



Topic: Enterprise Cloud Adoption Year 2012 in Review

Cloud Vista
Market Report: February 2013 – Preview Deck

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Background and scope of the research

Background of the research

- This research analyzes cloud adoption across global service engagements in 2012. It provides insights and trends on cloud adoption from the infrastructure and application perspectives
- The report focuses on cloud infrastructure transformation, application transformation, and application implementation. It will be useful to the buyers of IT services to understand the key usage of cloud models within enterprises, benchmark against relevant industries, peer sizes, geographies, etc.
- It will also be useful to the cloud service providers to analyze their roles, drivers of cloud adoption, leading industries, and buyer types, and then design their offerings accordingly
- This research does not focus on the stand-alone deployment of cloud solutions by a buyer's internal team (for example, SaaS¹ implementation), but analyzes those deals that involve global service providers offering cloud-related services

The scope of analysis includes:

- Overview of the cloud deals signed in 2012 (deal size, duration, and scope of cloud delivery)
- Analysis of cloud trends
 - Deployment models and use cases
 - Buyer adoption (by cloud deployment model, geography, industry, and size)
 - Roles played by cloud service providers
- Key cloud deals analysis

¹ Software as a Service

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Overview and abbreviated summary of key messages

In 2012, what were the key cloud engagements and use-cases for cloud adoption? Which industries led cloud adoption? Which geographies provided greater opportunities? This research provides answers to these questions and more. Buyers will find it useful to understand where they can deploy cloud solutions and benchmark against the industry adoption trends. Providers will find value in understanding their evolving roles in the cloud ecosystem and strategize accordingly.

Some of the findings in this report, among others, are:

Overview – Cloud engagements

- 2012 saw increase in cloud-related engagements as proportion of overall global services deals. Typically the deal size was higher for deals with cloud-delivery in scope, though it reduced compared to 2011

Cloud trends

Deployment trends

- Transforming existing business applications and deploying newer ones, dominated cloud application engagements. Buyers continued to leverage cloud infrastructure for test/development and raw compute access

Buyer adoption

- Cloud deal value was dominated by European buyers whereas North American and United Kingdom buyers contributed maximum number of engagements. Industries across spectrum, and not necessarily typical global service users, are driving cloud adoption

Provider roles

- Existing capabilities in services continue to hold value for designing and building cloud solutions. Providers without hosting capabilities are unable to exploit a significant portion of the market. Service providers are transforming industry-standard as well as custom business applications for buyers

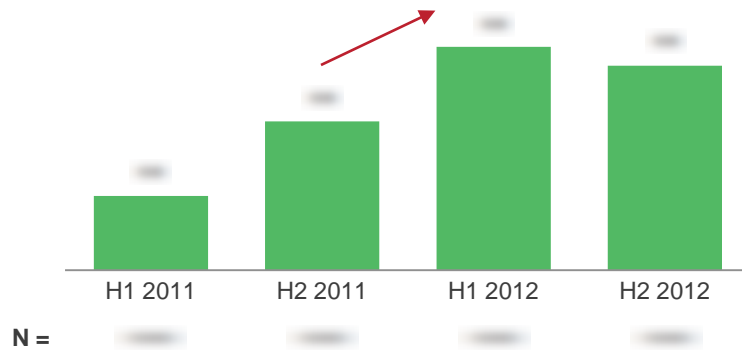
Deal spotlight

- This section analyzes three major cloud related deals with buyers from various geographies, industries, and size
- It analyzes deals signed across cloud productivity suit and private cloud

Cloud adoption witnessed increasing adoption in 2012, buyers across spectrum are deploying these solutions

