Business Resiliency Strategies for the Cloud

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Survey Summary

▶ Between May and September, 2017, Gatepoint Research invited selected executives to participate in a survey themed *Business Resiliency Strategies for the Cloud.*

▶ Candidates were invited via email and 301 executives have participated to date.

▶ Management levels represented are predominantly IT senior decision makers: 2% hold the title CxO, 14% are VPs, 52% are Directors, and 32% are Managers.

▶ Survey participants represent firms from a wide variety of industries including business services, financial services, manufacturing (primary, general and high tech), wholesale and retail trades, healthcare, telecom, media, consumer services, mining, transportation, utilities, and education.

▶ Responders work for firms with a wide range of revenue levels:

- 60% work in Fortune 1000 companies with revenues over $1.5 billion;

- 12% work in Large firms whose revenues are between $500 million and $1.5 billion;

- 28% work in Small to Mid-Market companies with less than $500 million in revenues.

▶ 100% of responders participated voluntarily; none were engaged using telemarketing.

Executive Overview

Moving corporate workloads to the public cloud is attractive for many reasons - cost cutting, increased efficiencies and risk mitigation, to name a few. But business resiliency is vital to a company's reputation, revenues and data security, so decision makers must exercise prudence when deciding which workloads to migrate. Companies need to weigh the advantages and risks of the public cloud. How are corporations making workload migration decisions?
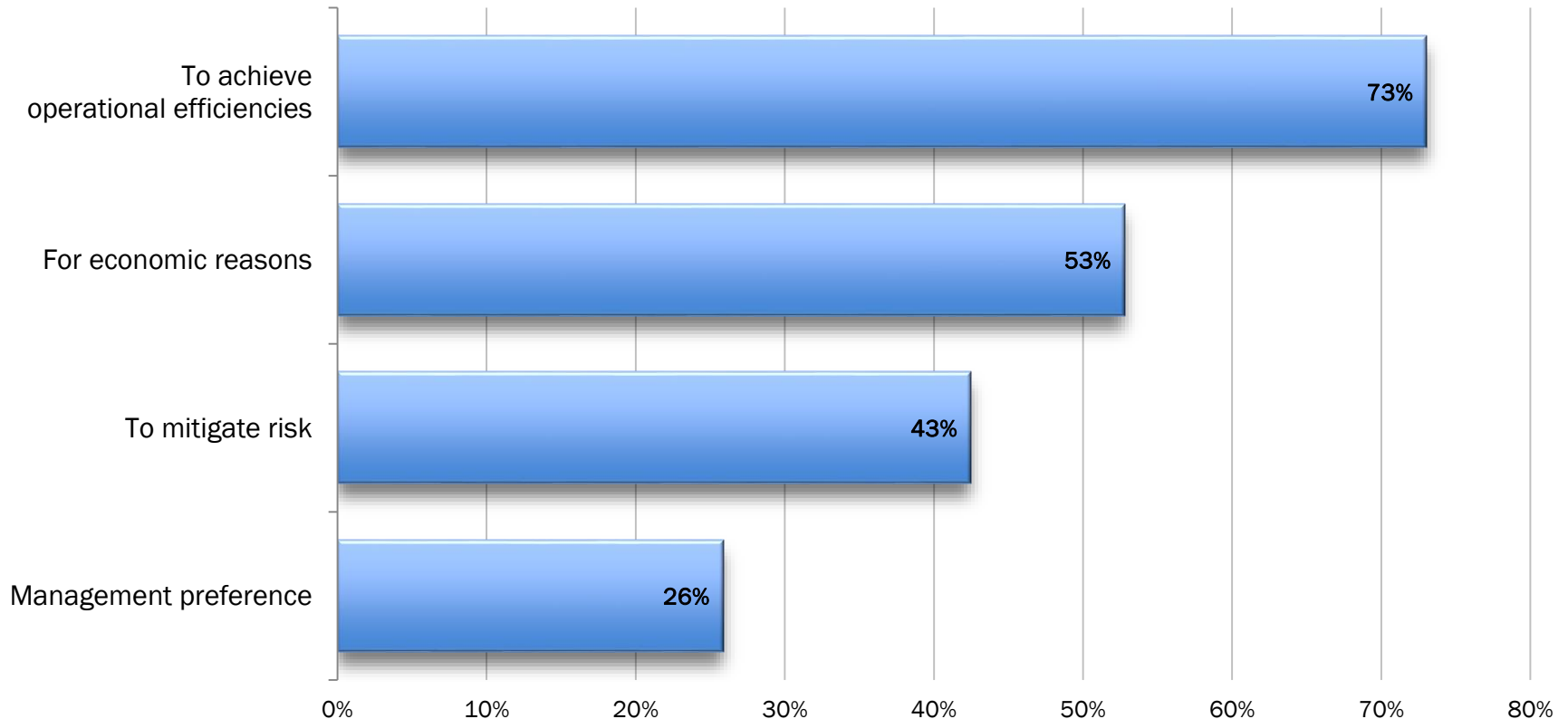
This survey asks respondents to report:

▶ How do they define resiliency?

