



ANALYZING THE BUSINESS
OF ENTERPRISE IT INNOVATION

Cloud Can't Wait

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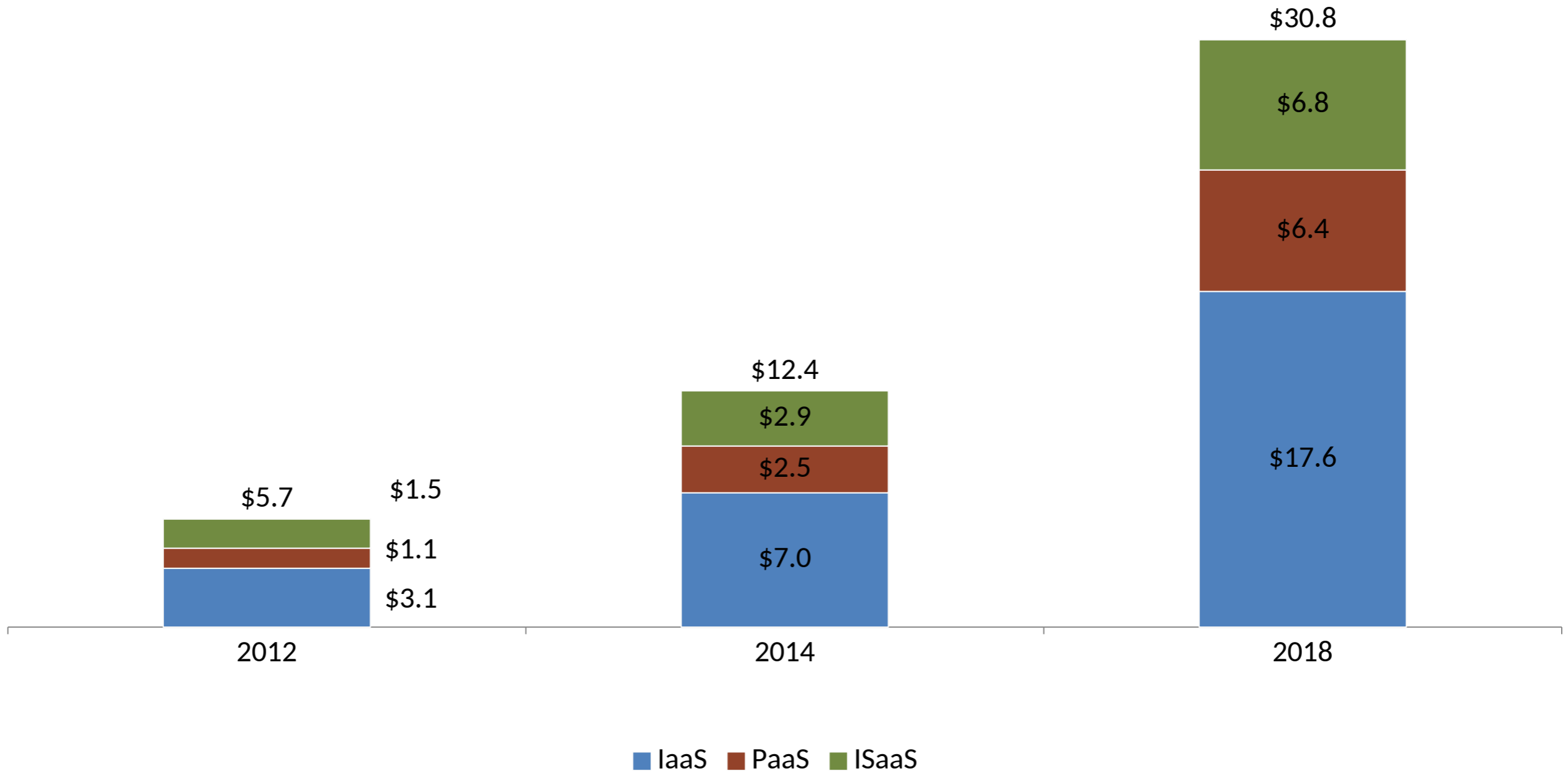
Responsible for systems management, application development, cloud software, and misc. “infrastructure software” agenda.

