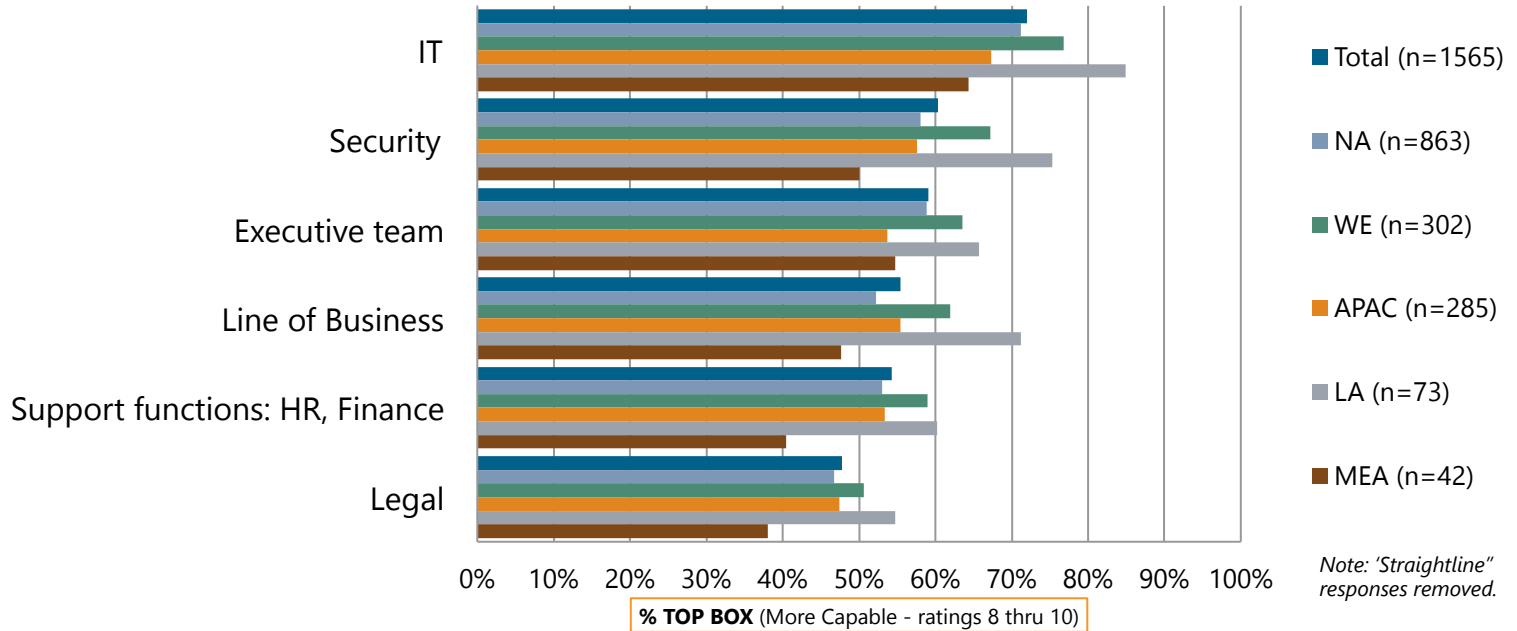
Organizational Digital Culture Attributes by Region



C22. Which of the following is true of your organization? (check all those that apply)

