USE CLOUD SERVICES FOR AT LEAST 3 BUSINESS PURPOSES

AVERAGE NUMBER OF CLOUD SERVICES USED BY NONPROFITS

TOP USES FOR CLOUD SERVICES

1. Data storage or backups
2. Constituent/Donor Management
3. Event Management
4. Document Storage
5. Campaign Management
6. Beneficiary/Client Management

TYPE OF CLOUD MODEL

- Hybrid: 26.7%
- Public: 24.89%
- Private: 19%

Hybrid models allow for the security and control of a private cloud, while utilizing public service (such as Microsoft, AWS) to ensure access during network downtime.

56% made a decision to move to a previously non-cloud based, or brand new cloud service in the past year.

WHAT WERE THE TOP PRIORITIES FOR SELECTION?

FEATURES, COST, SECURITY

SUMMARIZED BY TECH NETWORKS OF BOSTON
Performance was the key factor in cloud services allowing an organization to meet their mission.

Information used to research cloud services:

- Colleagues: 20%
- Tech partners: 15%
- Provider website: 14%
- Reviews: 11%
- References: 4%
- All of above: 37%

33% of respondents sited no disadvantages of using cloud services over installed software.

Concerns included security and costs over time:
- "How safe is my data?"
- "Where do my backups live and how are they managed?"

*Demographic notes: Average annual budgets among respondents were $2-$10 million. Revenue ranges in total included volunteer only orgs to revenues more than $50 million.