

FUTURE-PROOF YOUR BUSINESS

with a Cloud Strategy



The Move to the Cloud is On

Organizations are already fully committed to the cloud – either adopting a “cloud first” strategy (building all new applications in the cloud) or an “all in” strategy (eventually moving all applications to the cloud).

The cloud is the future—and it’s quickly becoming the present. IT leaders with cloud strategies in place are already reaping the benefits, according to a recent survey from IDG Research.¹ These first movers clearly have a leg up, and those who hesitate may end up at the back of the pack.

The Cloud is Already Delivering Agility ...

Agility is the leading initial driver of cloud plans, and organizations are already seeing results from that approach.



... and Promises to Enable Innovation

The majority of those surveyed expect the cloud to enable new lines of business



More than 1/3 of Early Cloud Adopters Already See the Benefits ...

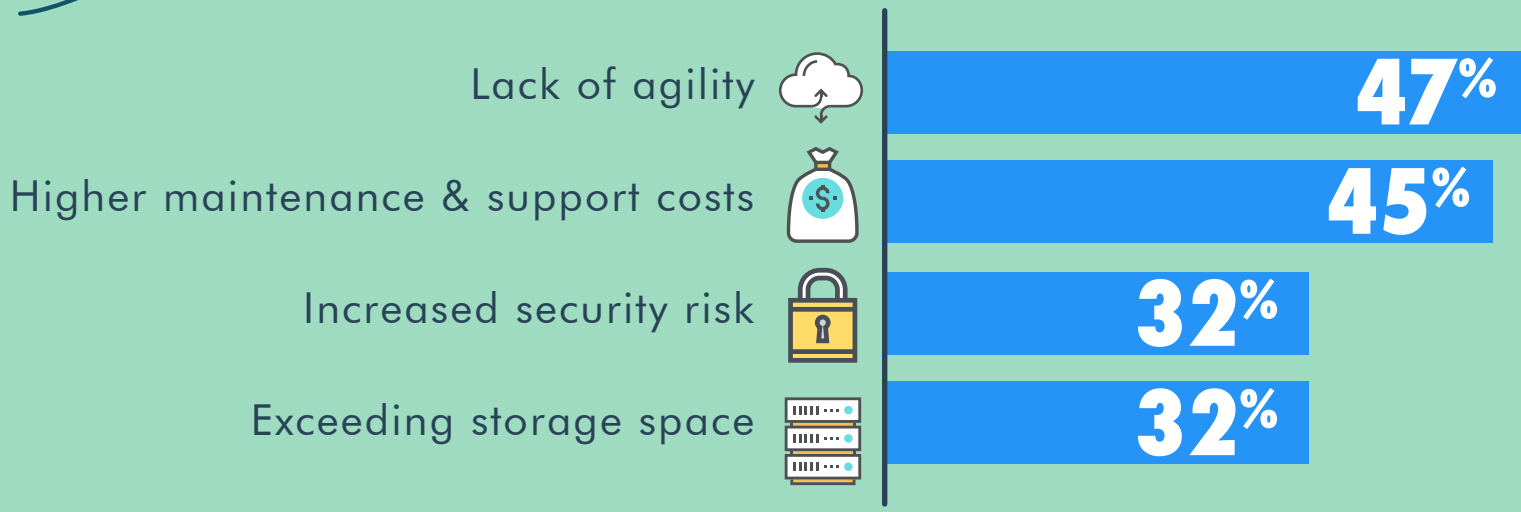
- Meet increasing storage demands
- Cost savings
- Free up IT staff for important initiatives
- Improve disaster recovery plans & create more proactive approach to redundancy & recovery
- Decrease time to market
- Improve and/or enhance customer experience

