

Cloud Services State of the Market: Maximizing Value from Cloud – North America

December 2022: Complimentary Abstract / Table of Contents



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Contents

For more information on this and other research published by Everest Group, please contact us:

Mukesh Ranjan, Vice President

Zachariah Chirayil, Senior Analyst

Deepti Sekhri, Senior Analyst

Praharsh Srivastava, Senior Analyst

1. Introduction and overview	5
• Research methodology	6
• Introduction	7
• Scope of the research	8
2. Cloud services market overview – Global	9
• Global cloud services market size, growth, and adoption themes	10
• Global cloud services market by geography	11
3. Cloud services market overview – North America	12
• North America cloud services market by geography	13
• North America cloud services market by industry	14
• North America cloud services market by scope of services	15
• Enterprises' focus areas for cloud services	16
• Cloud optimization – a key focus area	17
• North America cloud services market by deployment methodologies	18
• Enterprises' key challenges for cloud services	19
4. Maximizing value from cloud – enterprise adoption strategy	20
• Evolving cloud objectives	21
• Cloud for Value – definition and levers	22
• Driving value via industry-contextualization of cloud	24
• Driving value via cloud economics	28

Contents

Maximizing value from cloud – enterprise adoption strategy (continued)	
• Driving value via cloud sovereignty	31
• Driving value via sustainable cloud infrastructure	35
5. Implications for enterprises and service providers	39
• Implications for enterprises	40
• Implications for service providers	41
6. Appendix	42
• Glossary	43
• Research calendar	44

Background of the research

- Enterprises in North America (NA) are no longer looking at the cloud just from a cost optimization, technology/process efficiency, and digital enablement perspective but are considering it to enable business value creation as their objectives and outlook evolve with the maturing cloud adoption journey
- However, they are faced with unexpectedly high costs, security and compliance concerns, operations complexity, and complex vendor landscapes. Enterprises look up to service providers to recalibrate strategy, drive transformation initiatives, and enable ecosystem orchestration to realize an expected level of value from the cloud
- This report discusses key levers that can help enterprises unlock value from the cloud across monetary, agility, innovation, compliance, resilience, and agility factors. It covers the underlying context, definition, and execution of these levers
- This report provides an outlook on the current state of the market of global cloud services market trends and growth outlook. It focuses on NA market and provides perspectives on some of the key demand drivers, cloud adoption themes, and enterprise challenges in the driving of an expected level of value from cloud investments
- The analysis is based on Everest Group's annual RFI process, interactions with leading cloud service providers, client reference checks, enterprise interactions, and ongoing analysis of the NA cloud services market

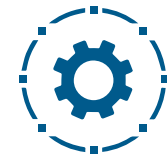
Scope of this report



Geography
North America



Industry
All industries



Services
Cloud services

Overview and abbreviated summary of key messages

This report examines the North America IT cloud services market and provides an overview of the cloud services market in North America, including trends, demand drivers, and key enterprise concerns along with enterprise strategies for maximizing value from the cloud.

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

Global cloud services market

- Enterprises are considering the cloud as a lever for growth and value addition resulting in a robust global cloud services spend
- North America and Europe lead the cloud services market as enterprises focus on modernizing and optimizing their cloud landscape; APAC follows

