



Topic: Enterprise Cloud Adoption

Cloud Deals Insights 2013

Cloud Vista™
Market Report: February 2014 – Preview Deck

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¹ Banking, financial services, and insurance

Background and scope of the research

Background of the research

- This research analyzes cloud adoption across global service engagements from 2011 to 2013. It provides insights into and trends prevalent and developing in 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 (e.g., SaaS¹ implementation), but analyzes those deals that involve global service providers offering cloud-related services

The scope of the analysis includes:

- Overview of the cloud deal trends from 2011 to 2013
- 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

¹ Software-as-a-Service

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Overview and abbreviated summary of key messages

This research focuses on cloud adoption across global service engagements from 2011 to 2013. The report discusses multiple perspectives such as the relative impact of cloud on the application and infrastructure layers, buyer considerations, deal parameters, geographies of adoption, major industries that driving cloud adoption, roles played by various service providers, etc.

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

Overview – cloud engagements

- 2013 witnessed a steady state of cloud adoption. Deal duration of engagements with cloud delivery in scope have remained largely inelastic, and are expected to remain so for some years

Cloud trends

- **Deployment trends**
Application transformation is still not prevalent in cloud services. Infrastructure-related transformation and SaaS implementation have now become more of a norm
- **Buyer adoption**
Buyers in the European region (United Kingdom and Continental Europe) accounted for about half of the overall cloud engagements. BFSI industry witnessed a significant increase in cloud application implementation, while the retail & distribution industry was aggressive in adoption of application transformation
- **Provider roles**
Service providers who can offer “end-to-end” cloud services tend to be preferred. Possessing in-house solutions (across applications and infrastructure space) is proving to be a key differentiator

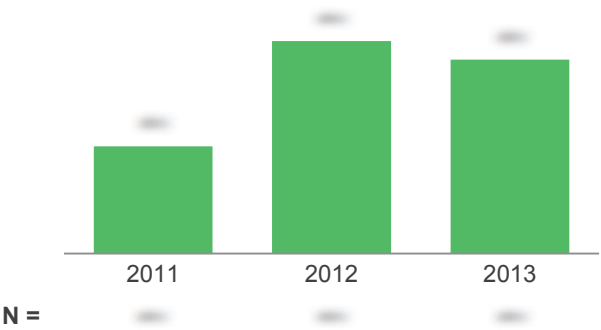
Deal spotlight

- This section analyzes three major cloud related deals with buyers from various geographies, industries, and size
- These deals are leading examples of instances where buyers are leveraging service providers to transform business or IT components, through cloud adoption

This study offers three distinct chapters providing a detailed analysis of cloud deals signed over 2011-13; below are four charts to illustrate the depth of the report

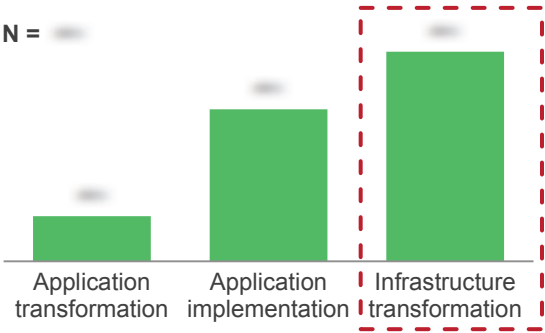
Adoption of cloud in global services

Trend in cloud-related global service deals
2011-2013; Percentage of deals



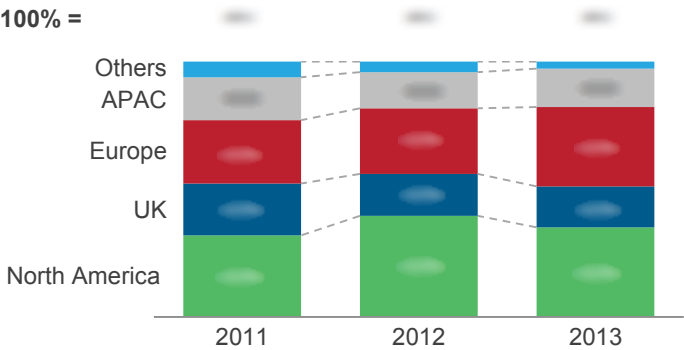
Deployment of cloud solutions

Driver of cloud adoption
2013; Percentage of deals



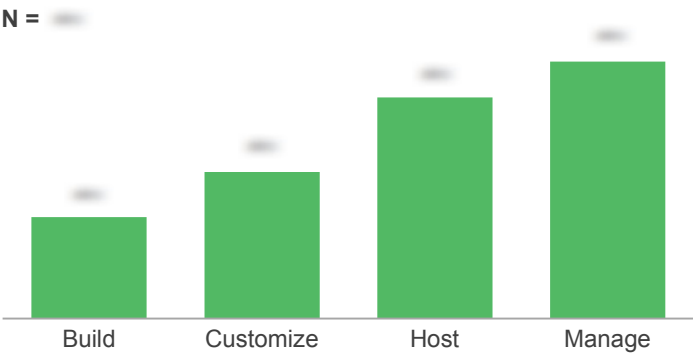
Cloud adoption and opportunity across regions

Distribution of cloud deals based on buyer geography
2011-2013; Number of deals



Building cloud solutions

Roles played by cloud infrastructure solution and service providers
2013; Percentage of deals



Source: Everest Group (2014)

Cloud Vista research calendar

| Topic | <div> <div></div> Published <div></div> Current </div> Release date |
|---|--|
| Enterprise Cloud Services – PEAK Matrix Assessment and Profiles Compendium | July-2013 |
| Selling Cloud to the Business – Is Your Salesforce Ready? | July-2013 |
| Enterprise Cloud Quarterly Review: Q2 2013 | August-2013 |
| Cloud Services – Role of System Integrators | August-2013 |
| Enterprise cloud adoption – Cloud deals insights-H1 2013 | October-2013 |
| Enterprise Cloud Quarterly Review: Europe in Focus – Q3 2013 | October-2013 |
| Cloud Provides a Silver Lining for Revlon – Case Study on Enterprise-wide Technology Transformation Using Private Cloud | October-2013 |
| Enterprise Cloud Review – Annual Snapshot 2013: The Year That Was! | February-2014 |
| Enterprise Cloud Adoption – Cloud Deals Insights 2013 | February-2014 |
| Enterprise Cloud Quarterly Review: Q4 2013 | Q1-2014 |
| SaaS and the impact on IT consulting | Q2-2014 |
| Cloud service PEAK Matrix Assessment research | Q2-2014 |
| Enterprise Cloud Quarterly Review: Q1 2014 | Q2-2014 |

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 – Year 2012 in Review** ([EGR-2013-4-R-0849](#)); 2013: This report analyzes cloud service adoption in 2012 and provides a comparison with earlier years. 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. **Adopting Cloud Services – View Through a New Evaluation Prism** ([EGR-2013-4-R-0857](#)); 2013: This viewpoint analyses the existing strategies of buyers in terms of evaluating cloud services. The research demonstrates that buyers are unable to extract meaningful value from cloud services due to their evaluation approach that are still rooted in traditional mindset. It also provides perspectives on other dimensions that buyers can leverage to assess cloud service relevant for their environment

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