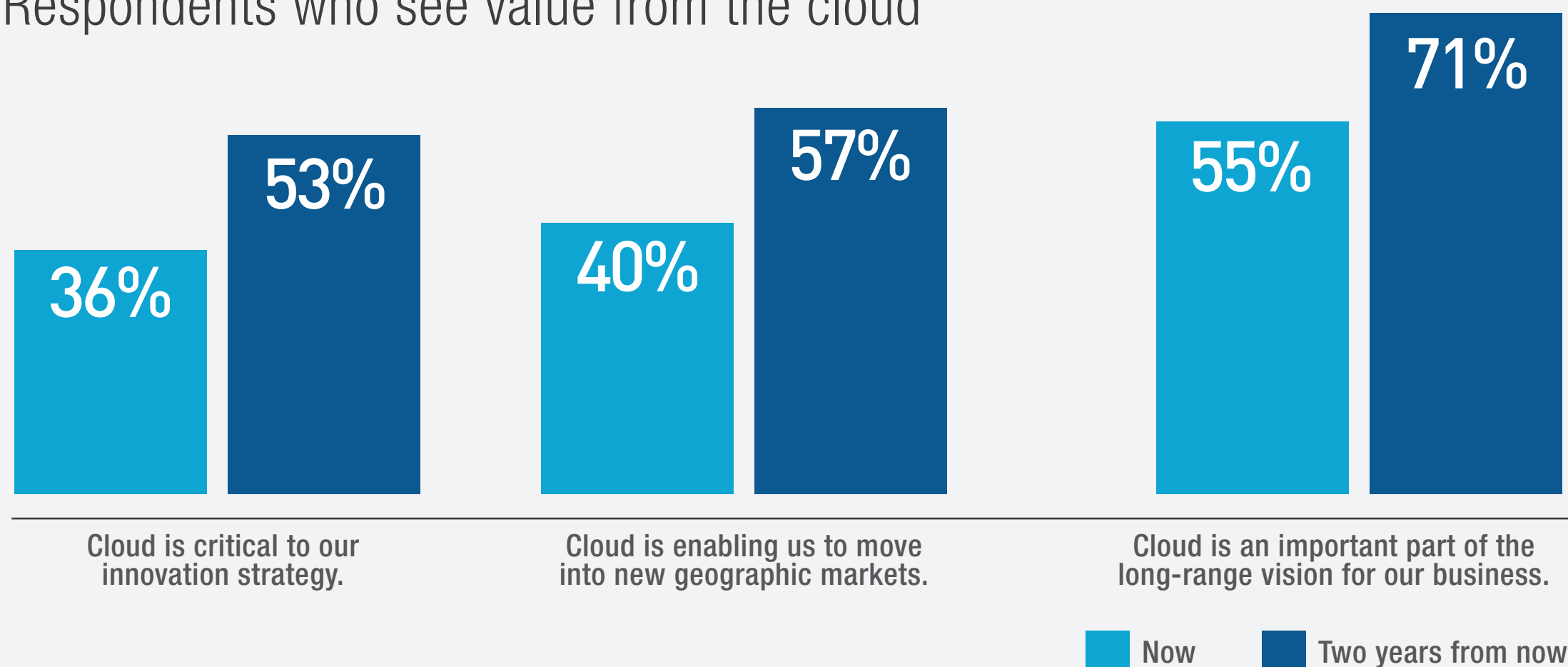


CLOUD DRIVES BUSINESS VALUE

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



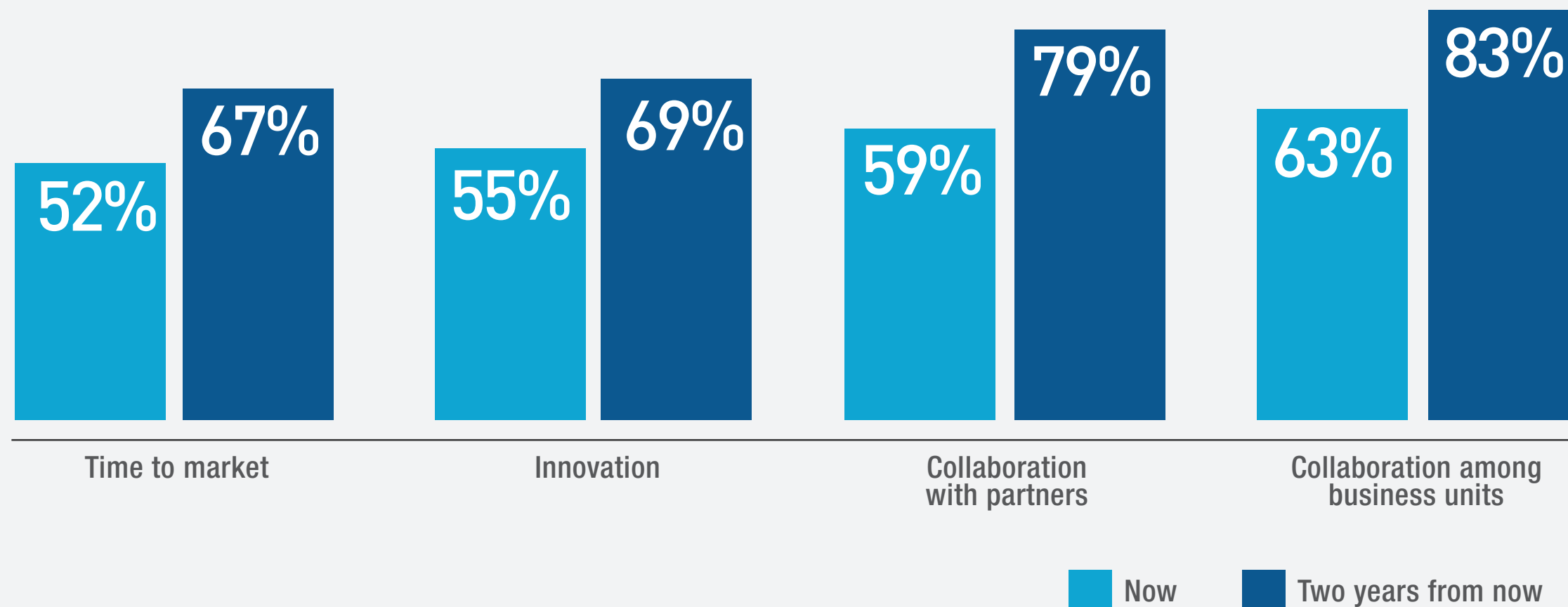
53%
Bottom-line results



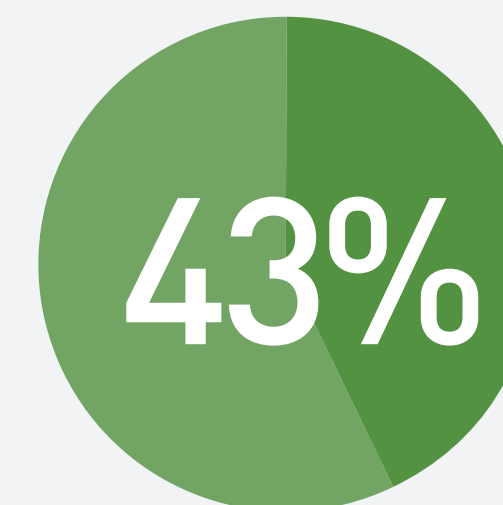
53%
Easier testing and development

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

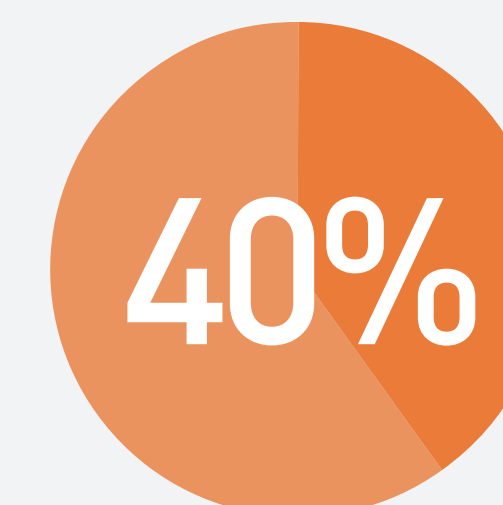
Respondents who see value from the cloud



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.

63%

say their service provider adds measurable value to business results.