

## VANSON BOURNE RESEARCH - CLOUD

### ABOUT THE RESEARCH:

IBM in partnership with Vanson Bourne announced the results of cloud research surveying 300 IT and business decision makers in Europe (UK, France and Germany) that are currently using or planning to implement cloud solutions in their organisation. Our research focused on three key areas.

### CLOUD ADOPTION

- Nearly all (99%) surveyed IT and business decision makers believe that cloud solutions can offer their organisation benefits. Six in ten (60%) ranked increased flexibility and agility in their top three benefits, while approaching half (46%) said the same about cost reductions within their organisation.

*(1)	UK	France	Germany
Increase flexibility and agility	64%	52%	65%
Cost reductions	48%	49%	42%

- When looking at what key business workloads an organisation would consider migrating to the cloud: just under half (49%) are considering data archiving and backup and disaster recovery (45%).

*(21a)	UK	France	Germany
Data archiving and backup	43%	50%	53%
Disaster recovery	44%	36%	55%

When ranked first second and third in order of preference:

- Across all three countries, just over two thirds (67%) cited security as an essential factor and adhering to security compliance regulations (46%) was second most commonly ranked in the top three.

*(7)	UK	France	Germany
Security	72%	64%	64%
Adhering to security compliance regulations	39%	53%	46%

## SECURITY IN THE CLOUD

- The majority across all three countries (87%) are worried that their organisation will be the target of an attack.

<b>*(15)</b>	<b>UK</b>	<b>France</b>	<b>Germany</b>
Extremely worried	17%	28%	25%
Somewhat worried	73%	60%	59%

- In the wake of recent attacks such as WannaCry, when asked about adopting secure cloud services, interestingly, the majority of respondents (55%) said it will have a positive impact (i.e. increase security). 73% said it will either increase security or have or have no impact at all.

<b>*(14)</b>	<b>UK</b>	<b>France</b>	<b>Germany</b>
Yes, it will increase security	42%	63%	59%
No, it will not impact security	17%	13%	24%

- Over four in ten (43%) respondents report that the cloud providers' approach to data security, privacy and residency is a critical factor when deciding what business workloads can be migrated to the cloud, this is second only to the cloud provider's data protection measures (47%).

<b>*(21a)</b>	<b>UK</b>	<b>France</b>	<b>Germany</b>
Cloud providers' approach to data security, privacy and residency	56%	39%	34%
Knowing what data protection measures the cloud provider has in place	59%	51%	32%

- When asked to what extent are CSOs involved in cloud buying: 60% of suggested they are involved in the process and have influence over the final decision across all three countries.

<b>*(16)</b>	<b>UK</b>	<b>France</b>	<b>Germany</b>
Involved in the process and has influence over final decision	51%	76%	53%

## DATA FIRST APPROACH:

- The majority of respondents (87%) report “who has access to my data, and why?” to be among their organisation’s top three critical data management questions/concerns with storing data in the cloud.
- Questions around where the data is stored and backed up (79%) and whether the data can be encrypted/who owns the keys (61%) are also among respondents’ organisations top questions/concerns.

<b>*(17)</b>	<b>UK</b>	<b>France</b>	<b>Germany</b>
Who has access to my data, and why?	89%	84%	88%
Where is the data stored and backed up?	78%	76%	82%
Can my data be encrypted, and do I own the keys?	57%	63%	64%

- Being able to buy industry data sets to mix and match with other data sets is important to businesses (91%). (e.g. combining public data sets such as weather with your organisation's own data) can enhance your company data for everything from customer service, predictive sales, upselling and cross-selling.)

<b>*(22)</b>	<b>UK</b>	<b>France</b>	<b>Germany</b>
Extremely important	26%	49%	34%
Moderately important	38%	37%	37%
Slightly important	16%	10%	25%

- 86% across all countries said that their organisation will need to comply with GDPR but 47% think there is a lot more to be done between now and May 2018.

<b>*(24)</b>	<b>UK</b>	<b>France</b>	<b>Germany</b>
Readiness	84%	90%	85%
A lot to be done	62%	42%	36%

- Nearly three in five (59%) surveyed IT and business decision makers whose organisation needs to comply with the GDPR and is currently using cloud solutions, agree that in order to be GDPR compliant, their organisation will need to change one or more of their current cloud suppliers.

<b>*(25)</b>	<b>UK</b>	<b>France</b>	<b>Germany</b>
Strongly Agree	5%	35%	24%
Somewhat agree	37%	37%	38%

- This is highlighted with almost two thirds (65%) of the same group of respondents saying they are concerned that that their organisation’s cloud supplier puts them at risk of GDPR non-compliance.

<b>*(26)</b>	<b>UK</b>	<b>France</b>	<b>Germany</b>
Extremely concerned	11%	21%	18%
Somewhat concerned	43%	50%	51%