▶ What expectations do they have of the public cloud, and if they've started migrating to the public cloud, what has hindered adoption ?

▶ What workloads are they moving to the public cloud, and do they have concerns about doing so?

▶ How does downtime affect their organization?

▶ What are their IT infrastructure requirements for business resiliency?

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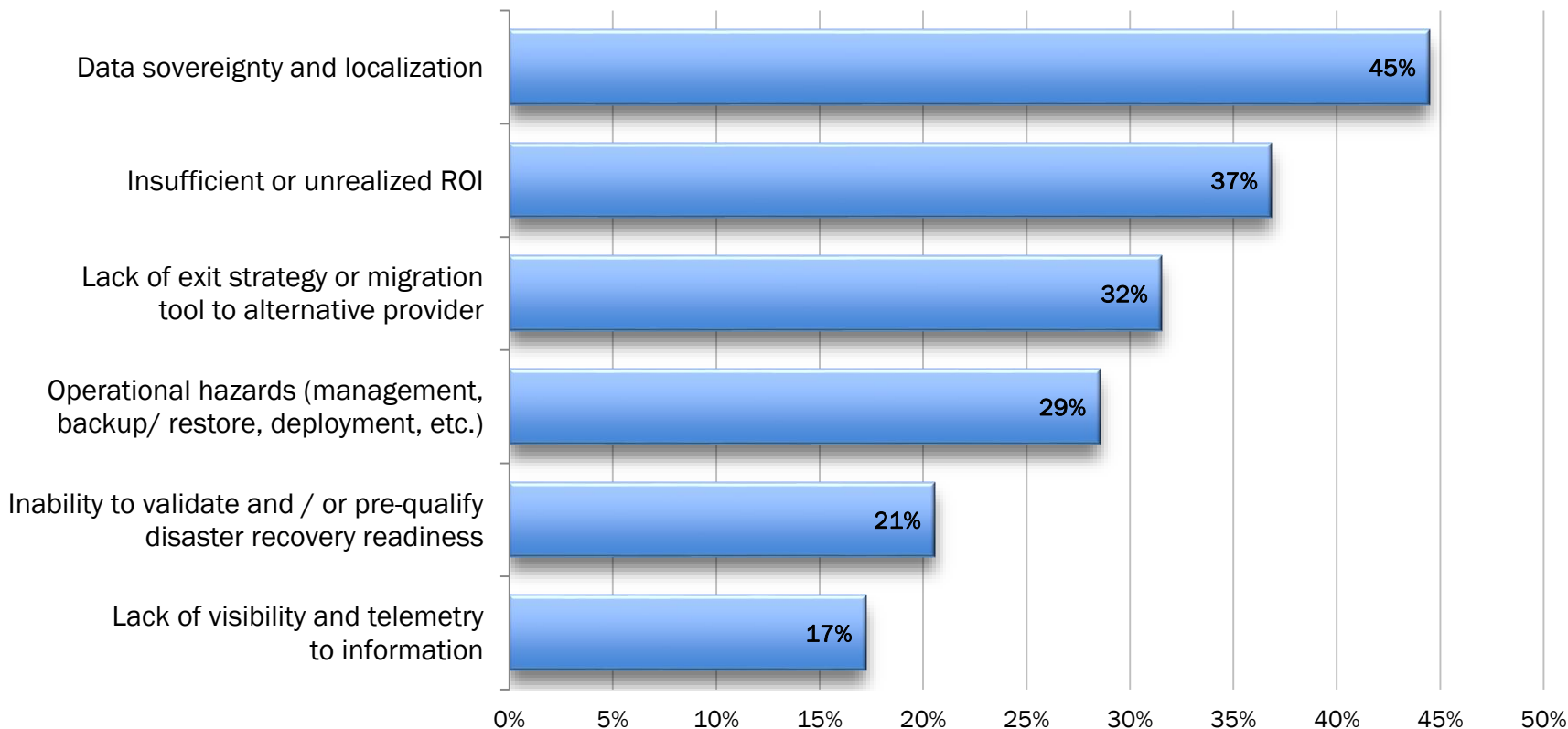PulseReport

