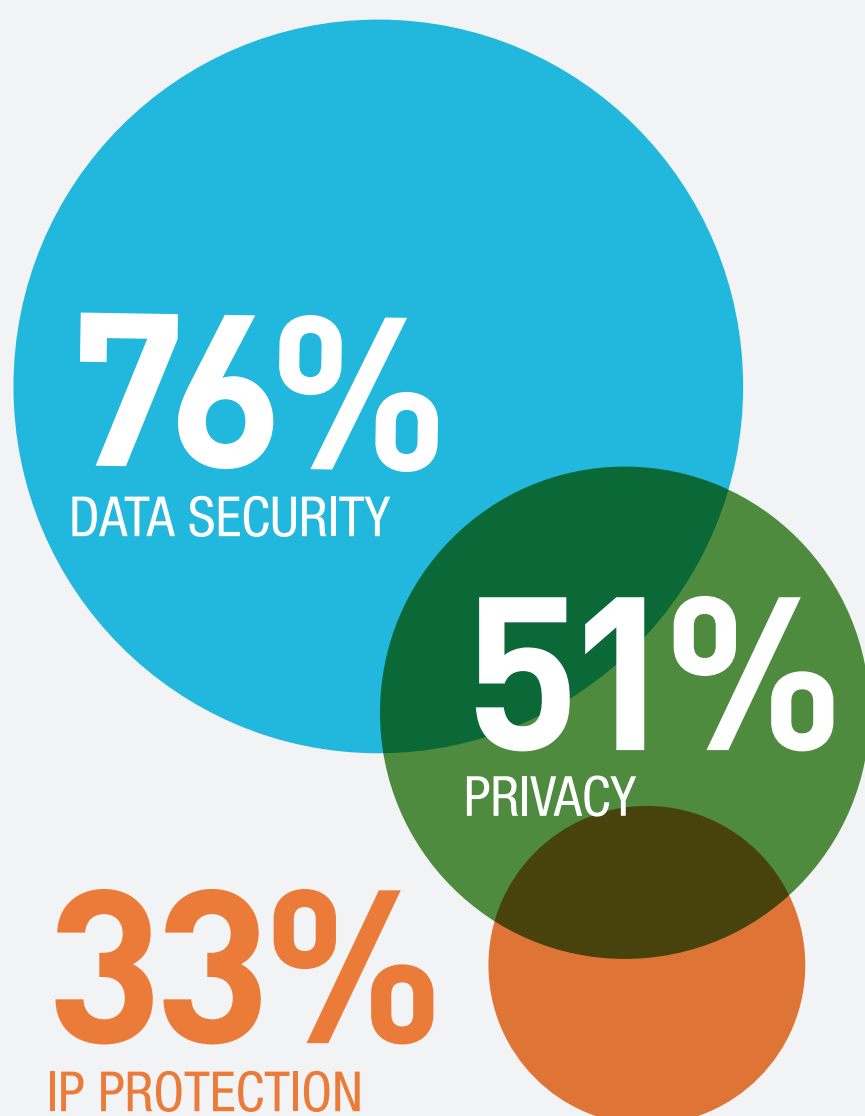


CLOUD SECURITY AND SERVICE

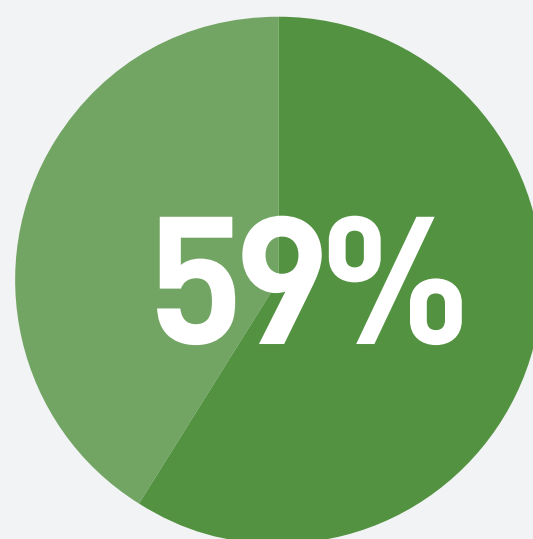
THE PATH TO VALUE
IN THE CLOUD

SECURITY TOPS THE LIST OF CLOUD CONCERNS...