North America cloud service market

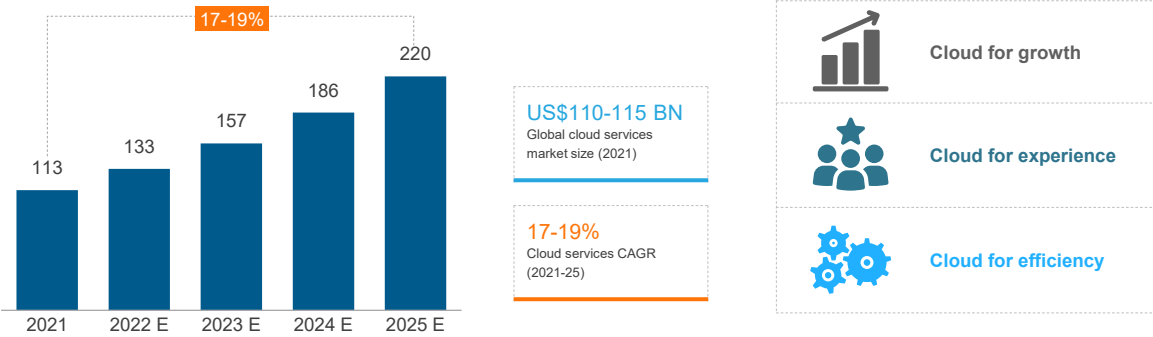
- The US continues to dominate the cloud services market in North America followed by Canada; Mexico is experiencing increased growth due to conducive supply ecosystem initiatives
- Cloud operation and modernization accounts for over half of the cloud services market as enterprises focus more on their journey within the cloud
- This increased focus on cloud operation and modernization has led to enterprises identifying optimization, automation, and economics as key levers to improve their cloud journey
- While enterprises are increasingly focusing on extracting the most from their cloud initiatives, concerns around security, governance, and talent continues to be a challenge

Enterprise adoption strategy for maximizing value from cloud

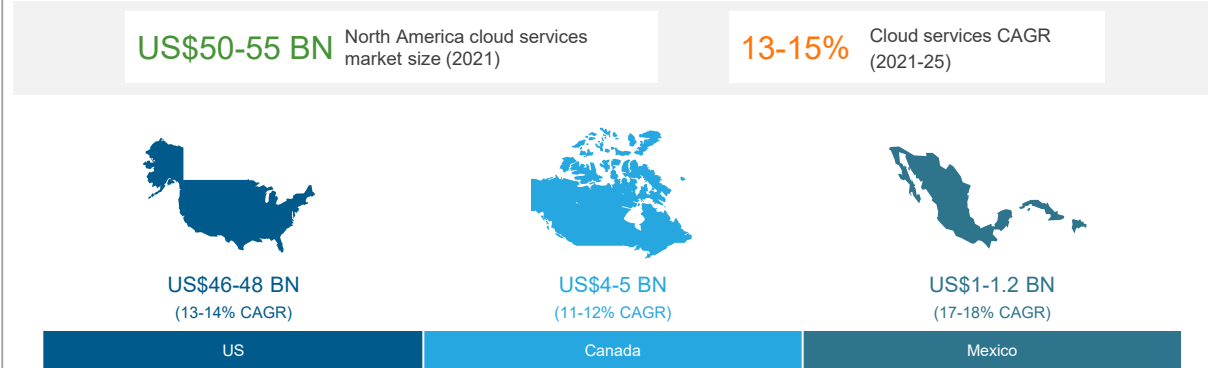
- To tackle challenges and differentiate themselves, enterprises need to reimagine their cloud objective to focus on value from the cloud
- As the outlook shifts from the cloud for efficiency and digital toward the cloud for value, the value from the cloud is best enabled by four key value-generation levers: industry-contextualization of cloud, cloud economics, cloud sovereignty, and sustainable cloud infrastructure

This study offers three distinct chapters providing a deep dive into key aspects of cloud and infrastructure services market; below are four charts to illustrate the depth of the report

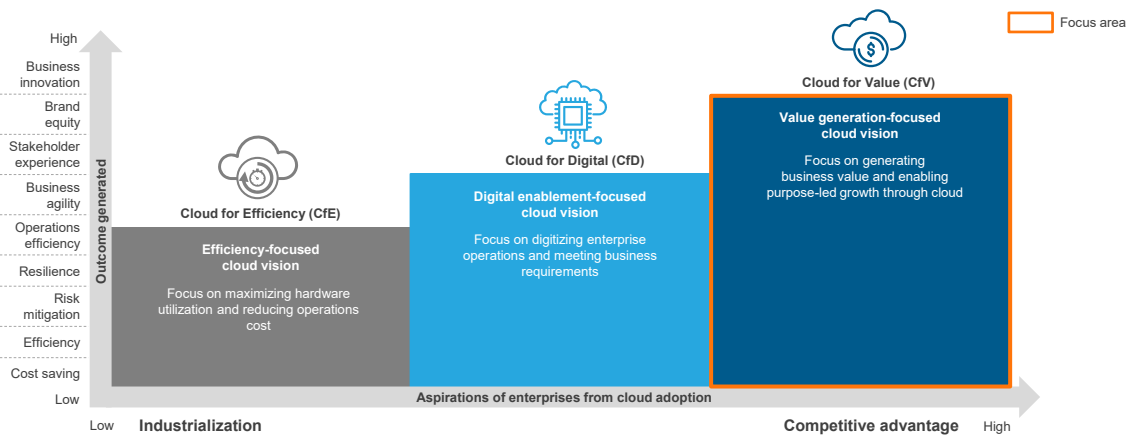
Global cloud services market size, growth rate, and adoption drivers



