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DON'T BE THE LAST BUSINESS TO ADOPT THE CLOUD

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The days when avoiding the Cloud was a defensible position for a business are gone. By taking advantage of the Cloud, organizations not only gain its direct benefits, but are also better able to leverage other new technologies and become more efficient and innovative.

What a year! Everyone is still buzzing over that big royal wedding. And then there's that new Avengers movie breaking all the box office records.

What, you think I'm talking about 2018? Nope; I'm back in 2011 and 2012, when the big royal wedding was William and Kate and the record-setting Avengers movie was the very first one.

It's perfectly fine for regular people to reminisce and live in the past. But when businesses are running their IT systems as if it's 2012, that can be problematic.

And for businesses that are still holding out on adopting public cloud, living in the past is exactly what they are doing.

Recent Aberdeen research shows that nearly 80% of businesses are now using public cloud, making the Cloud nearly as ubiquitous as email and spreadsheets. Of course, the other way to look at this data is that over 20% of businesses are somehow still not on the Cloud.

For years, this was a defensible position. After all, Cloud holdouts could point to security, privacy, and performance concerns.

But the data is in, and it shows that those concerns are misplaced. What's worse is that avoidance of the Cloud means that businesses can't take advantage of key emerging technologies, such as artificial intelligence (AI) and containers, that are enabling other organizations to carry out digital transformations.

And for those of you late to the party, there's even less reason not to join in.

In this Aberdeen report, we'll look at how avoiding the Cloud is actually a barrier to growth for many companies. We'll also analyze how businesses that are leaders in IT infrastructure are getting the best out of both their public and on-premise systems to build a hybrid cloud enterprise that brings all the benefits of both models while limiting or removing concerns.

Hey, You! Get onto That Cloud!

At this point, the data on the benefits of taking advantage of the public cloud are pretty compelling. And while many of your peers who made the move long ago can tell you about the gains they have made, the benefits are not solely anecdotal.

Aberdeen research has shown that a move to the public cloud pays off in many tangible ways beyond less spending on hardware, as shown in Table 1. Here we find that despite fears to the contrary, the Cloud helps businesses improve security. And, while many businesses believe data access on the Cloud is slower than on-premise, businesses on the Cloud are 60% more likely to report improved data access performance.

Table 1: Gaining the Benefits of Moving to the Cloud

Businesses that have leveraged the public cloud are:

20%	more likely to report improved security
2x	more likely to see reductions in CapEx spending
60%	more likely to have faster access to data

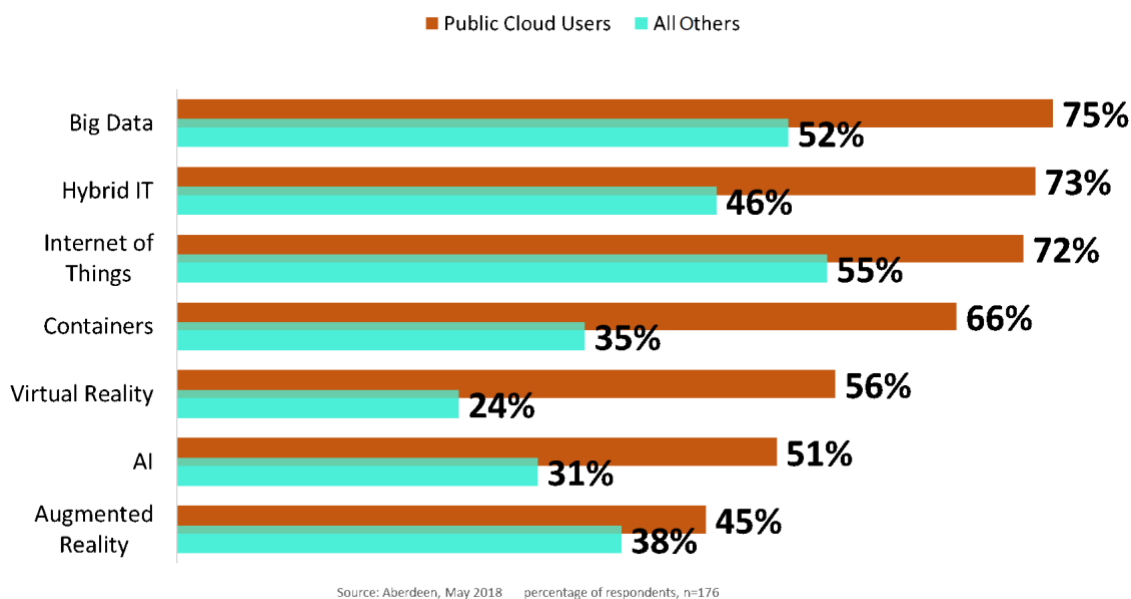
However, the direct benefits of the public cloud just scratch the surface of the tangible gains businesses realize, and that's because one of the most important benefits is how Cloud becomes a driver for organizations to effectively take advantage of other new technologies and digitally transform their business.

The Public Cloud is a Key Enabler for Everything that Comes Next

Even if your organization is a latecomer to the Cloud, there are probably more than a few emerging technologies that could help improve your business. Perhaps AI could boost customer engagement or support. Or maybe you're looking at the Internet of Things (IoT) to upgrade manufacturing or inventory management. Maybe you want to utilize deep analytics and big data to improve business intelligence.

All of these technologies can greatly enhance a business, but there's just one problem: To do almost any of these well, you'll need to have the public cloud as part of your infrastructure.

Figure 1: The Cloud Powers the Move to New Technologies



Looking at the data in Figure 1, we see that across the board, businesses that have made the public cloud a key part of their IT infrastructure are much more likely to be leveraging other new technologies. For example, they are 45% more likely to be using big data, 32% more likely to take advantage of IoT, and are 70% more likely to be using AI within their business.

Perhaps most important, however, is the edge that businesses using public cloud have when it comes to hybrid IT. Today, hybrid IT is the main platform organizations are using to digitally transform and improve their businesses. And to do hybrid IT right, your business needs a public cloud capability.

This illustrates a key point about the public cloud. Moving to the Cloud isn't about shutting down your on-premise capabilities and putting everything in the cloud — it's about adding the Cloud to your IT toolbox.

Aberdeen research has shown that with a hybrid IT infrastructure, leading businesses utilize the best capabilities of both their on-premise and cloud systems to make each element perform at its best. In fact, industry-leading organizations use the public cloud to improve their on-premise infrastructure.

So, for you cloud latecomers, have no fear.

You can gain all the significant benefits of the Cloud — and effectively take advantage of other new technologies — without having to ditch your on-premise investments.

It's time to get out of the past and join the modern era. And if you want to leverage the technology of today, Cloud must be a key part of your IT infrastructure.

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