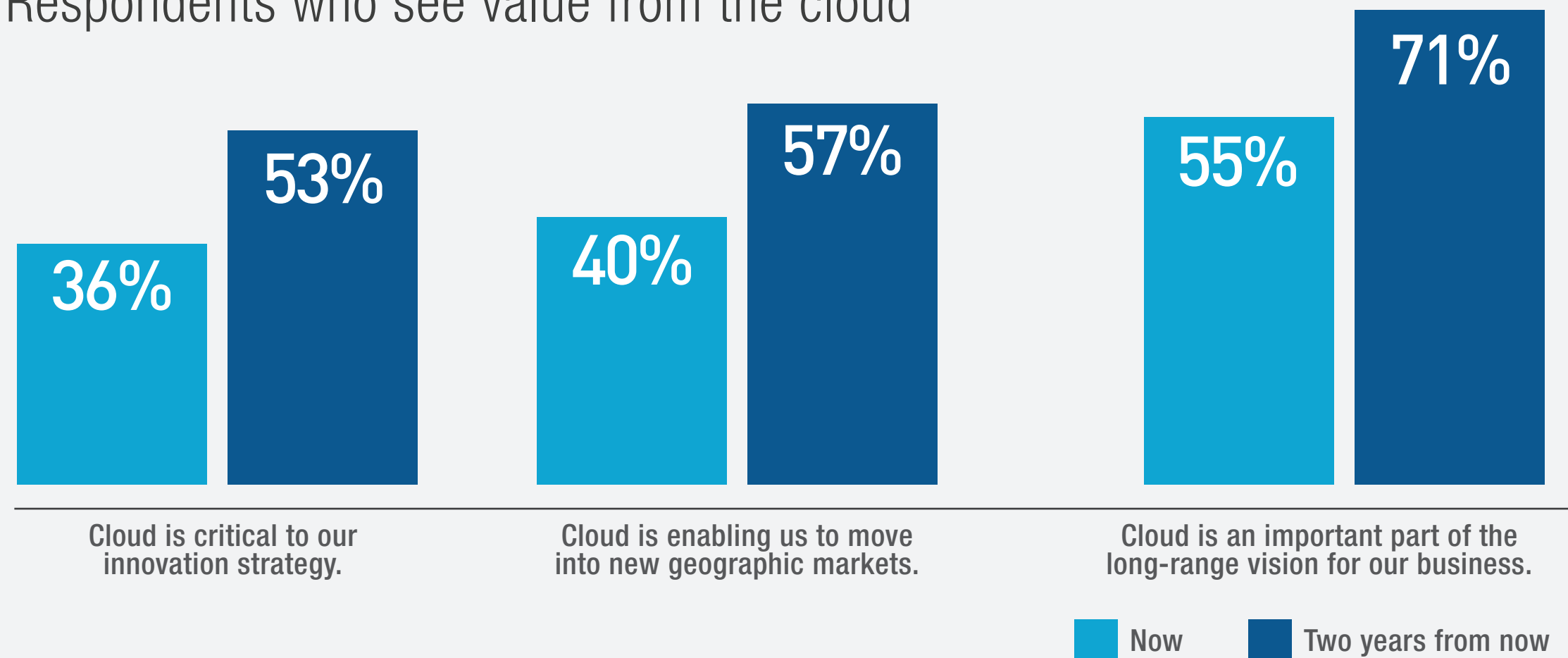


# CLOUD DRIVES BUSINESS VALUE

THE PATH TO VALUE IN THE CLOUD

## COMPANIES HAVE SOPHISTICATED EXPECTATIONS FOR CLOUD PROJECTS...

Respondents who see value from the cloud



## MOST QUANTIFY SUCCESS IN THE CLOUD BY FASTER TIME TO PRODUCTION.



**71%**  
Faster time to production



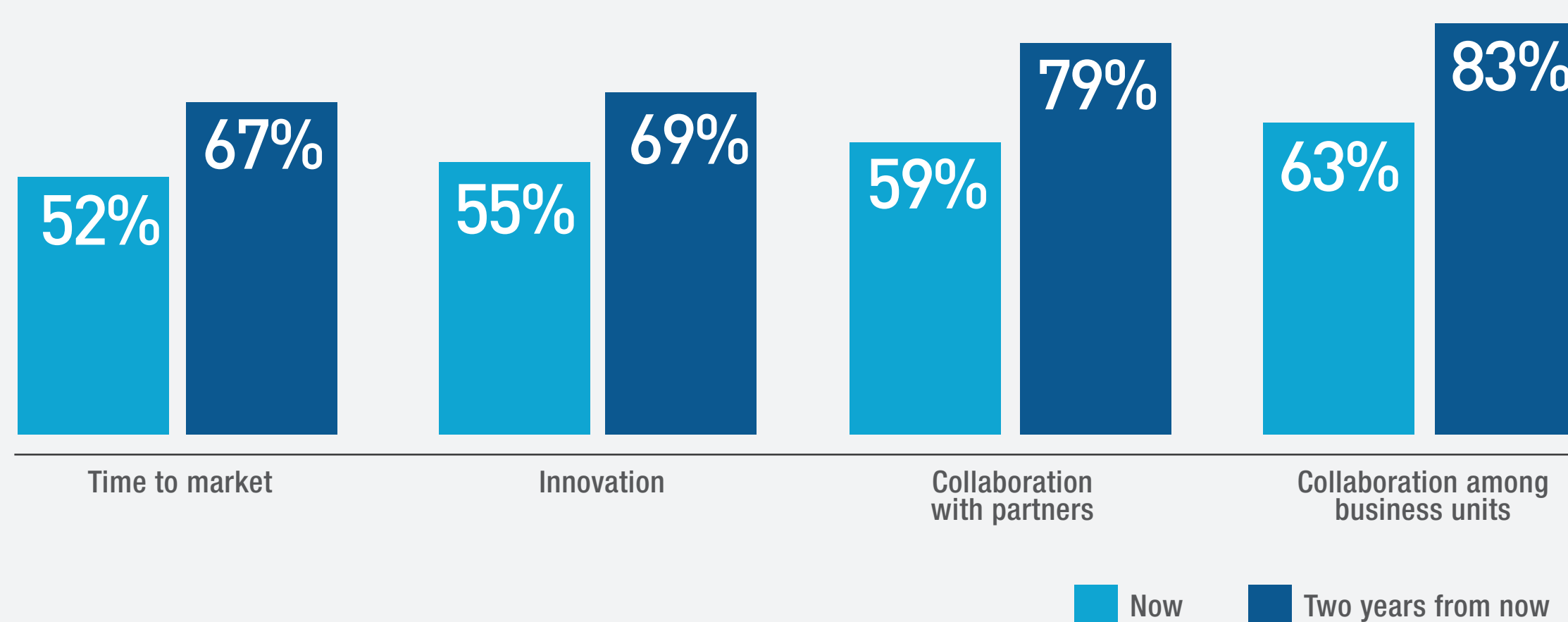
**53%**  
Bottom-line results



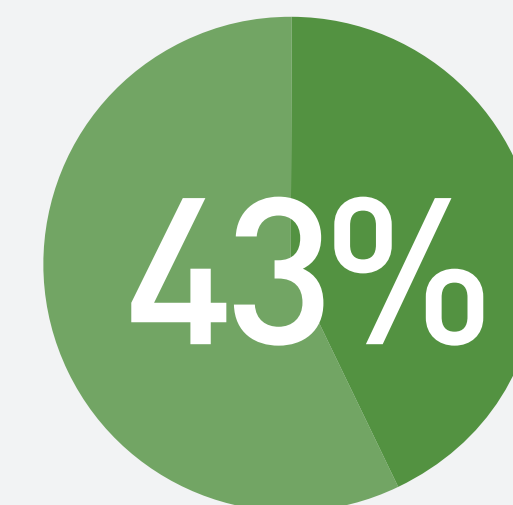