Before 451 I worked Dell in corporate strategy/M&A for software & cloud; as an analyst for 6+ years at RedMonk; software developer for 10+ years.



The public cloud market is growing at a 29% CAGR

CaaS Forecast (\$bn)



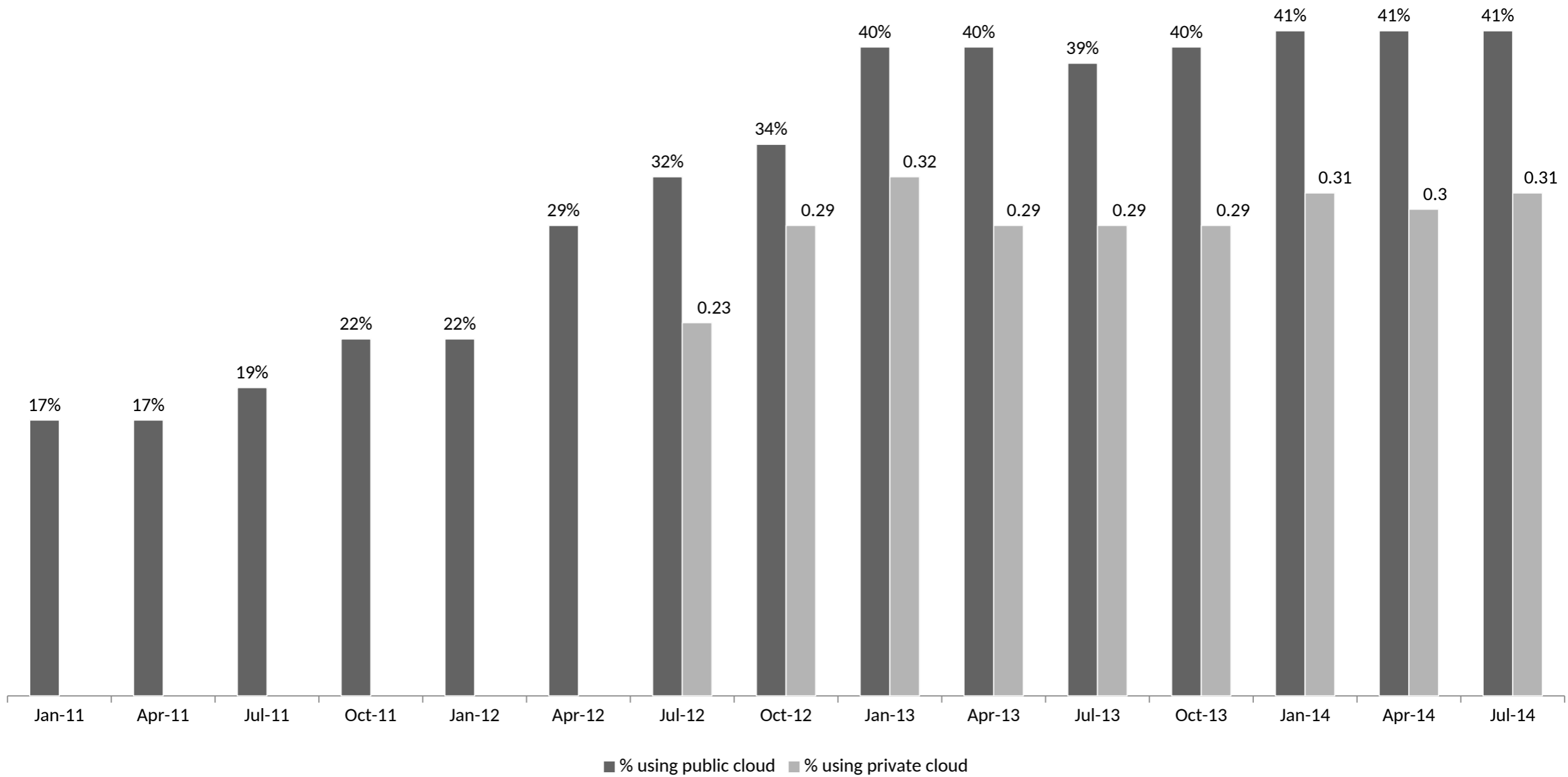
Don't like applications? Public cloud is much more than SaaS

Cloud Computing as a Service

Infrastructure as a Service	Platform as a Service			Infrastructure Software as a Service		
	Stand-Alone PaaS	PaaS from SaaS	Integration as a Service (iPaaS)	IT Management as a Service	Online Backup/Recovery	Cloud Archiving
				IT Service Management Systems Network Monitoring & Management Resource Utilization, Capacity Planning and Billing		

If your friends jumped off a bridge...

