2012 Cloud Computing
Key Trends and Future Effects

Conducted across the IDG Enterprise brands: CIO, Computerworld, CSO, InfoWorld, ITworld & Network World
## Purpose and Methodology

### Survey Sample

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<tbody>
<tr>
<td>Total Respondents</td>
<td>1,682</td>
</tr>
<tr>
<td>Margin of Error</td>
<td>+/- 2.19%</td>
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<tr>
<td>Audience Base</td>
<td>CIO, Computerworld, CSO, Network World, InfoWorld and ITworld sites</td>
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### Survey Method

<table>
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<tr>
<th>Collection</th>
<th>Online Questionnaire</th>
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<tr>
<td>Number of Questions</td>
<td>53 (incl. demographics)</td>
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### Survey Goal

To measure cloud computing trends among technology decision-makers including usage and plans across various cloud service and deployment models, investments, business drivers and impact on business strategy and plans.
Cloud Computing Definitions

Cloud Service Models

- **Software as a Service (SaaS)** – Employs the provider’s applications running on a cloud infrastructure. The applications are accessible from various client devices through either a thin client interface, such as a web browser (e.g., web-based email), or a program interface. The provider manages or controls the underlying cloud infrastructure with the possible exception of limited user-specific application configuration settings.

- **Platform as a Service (PaaS)** – Consumer-created or acquired applications supported by the provider are deployed onto the cloud infrastructure which the provider manages or controls. The consumer has control over the deployed applications and possible configuration settings for the application-hosting environment.

- **Infrastructure as a Service (IaaS)** – The consumer provisions processing, storage, networks, and other fundamental computing resources where the consumer is able to deploy and run arbitrary software, which can include operating systems and applications. The provider manages or controls the underlying cloud infrastructure while the consumer has control over operating systems, storage, and deployed applications; and possible limited control of select networking components (e.g., host firewalls).

Cloud Deployment Models

- **Community Cloud** – Shares infrastructure between several organizations from a specific community with common concerns (e.g., security, compliance, jurisdiction), whether managed internally or by a third-party and hosted internally or externally.

- **Public Cloud** – The cloud infrastructure is provisioned by the cloud provider for open use by the general public. It may be owned, managed, and operated by a business, academic, or government organization, or some combination of them.

- **Private Cloud** – Infrastructure provisioned solely for a single organization, whether managed internally or by a third-party and hosted internally or externally.

- **Hybrid Cloud** – A composition of two or more clouds (private, community, or public) that remain unique entities but are bound together, offering the benefits of multiple deployment models. It can also be defined as multiple cloud systems that are connected in a way that allows programs and data to be moved easily from one deployment system to another.

Private Cloud Most Readily Adopted–Rapid Growth Expected to Continue

Q. Approximately, how much of your organization’s data presently resides in the public, private and hybrid clouds, and will in 18 months?
Long-term Outlook Shows One Quarter Will Have Majority of IT Ops in the Cloud

Q. Which of the following best describes your long-term expectations for cloud computing at your organization over the next 5 years?

- Only a few selected IT operations will be performed in the cloud (35%)
- We'll limit our cloud activity to private clouds (27%)
- We'll limit our cloud activity to software-as-a-service (SaaS) (21%)
- Our use of cloud-based resources will be negligible (9%)
- The majority of our IT operations will be performed in the cloud (3%)

Long-term Savings Anticipated but Calculating a Challenge

Accurately estimating or calculating OPEX (operating expenditures) resulting from cloud poses a challenge for my organization

Accurately estimating or calculating CAPEX (capital expenditures) resulting from cloud poses a challenge for my organization

In general, cloud vendor contracts aren't structured to allow us to easily evaluate costs and/or ROI

My organization anticipates cloud will save us money in the long term, however, we expect to realize higher short-term costs

Q. Please rate your level of agreement with the following statements.

### Hurdles for Cloud Computing: Security, Access and Governance

#### Concerns about the security of cloud computing solutions
- 70%

#### Concerns about access to information
- 40%

#### Concerns about information governance
- 37%

#### Difficulty measuring ROI of cloud solutions
- 34%

#### Concerns about the ability of cloud computing solutions to meet enterprise and/or industry standards
- 32%

#### Lack of clear strategy or help from key vendors in adapting their applications to cloud computing platforms
- 25%

#### Business leaders are not receptive to cloud computing solutions
- 12%

#### Employees are not receptive to cloud computing solutions
- 9%

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**Q.** What are the top three challenges or barriers to implementing a cloud computing strategy at your organization?

**Source:** IDG Enterprise Cloud Computing Study, January, 2012
Learn More

- To view the full results please contact Bob Melk, SVP, Group Publisher & CMO of IDG Enterprise at bmelk@idgenterprise.com.