**53%**  
Easier testing and development

## ...FOCUSING ON BENEFITS LIKE COLLABORATION, INNOVATION, AND TIME TO MARKET.

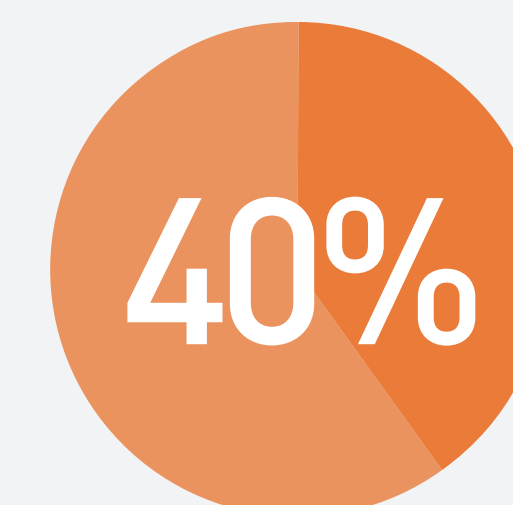
Respondents who see value from the cloud



## PERFORMANCE METRICS ARE IN SHORT SUPPLY...



43% have defined performance metrics for KPI.



40% have defined performance metrics for ROI.

## ...BUT COMPANIES SAY THEY ARE GETTING VALUE FROM THEIR SERVICE PROVIDERS.