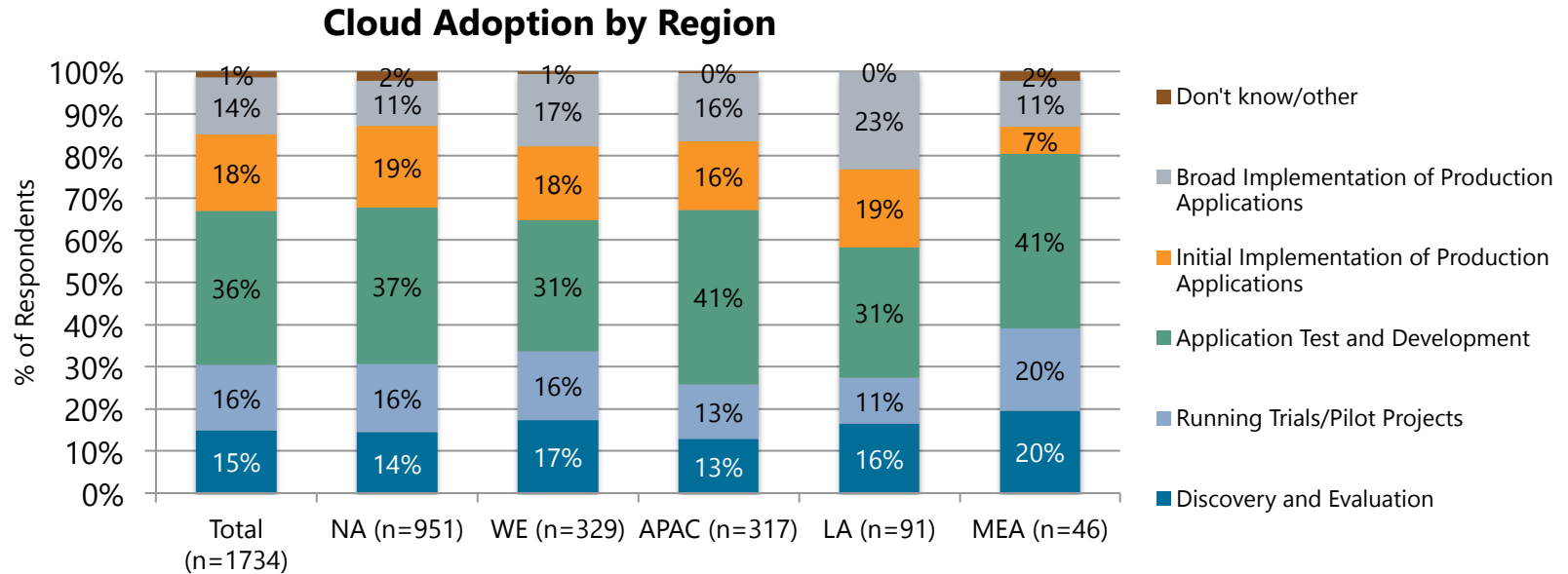
Digital Culture

Staff Capability to Understand Digital Technology Transformation by Region



C23. How capable are staff in the following groups at your organization in understanding how digital technologies could transform your business? 0=not at all capable, 10=very capable [TOP BOX %, COMBINES RATINGS OF 8 THRU 10]

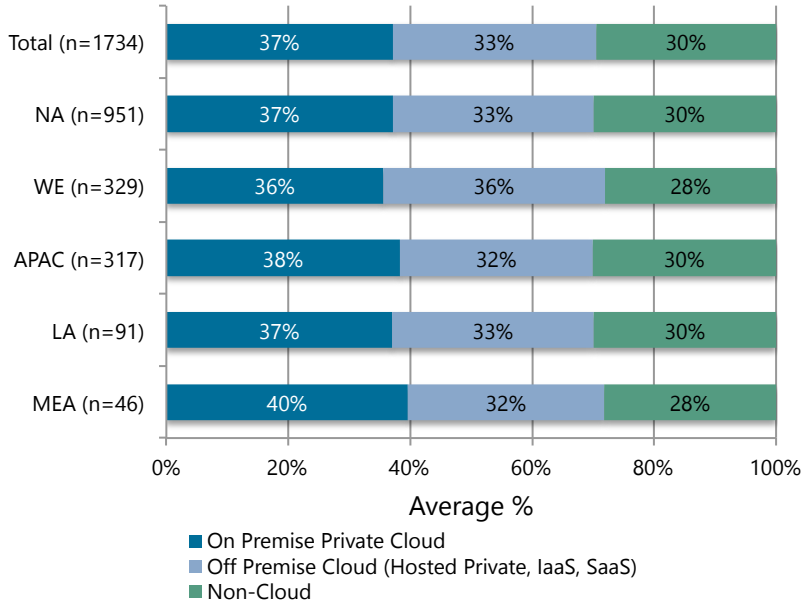
Cloud Computing



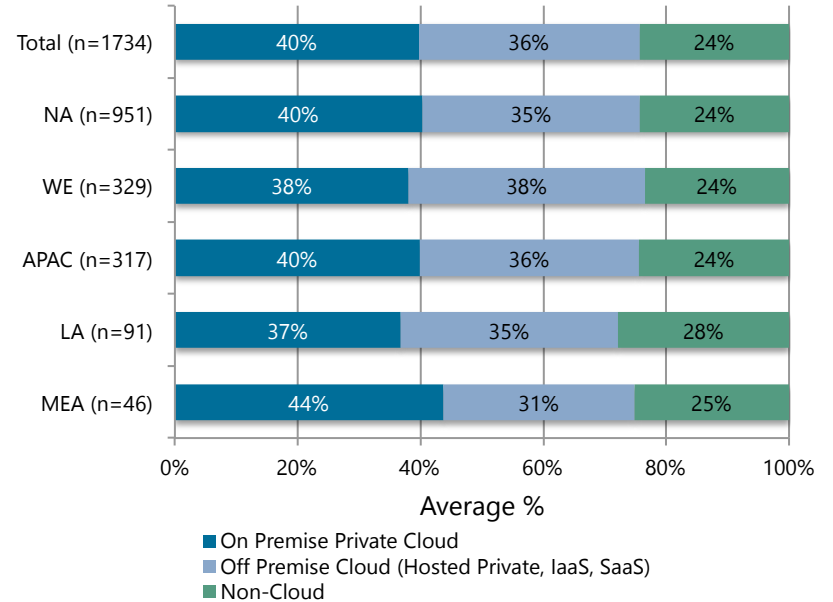
L20. Which of the following best describes your organization's adoption of cloud computing models?

Application Environment

2016 Application Environment by Region



2018 Application Environment by Region



L24. Thinking of all the applications your organization runs, what percentage are currently running in the following environments? [sum=100%]

L25. Looking ahead two years, approximately what percentage of your organization's total applications will be running in a cloud computing environment? [sum=100%]



NEW YORK
LONDON
BOSTON
WASHINGTON, D.C.
SAN FRANCISCO