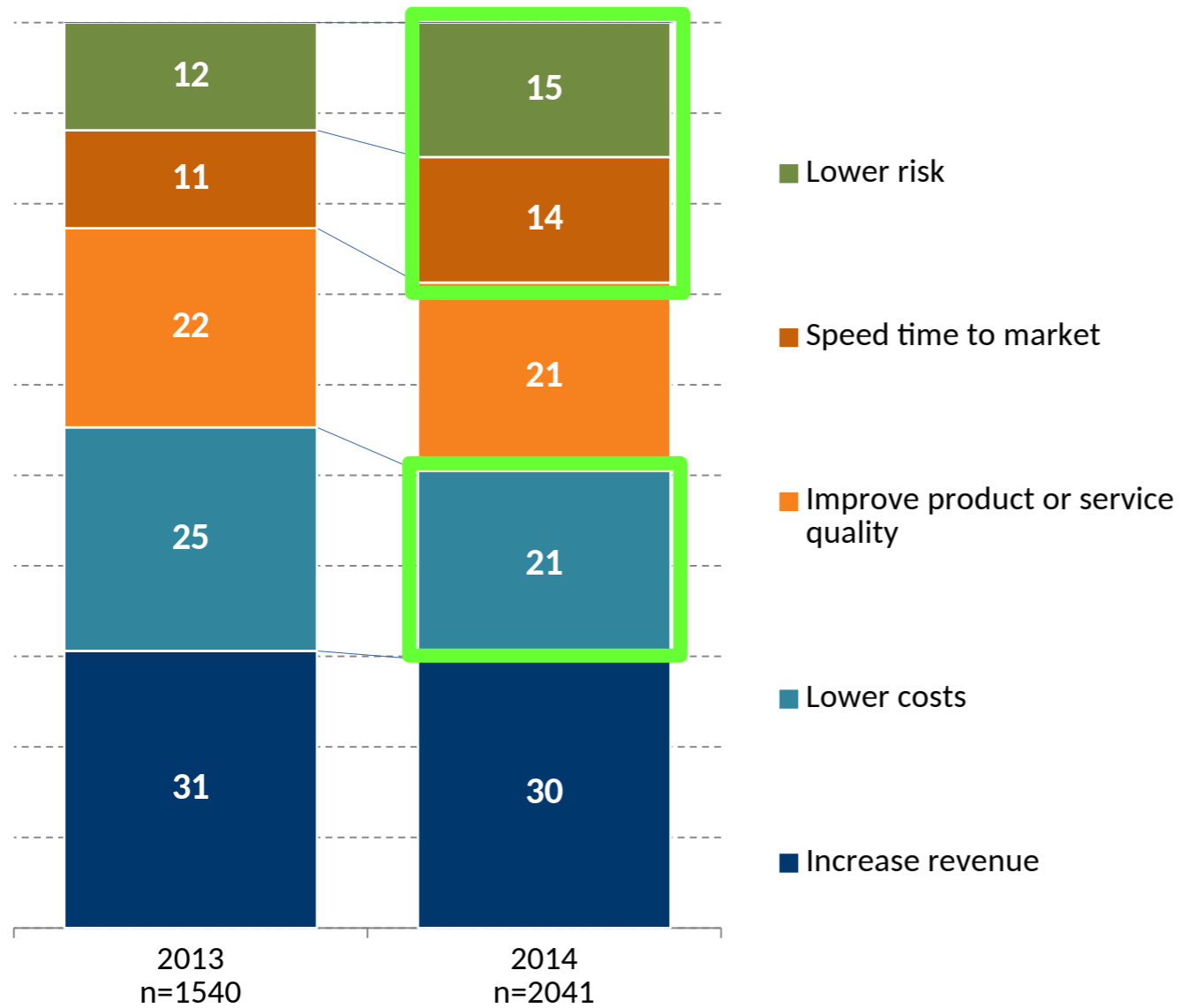
Corporate Market: Public and Private Cloud Usage
(451 ChangeWave, private not tracked until Jul 2012)



