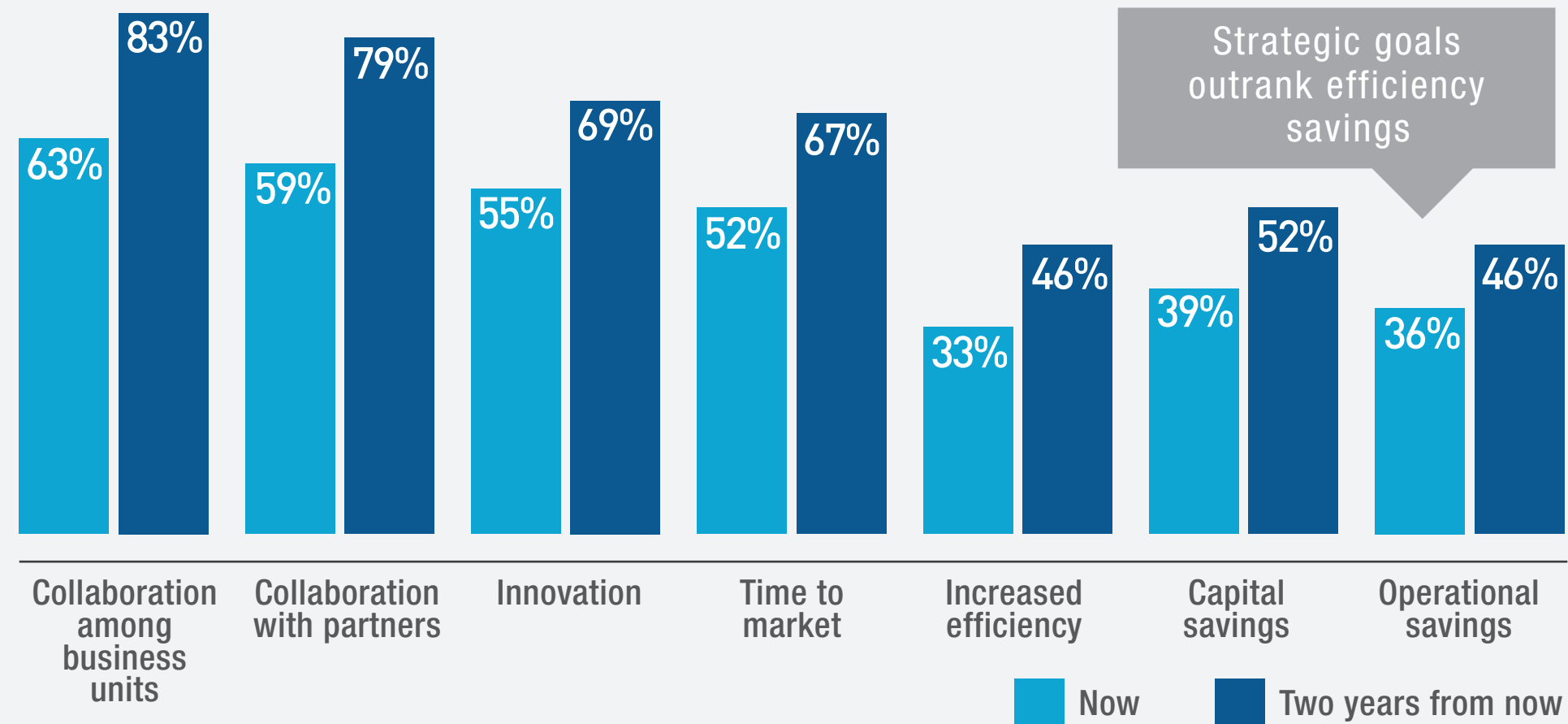


# CLOUD DRIVES BUSINESS STRATEGY

THE PATH TO VALUE  
IN THE CLOUD

## CLOUD IS INCREASINGLY INTEGRAL TO BUSINESS STRATEGY...

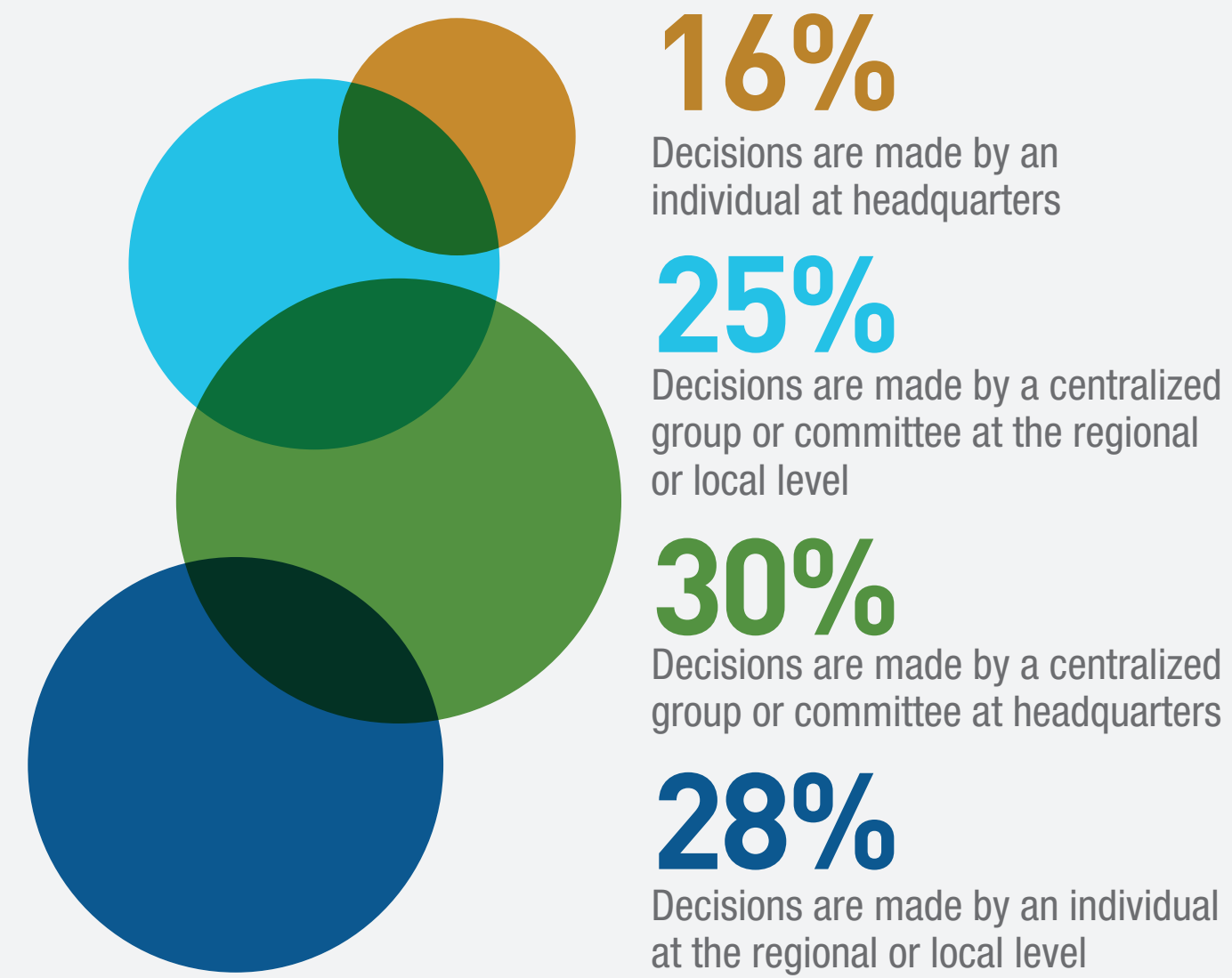
Respondents who see value from the cloud



## BUT CLOUD PLANS ARE STILL A WORK IN PROGRESS...



## ...AND DECISION-MAKING LACKS A CLEAR DIRECTION.



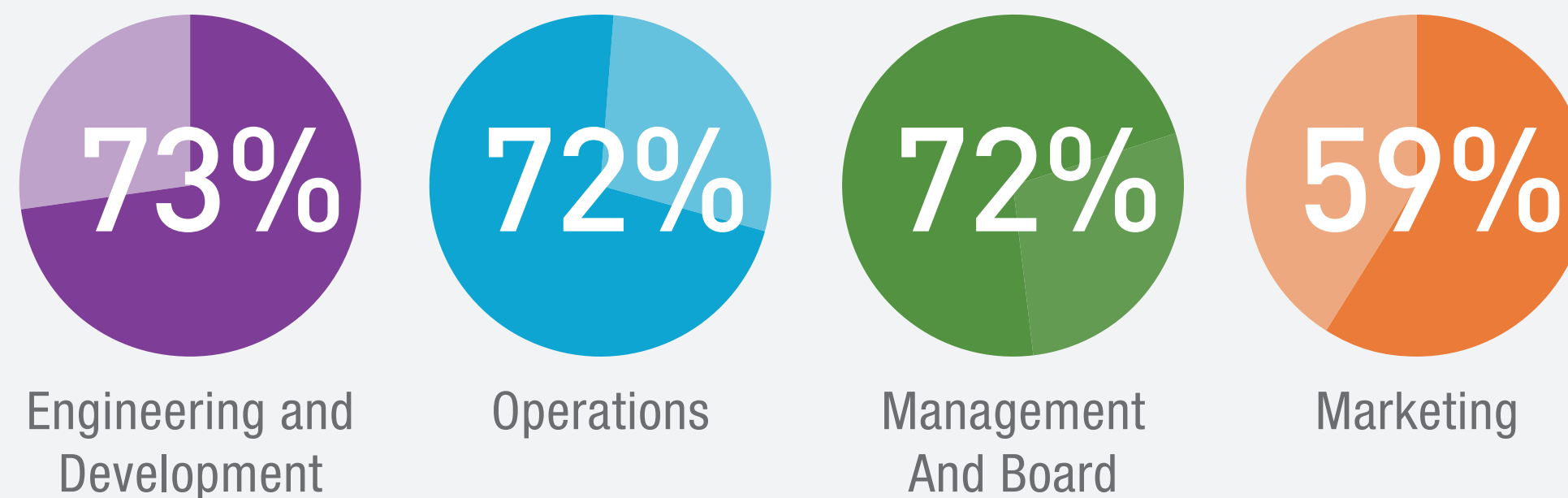
**21%**  
Not planned or planned but not started

**57%**  
In development or partially functional

**22%**  
Fully functional

## ...AND CLOUD MIGRATION WILL GROW QUICKLY TO SUPPORT THIS NEW STRATEGIC ROLE.

Functions that will be partially or fully in the cloud in two years



**53%**

say cloud will be critical to innovation strategy

**57%**

say cloud will enable them to move into new geographic markets

**71%**

say cloud will be an important part of the long-range vision for their business