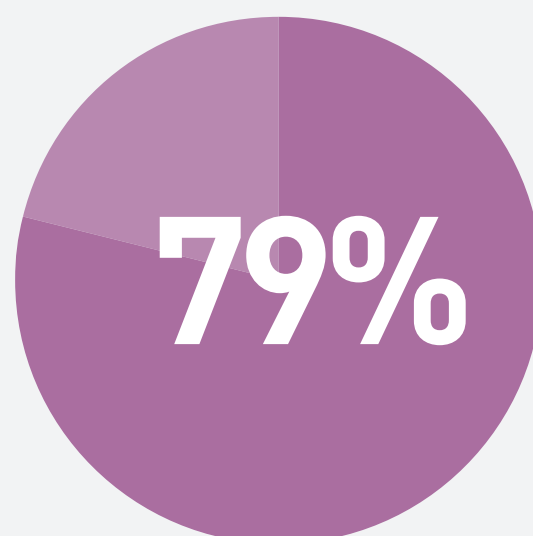
Top concerns influencing migration strategy



...AS STRATEGIC FOCUS ON COLLABORATION UPS THE STAKES FOR DATA SECURITY...



say cloud allows them to collaborate with business partners today.



say cloud will allow them to collaborate with business partners in two years.

MOST SAY THEY ARE LOOKING FOR A VENDOR WITH GOOD BRAND REPUTATION...



Brand reputation



Minimum threshold of cloud security



Transparency into operations and performance

YET HAVEN'T ASSESSED THEIR OWN NEEDS...

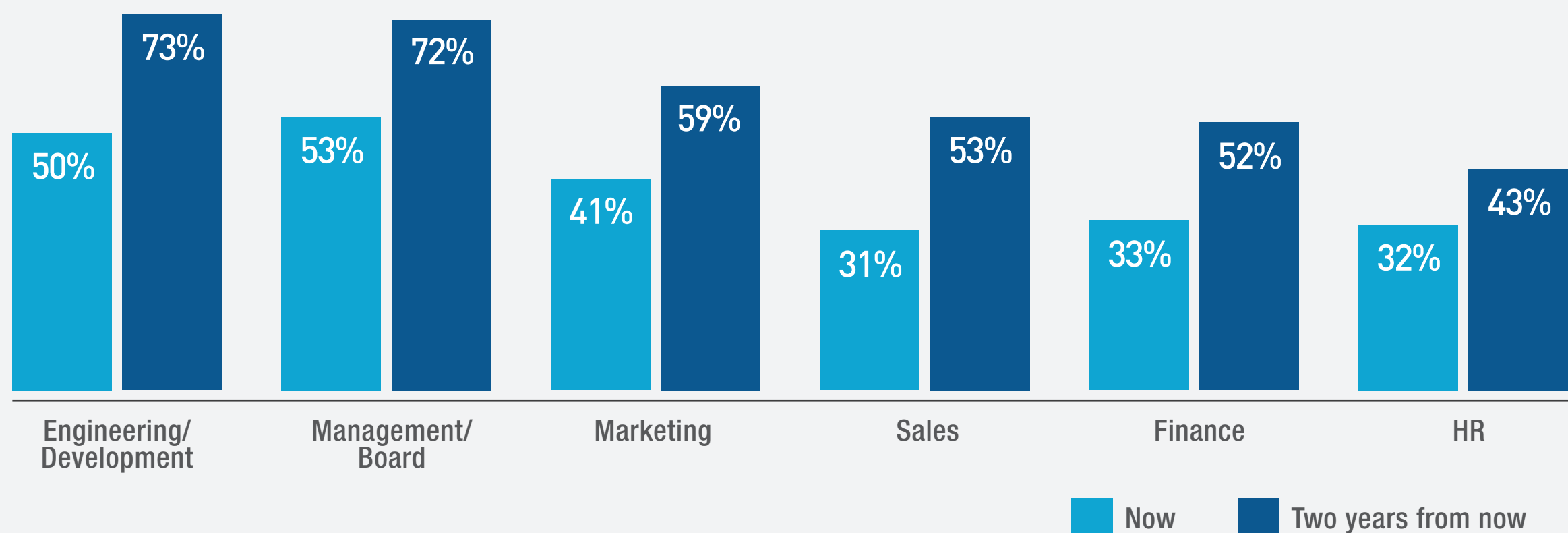
38%

We have clear expectations of vendor performance.

39%

We have performed a cloud readiness assessment.

...AND COMPANIES PUT MORE INFORMATION INTO THE CLOUD.



...AND DON'T EMPHASIZE SECURITY WITH THEIR VENDORS.

4% Most important

2% Second-most important

7% Third-most important

How important is security when differentiating a provider from others?