What does resiliency mean to you?
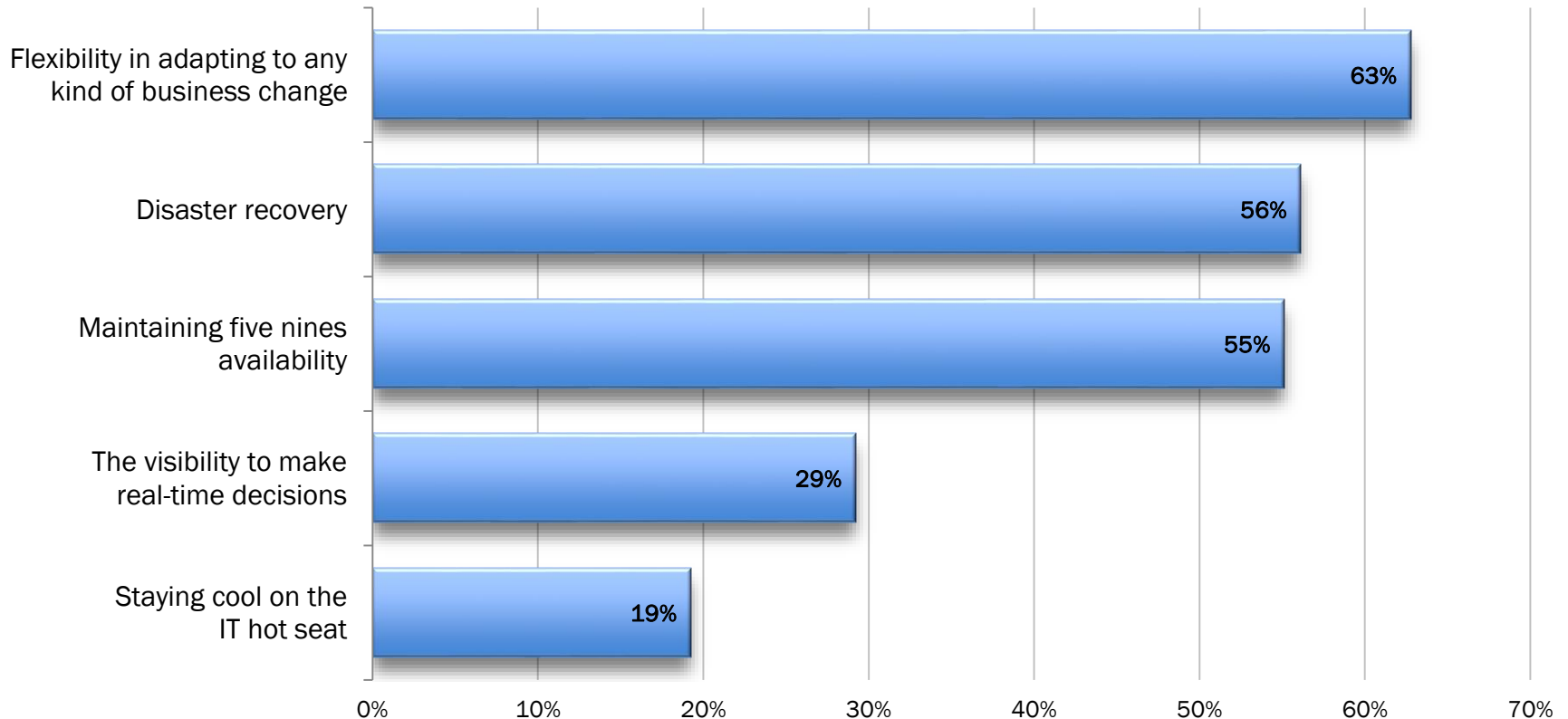
More than half of respondents say that three factors define resiliency above all others: being flexible enough to adapt to any change (say 63%), the ability to recover from a disaster (56%), and maintaining 99.999% uptime (55%).

Why did you, or why would you choose to use the public cloud?

Chart showing responses:
- To achieve operational efficiencies: 73%
- For economic reasons: 53%
- To mitigate risk: 43%
- Management preference: 26%

Horizontal axis: 0% to 80% in 10% increments.

Operational efficiency is the main reason 73% of respondents either have or would choose to use the public cloud. 53% say it's also about the economic advantages.

Has your adoption of public cloud services (IaaS, SaaS, PaaS, DRaaS) been hindered by any of the following?