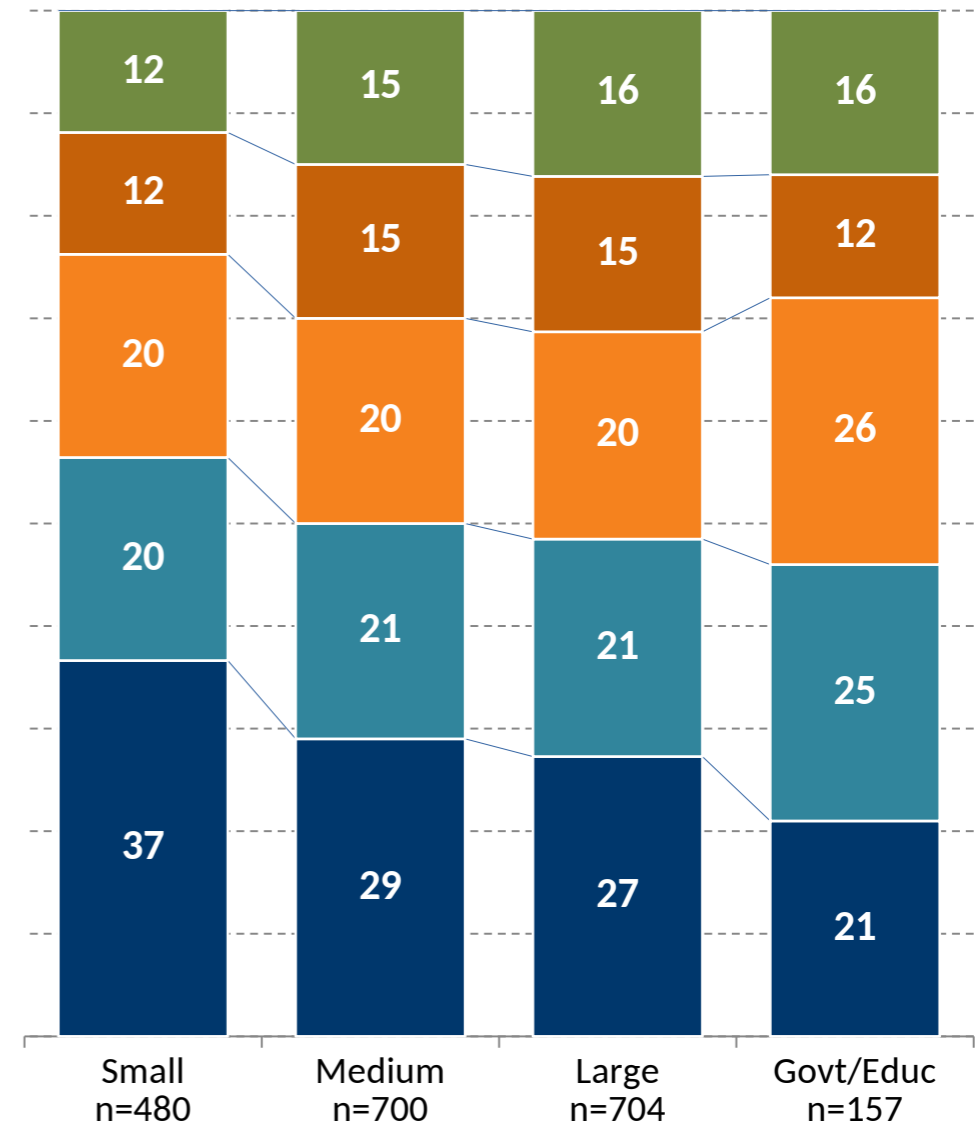
Source: Two studies, the first with 1,137 respondents, the second with 1,097, involved in their company's IT buying decisions participated in the January 2014 and July 2014 survey, including 470 and 445 whose company currently use public cloud. ChangeWave Research is a service of 451 Research, from "Corporate Cloud Computing Trends," 451 ChangeWave, Feb, 2014 and ["Corporate Cloud Computing Trends," 451 ChangeWave, Aug 2014.](#)