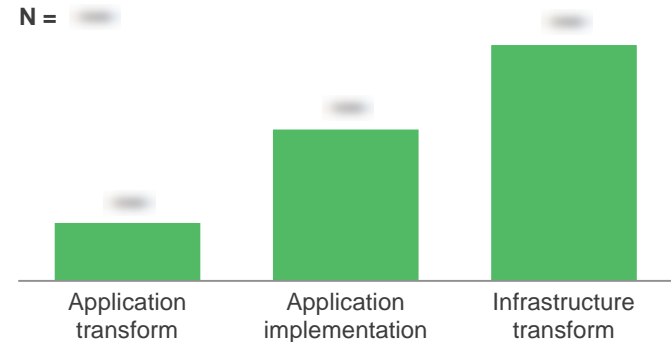
Adoption of cloud in global services

Trend in cloud-related global service deals
2011-2012; Number



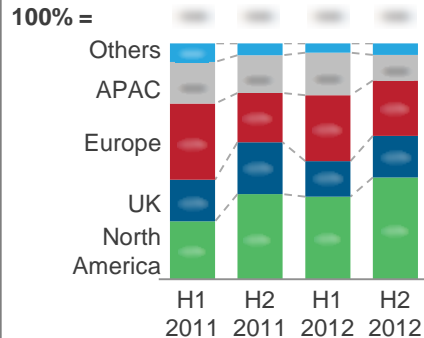
Deployment of cloud solutions

Driver of cloud adoption
2012; Percentage of deals

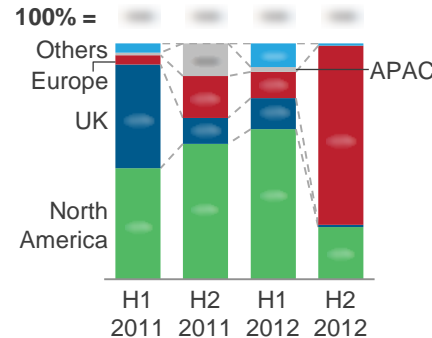


Cloud adoption and opportunity across regions

Distribution of cloud deals based on buyer signing geography
2011-2012; Number of deals

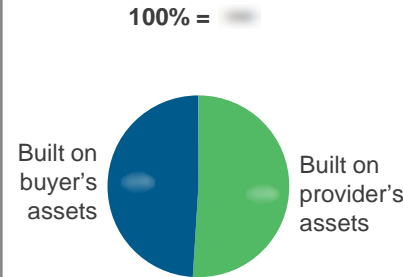


Distribution of cloud opportunity by geography
2011-2012; US\$ million

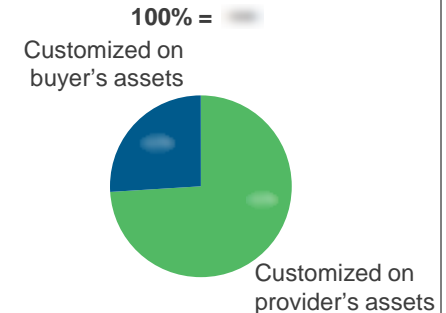


Building cloud solutions

Distribution of engagements that built cloud infrastructure
2012; Number of deals



Distribution of engagements that customized existing cloud infrastructure
2012; Number of deals



Source: Everest Group (2013)

Cloud Vista research agenda

Published
 Current

Topic	Release date
Enterprise Cloud Quarterly Review: Q2 2012	August-2012
Enterprise Cloud Offerings: Do Buyers Really Want these?	August-2012
Enterprise Cloud Adoption – Cloud Deals Insights H1 2012	September-2012
Serving the Cloud – Moving beyond Asset-light Strategies	October-2012
Enterprise Cloud Quarterly Review: Q3 2012	October-2012
Evaluating Cloud Service Provider: Three "Must-Knows" for Buyers	November-2012
Webinar Deck: What's Driving Enterprise Cloud Adoption? The Buyers Speak Out	November-2012
Enterprise Cloud Quarterly Review: Q4 2012	January-2013
Enterprise Cloud Adoption – Year 2012 in Review	February-2013
View from Clouds	Q1-2013
Cloud Service and Solution Spotlight	Q2-2013
View from Clouds	Q2-2013
Enterprise Cloud Quarterly Review	Q2-2013
View from Clouds	Q3-2013
Enterprise Cloud Adoption – Cloud Deals Insights-H1 2013	Q3-2013
Enterprise Cloud Quarterly Review	Q3-2013
Cloud Service and Solution Spotlight	Q4-2013
View from Clouds	Q4-2013
Enterprise Cloud Quarterly Review	Q4-2013

Additional Cloud Vista research references

The following documents are recommended for additional insight on the topic covered in this report. The recommended documents provide either additional details on the topic or complementary content that may be of interest:

1. **Enterprise Cloud Adoption H1 2012** ([EGR-2012-4-R-0748](#)); 2012: This report analyzes cloud service engagements signed in H1 2012. The analysis is split across buyer regions, size, industry, and cloud deployment models. The report also provides insights on the deployment trends in cloud infrastructure and application. It also analyzes the various roles solution service providers are playing in the market for cloud delivery models
2. **Evaluating Cloud Service Provider – Three “Must-Knows” for Buyers** ([EGR-2012-4-R-0795](#)); 2012: This viewpoint analyzes the key challenges buyers face in evaluating cloud service providers under “trinity of relevance”. It introduces the TIPSS framework focusing on technology, integration, pricing, security, and services. It also lays down the process of shortlist and broad sample set of cloud service providers that buyers should include in evaluation

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