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Cloud Computing Study 2024

Insight into organizations' cloud strategy plans, business drivers, and investments.



Purpose and methodology

Survey goal

To measure cloud computing trends among technology decision-makers including usage and plans across multiple cloud services, investments, business drivers and shifting services and applications to the cloud.

Total respondents 821

Collection method

Online questionnaire

Number of questions 33

Average company size 12,972 employees

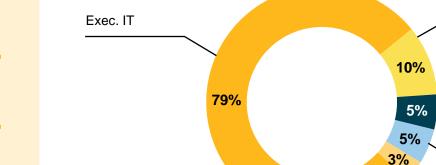
Region North America 43% APAC 40% EMEA 16%

IT leadership

All survey respondents are involved in the purchase process for cloud computing and their organization has, or plans to have, at least one application, or a portion of their infrastructure, in the cloud.

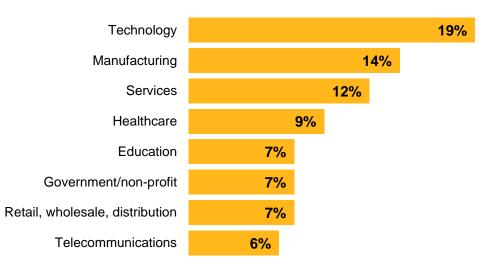
Audience base

CIO, Computerworld, CSO, InfoWorld and Network World email invitations to audience base.



Job titles

Top represented industries



IT mgmt.

IT pro

Other

Business mgmt.

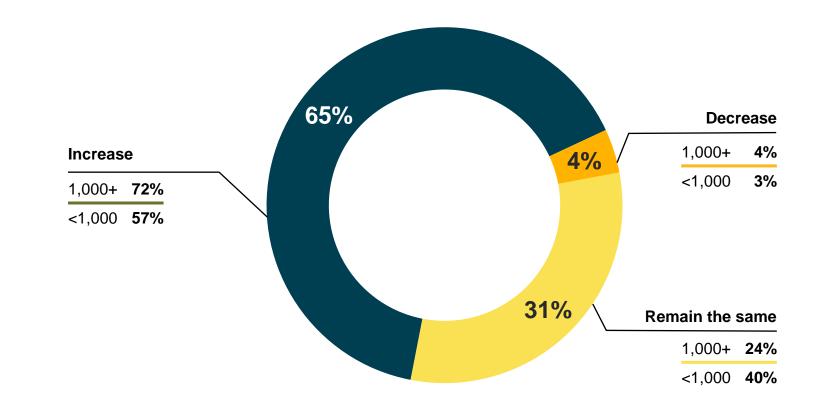
What's driving cloud computing initiatives?

- Improving security and/or governance
- Improving scalability
- Accelerating adoption of new technology (AI/ML, etc.)
- Replacing on-premises legacy technology
- Improving employee productivity
- Enabling disaster recovery & business continuity

Question: What business objectives are driving cloud investments at your organization?