... And Nearly Half Expect to See Even More

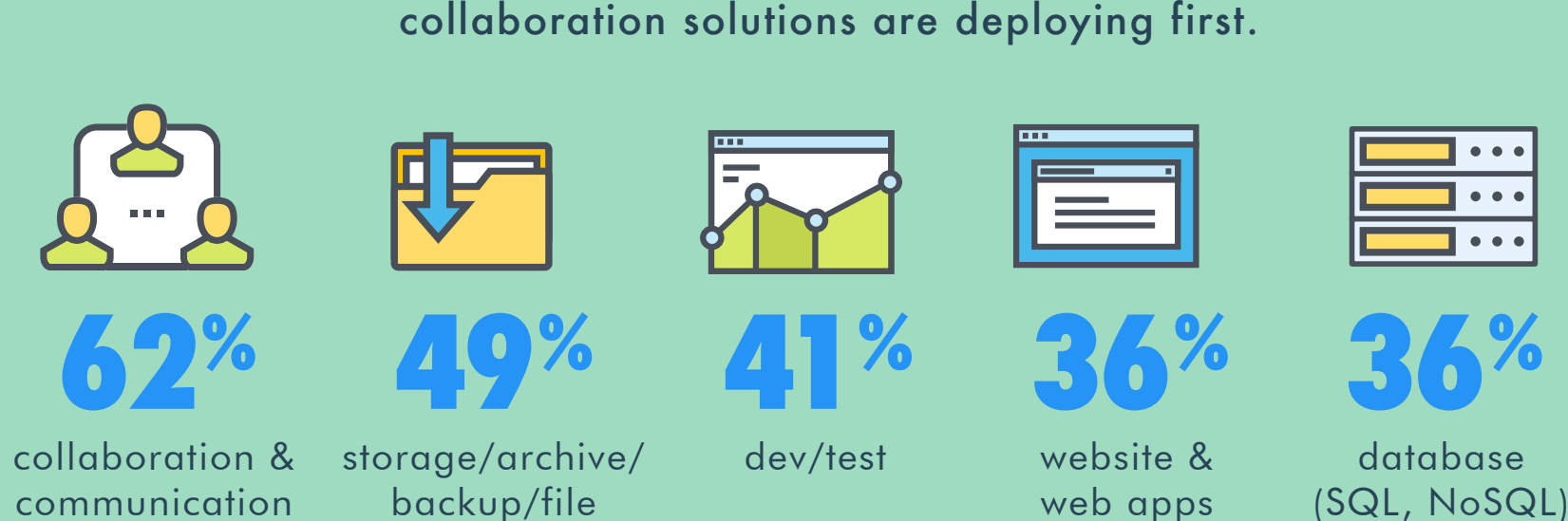
- Improve and/or enhance customer experience
- Improve disaster recovery plans & create more proactive approach to redundancy & recovery
- Improve ability to identify & act on new business opportunities
- Create a positive cultural shift (data viewed as asset, skill sets updated)
- Find core expertise instead of having to find/grow your own
- Support big data & analytics initiatives

