

# Cloud Computing FastView Insights

Enterprise viewpoints about how cloud computing will drive business transformation and innovation



According to Yankee Group's FastView survey on U.S. Cloud Computing, nearly 60 percent of respondents think cloud computing will drive business transformation and innovation. However, the other 40 percent think it will take years for cloud computing to mature—if it ever does. How do you identify potential customers interested in cloud computing solutions today? What features and capabilities do they require? What are their current barriers to adoption?

Yankee Group's Cloud Computing FastView survey delivers insight into technology adoption, purchase plans and selection criteria of U.S. IT decision-makers. It addresses enterprises' current and future adoption plans of software as a service (SaaS), platform as a service (PaaS) and infrastructure as a service (IaaS) according to company size, vertical industry, service features and more. Our survey reveals insights that predict future motivations and behaviors, while also providing a view into current attitudes.

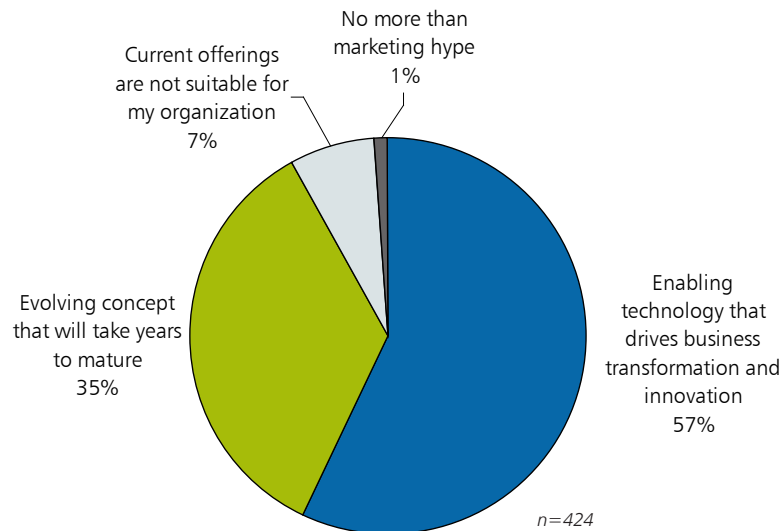
How can companies leverage the Cloud Computing FastView survey? Our invaluable data helps:

**IT decision-makers** understand the competitive advantages and expected proliferation of cloud computing solutions

**IT suppliers** gain insight into current perceptions of cloud computing, market segmentation and adoption motivators

**Telecom companies** evaluate and communicate the strengths of their offerings to better meet the needs of customers and prospects

Where does cloud computing stand today?



## Our Cloud Computing FastView survey reveals

- ✓ Cloud services are no longer just for SMBs—very large enterprises are the fastest adopters.
- ✓ A majority of respondents rely on traditional IT suppliers—either vendors or integrators—for their cloud computing solutions rather than telecom companies or others.
- ✓ Enterprises want to make their IT infrastructure like Amazon's or Google's, but don't necessarily want to use either vendor.
- ✓ Enterprises strongly prefer a private/internal cloud computing network (as opposed to public or virtually public networks) because of security and privacy fears.

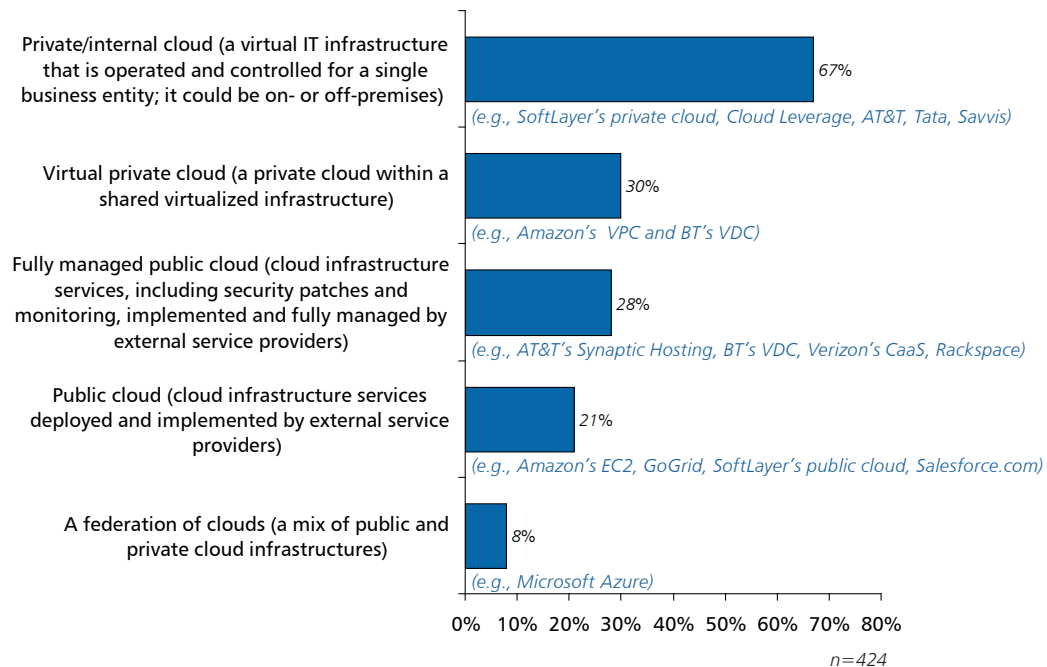
## Cloud Computing FastView

The Yankee Group Cloud Computing FastView survey probes more than 400 U.S. IT decision-makers in companies with 250 or more employees. It includes 53 questions focused on these companies' plans for cloud computing deployments. The Cloud Computing FastView survey includes one-time delivery of PowerPoint slides with analyst insight as well as detailed Excel and SPSS data files.

Specific areas addressed by the survey include:

- Preferred architecture: private/internal, fully managed public, virtual private, public or a federation of clouds
- Break-out by cloud type (SaaS, PaaS and IaaS): current usage, future plans, decision-makers and purchase motivators
- Top cloud applications: production-ready app deployment, development and testing, storage, extra computing power on demand, backup/recovery, data mining/analysis, database provisioning and batch processing
- Barriers to adoption: security, privacy, integration, manageability, compliance, etc.

### Preferred cloud computing deployment method



## About Yankee Group

The people of Yankee Group are the global connectivity experts—the leading source of insight and counsel trusted by builders, operators and users of connectivity solutions for 40 years. We are uniquely focused on the evolution of Anywhere, and we chart the pace of technology change and its effect on networks, consumers and enterprises. Headquartered in Boston, Yankee Group has a global presence, including operations in Europe, the Middle East and Africa, Latin America and Asia-Pacific.

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Yankee Group Link membership delivers the insight, analysis and tools to help clients navigate the global connectivity revolution. It provides timely, actionable research and data analyzing the immediate and long-term impact of connectivity and how it will drive enterprises and consumers toward an Anywhere society. The result is an experience that no other research firm can provide.