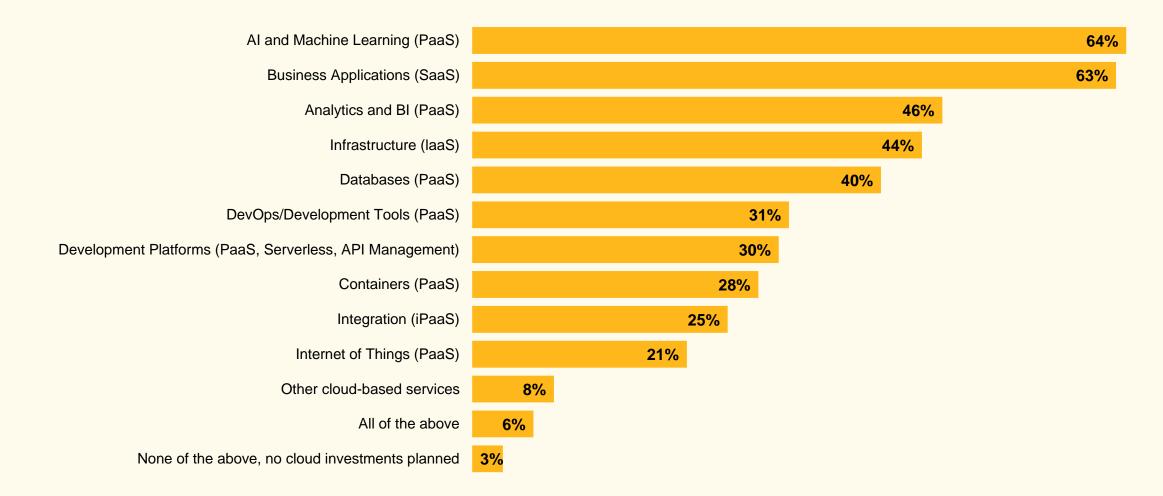


Cloud spending to see growth and stability



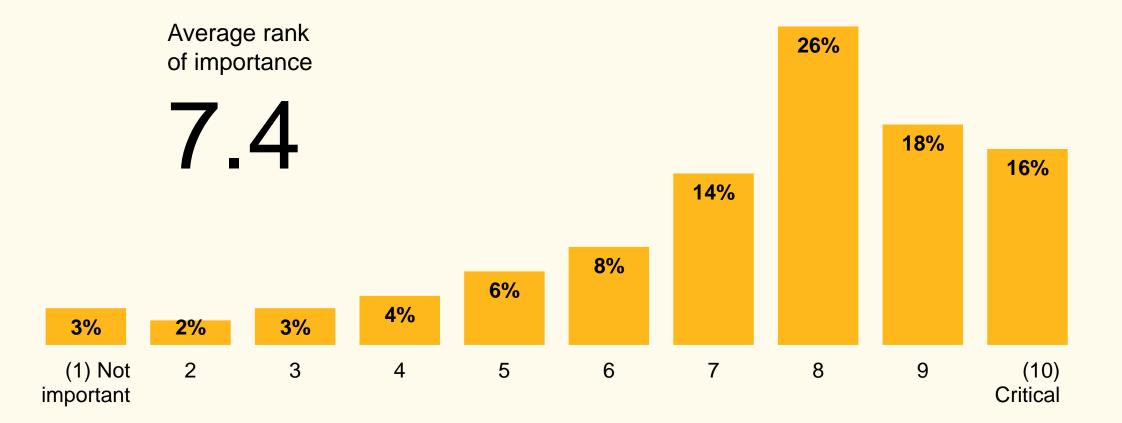
Question: How do you expect cloud spending to change over the next 12 months at your organization?

AI and business applications lead cloud investment plans



Question: Which cloud-based services do you expect your organization will invest in over the next 12 months?

Importance of industry-specific cloud offerings



Question: How important is the availability of an industry-specific offering or instance when you are selecting cloud applications and services?

Movement from cloud back to on-premises locations

37%

of ITDMs say their organization has moved apps or workloads from the cloud to an on-prem location

> **29%** <1,000 **45%** 1,000+

Top 5 apps or workloads moved back: 1. Database (SQL, NoSQL) 2. Storage/archive/backup/file server 3. Website/web app 4. AI/ML applications 5. CRM/ERM/Line of business apps

Question: Has your organization moved applications or workloads from the cloud to an on-premises location? **Question:** Which types of applications or workloads has your organization moved from the cloud to an on-premises location?

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Challenges stalling cloud adoption

- 1. Budget/cost
- 2. Security and/or compliance concerns
- 3. Integration/migration challenges
- 4. Skills gap
- 5. Performance and reliability
- 6. Internal resistance

Question: Which of the following have slowed or stalled cloud adoption at your organization over the past 12 months, if any?

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Good news, organizations are investing in new cloud roles

81% of organizations have added new roles and functions as a result of their cloud investments

1,000+	90%
<1,000	70%

Cloud Architect			28%
Cloud Systems Engineer		21%	
Cloud Systems Administrator		21%	
Security Architect		20%	
Cloud Software Engineer		20%	
Data Architect		18%	
Cloud Network Engineer		17%	
Security Engineer		17%	
DevOps Engineer		16%	
Cloud Developer		16%	
Cloud Consultant		16%	
Cloud Cost Manager		16%	
Cloud Product Manager	1!	5%	
Financial Operations (FinOps)	12%		
Site Reliability Engineer	12%		
Cloud Financial Analyst	10%		

Question: What new roles and functions have been added at your organization as a result of your cloud investments?

Al is a top growth area among cloud capabilities

Al/Machine Learning		30%
Analytics and/or BI	18%	50 /0
Big data/analytics	18%	
Software-as-a-Service		
	18%	
Business process automation	15%	
Cloud based analytics	13%	
Disaster recovery	12%	
Integration	12%	
Infrastructure-as-a-Service	11%	
Platform-as-a-Service	11%	
Databases	11%	
Security-as-a-Service	11%	
Multicloud management	10%	
DevOps/Development tools	10%	
Private cloud	10%	
Compliance	9%	
Internet of Things	9%	
Containers	8%	
Edge computing	7%	
Serverless computing	7%	

60%

of IT decision-makers understand their cloud provider's roadmap for integrating AI tools in their platforms.

1,000+	67%
<1,000	51%

Question: Which of these cloud capabilities do you expect to be top growth areas for your organization over the next 12 months?