Enterprise IT priorities are shifting from savings to growth

Allocate 100 points among the following five goals as they relate to your company or organization

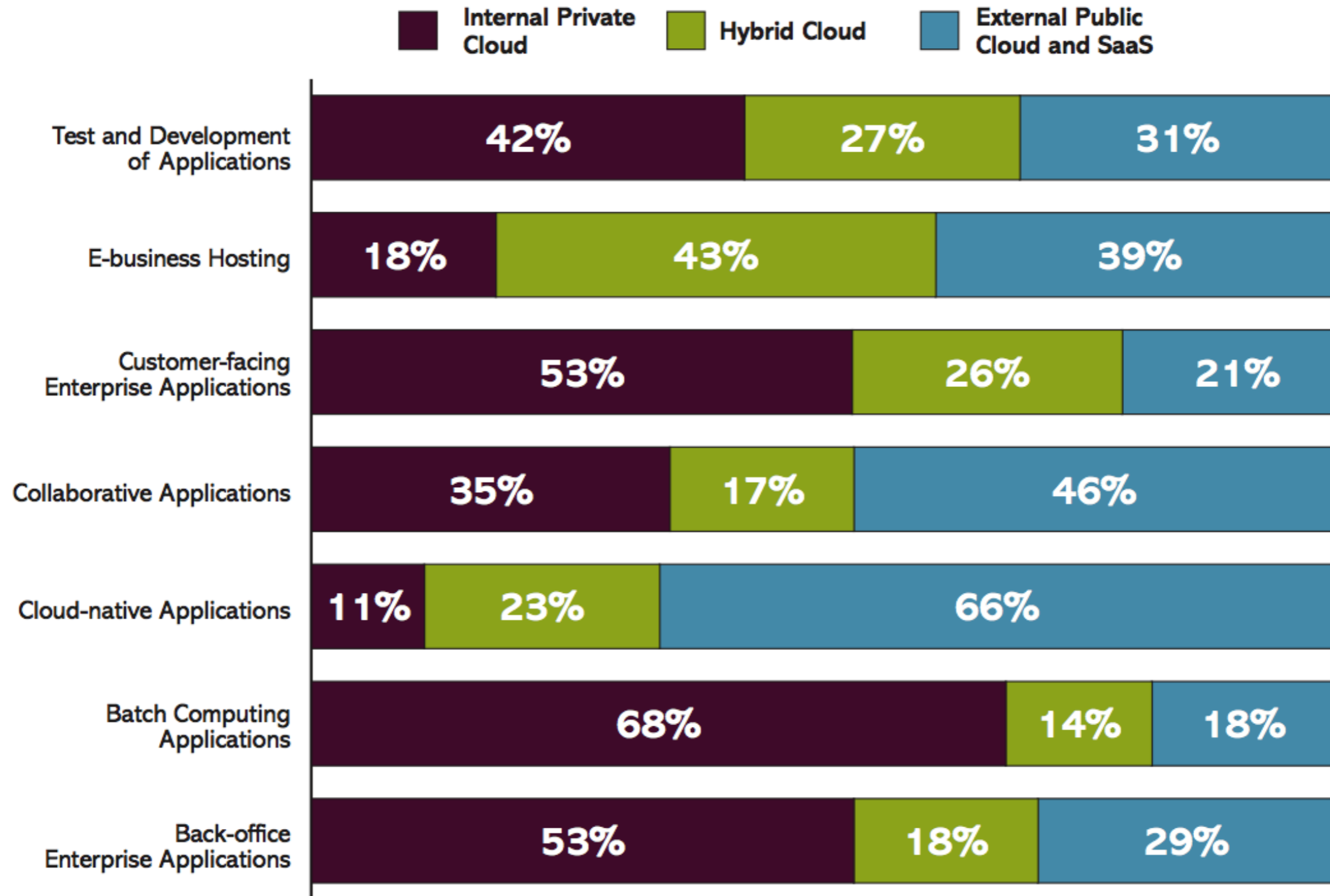


Priorities by Company Size



Use a workload-based approach to define your cloud provider strategy

FIGURE 4: CLOUD ADOPTION PATTERNS BY WORKLOAD



Thanks! @cote | cote@451Research.com | +1-512-795-4037

