



The cloud: even more strategic value

Cloud increasingly tied to better business outcomes

After several years' experience with cloud deployments under their belts, IT leaders are increasingly buoyed by the mounting list of benefits, both to IT and directly to the business. Several major research reports confirm and quantify this cloud benefits trend, emboldening IT leaders to boost cloud spending with confidence.

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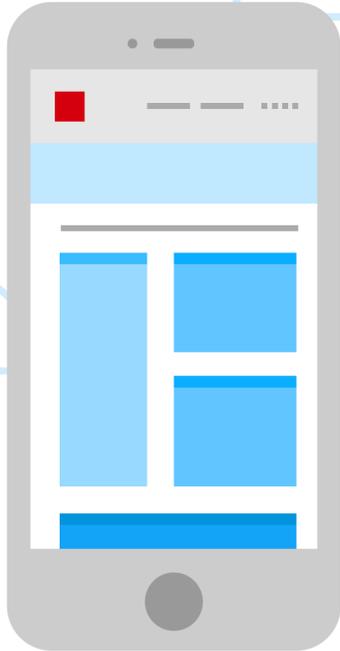
Cloud value defined

82%

of respondents say cloud is a key part of their IT strategy.¹

66%

list business agility as the top business driver of cloud.¹



59%

say non-IT execs believe cloud is central to overall business strategy.¹

82%

of enterprise respondents say a cloud strategy is essential to business success.¹

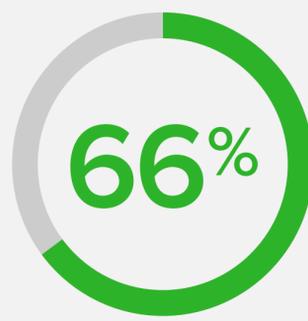
Cloud's ever-expanding list of business benefits



of survey respondents say cloud has already enabled them to **re-engineer business processes**.²



say cloud has yielded **competitive advantage**.²



claim they must invest in cloud to **achieve business priorities**.²

The cost advantages of cloud still prevail



1.7x

Cloud analytics deliver 1.7 times the ROI than on-premise applications.³



3x

Cloud ERP delivers 3 times the profitability improvement of on-premise applications.⁴



59%

59% of survey respondents listed "lower TCO" as the main reason for moving applications to the cloud.⁵

Gain a sustainable, competitive edge

Forward-thinking IT decision makers are pushing the envelope of cloud benefits with increasingly more direct business benefits. Meanwhile, cloud deployments continue to deliver significant cost savings compared with applications delivered by traditional on-premise solutions.



Get the most from your journey to the cloud

[Maximize ROI >](#)

¹ Enterprise Cloud Report 2015, Cloud Sherpas, Survey of 234 IT decision makers and influencers

² State of the Market: Enterprise Cloud 2016, Verizon

³ The Technology Value Matrix ERP, Nucleus Research 2015

⁴ Top Manufacturers Stay on Top of ERP Updates, Aberdeen Group, 2015

⁵ Replace or Upgrade ERP in the Cloud to Improve Service, Aberdeen Group, 2015