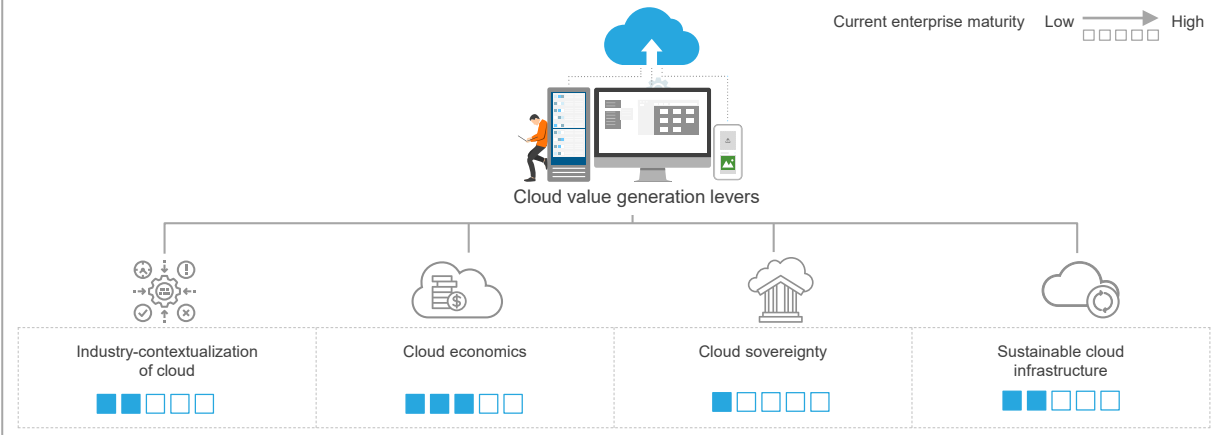
North America cloud services market size, growth rate, and split by geography



Reimagining cloud objective to focus on value from the cloud



Key value generational levers for cloud



Research calendar

Cloud and Infrastructure Services

Published
 Planned
 Current release

Reports title	Release date
Cloud Services Provider Compendium 2022 – North America	January 2022
Cloud Services Provider Compendium 2022 – Europe	January 2022
IT Service Provider of the Year - 2022	February 2022
Contract Renewal – Information Technology (IT) Services 2022	March 2022
Rise of Industry Cloud	April 2022
Mainframe Services – Weighing the Options for the Future of the Enterprise Mainframe	July 2022
An Integrated Operations Transformation Approach to Network Operations	July 2022
System Integration (SI) Capabilities on Amazon Web Services (AWS) PEAK Matrix® Assessment 2022	August 2022
System Integration (SI) Capabilities on Microsoft Azure PEAK Matrix® Assessment 2022	August 2022
System Integration (SI) Capabilities on Google Cloud Platform (GCP) PEAK Matrix® Assessment 2022	October 2022
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Network Transformation Provider Compendium 2022 (Focus on Telcos)	Q1 2023
Network Transformation and Managed Services (Focus on SIs) PEAK Matrix® Assessment 2023	Q2 2023
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Blog

everestgrp.com/blog

Dallas (Headquarters)

info@everestgrp.com

+1-214-451-3000

Bangalore

india@everestgrp.com

+91-80-61463500

Delhi

india@everestgrp.com

+91-124-496-1000

London

unitedkingdom@everestgrp.com

+44-207-129-1318

Toronto

canada@everestgrp.com

+1-416-388-6765

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