Companies Who Hesitate May Miss Out

Top drawbacks of not moving to the cloud

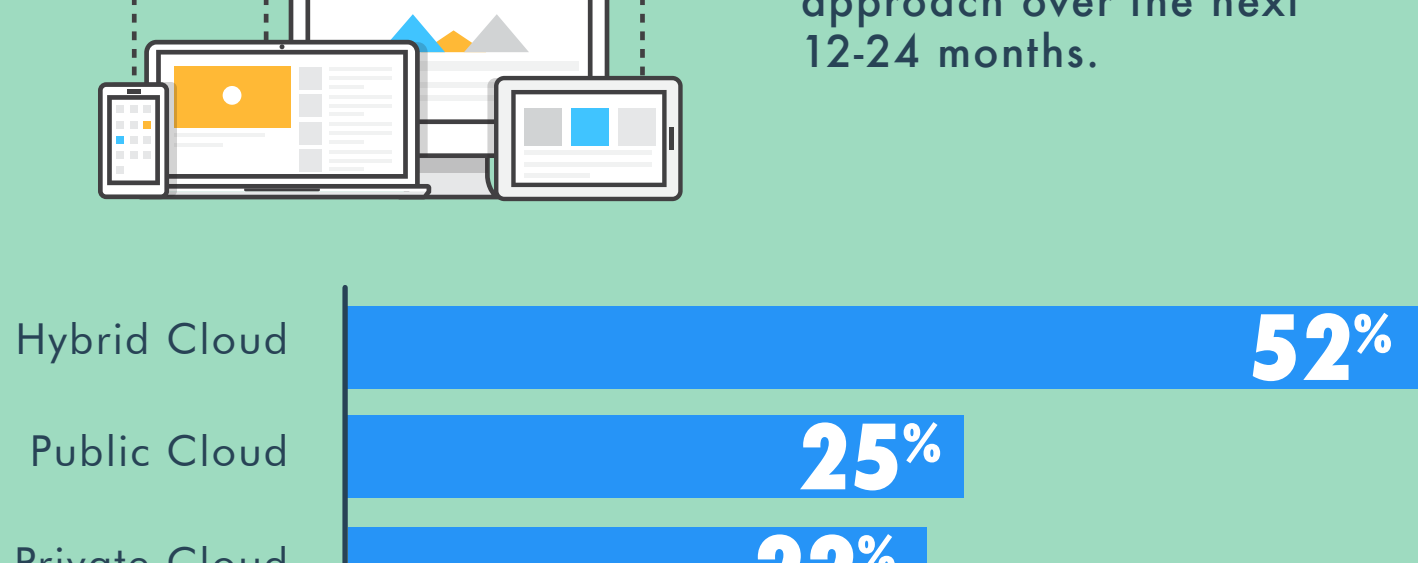
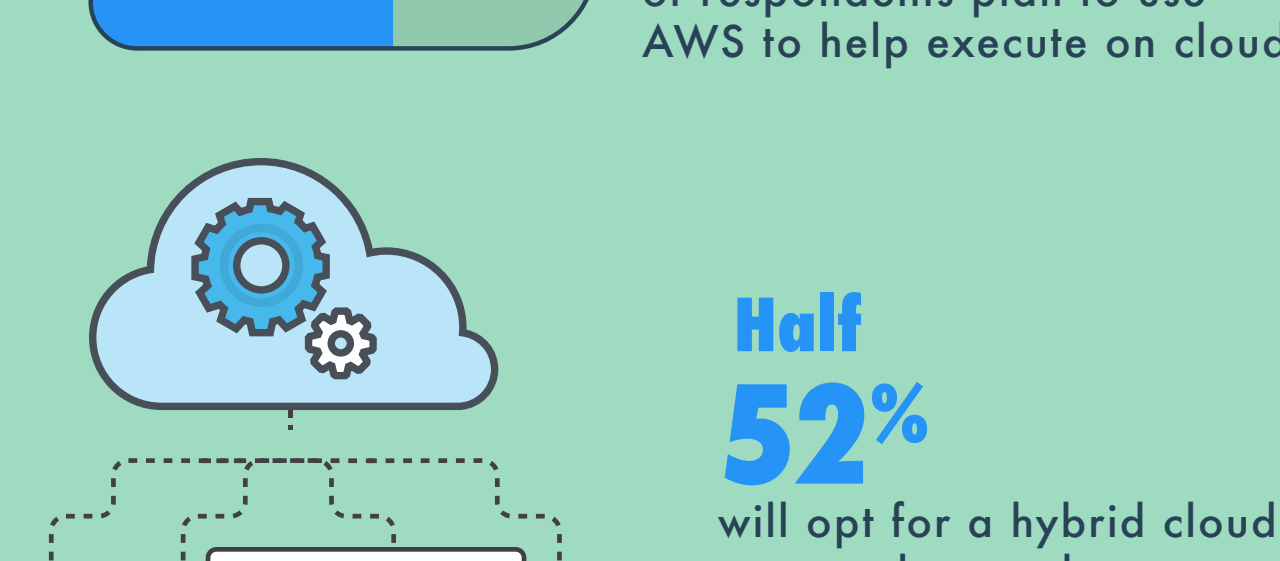


Of those moving a few targeted projects, collaboration solutions are deploying first.



For the remaining respondents, the question becomes how to mix on-premises or collocated data centers with hyperscale cloud infrastructure such as that offered by AWS.

AWS is a Trusted Leader for Public & Hybrid Deployments



Among hybrid Cloud adopters, 64% plan to use AWS.²



To learn more visit aws.amazon.com/windows/

¹ IDG Cloud Migration research study, August 2016

² Results are based on 101 qualified responses. The margin of error for a sample of 101 is +/-9.8 percentage points at the 95% confidence level.