Horizontal bar chart:
- Data sovereignty and localization: 45%
- Insufficient or unrealized ROI: 37%
- Lack of exit strategy or migration tool to alternative provider: 32%
- Operational hazards (management, backup/ restore, deployment, etc.): 29%
- Inability to validate and / or pre-qualify disaster recovery readiness: 21%
- Lack of visibility and telemetry to information: 17%

Data sovereignty and localization tops the list of hindrances to adopting public cloud services, say 45% of respondents. More than a third (37%) of respondents say concerns about insufficient or unrealized ROI worry them.

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Which workloads do you expect to move to the public cloud in the next 12 to 18 months?
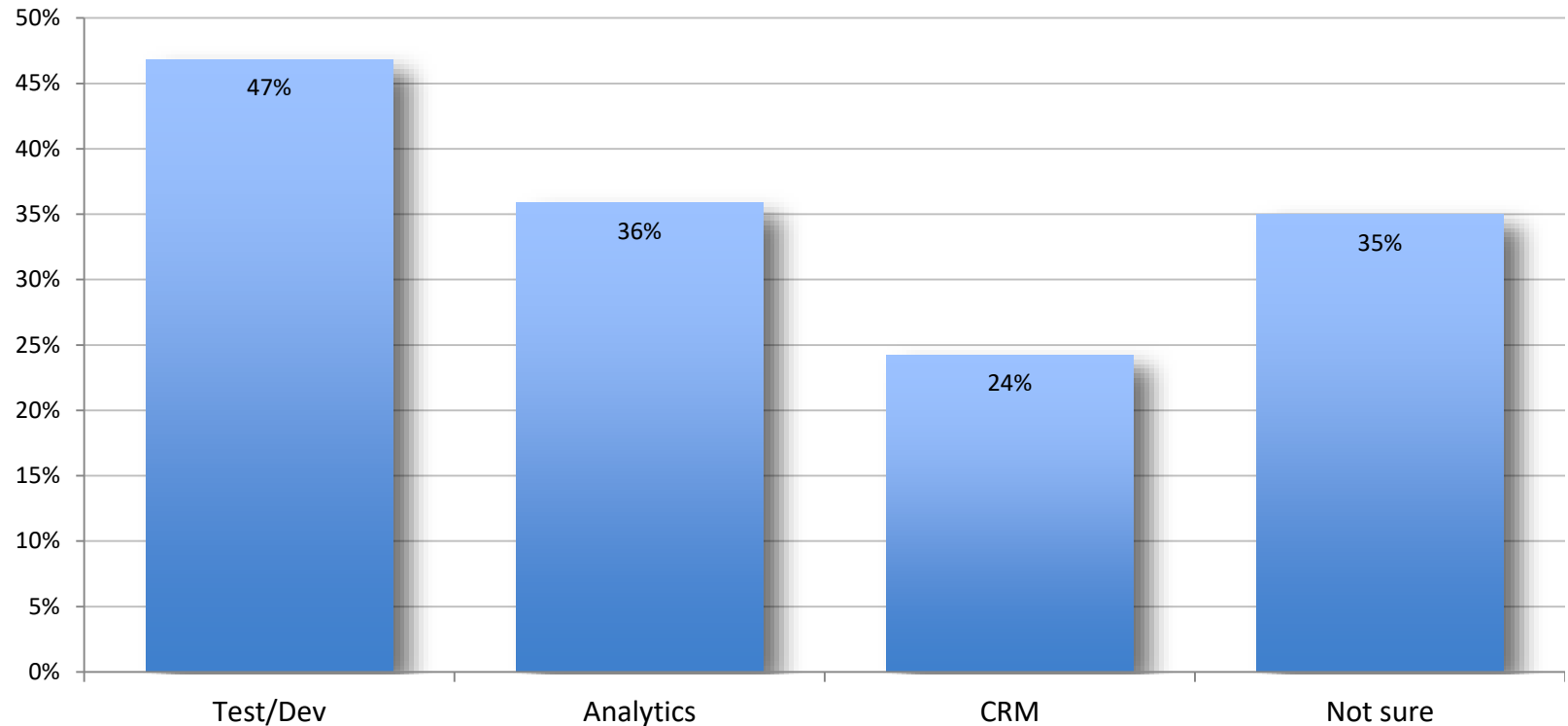

47% of respondents plan to migrate test or development to the public cloud in the next year to 18 months. And, while some respondents are planning to move analytics (35%) and/or CRM (24%), more than a third are not sure about workload migration to the public cloud.

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# Do you have any concerns about moving data to the public cloud?
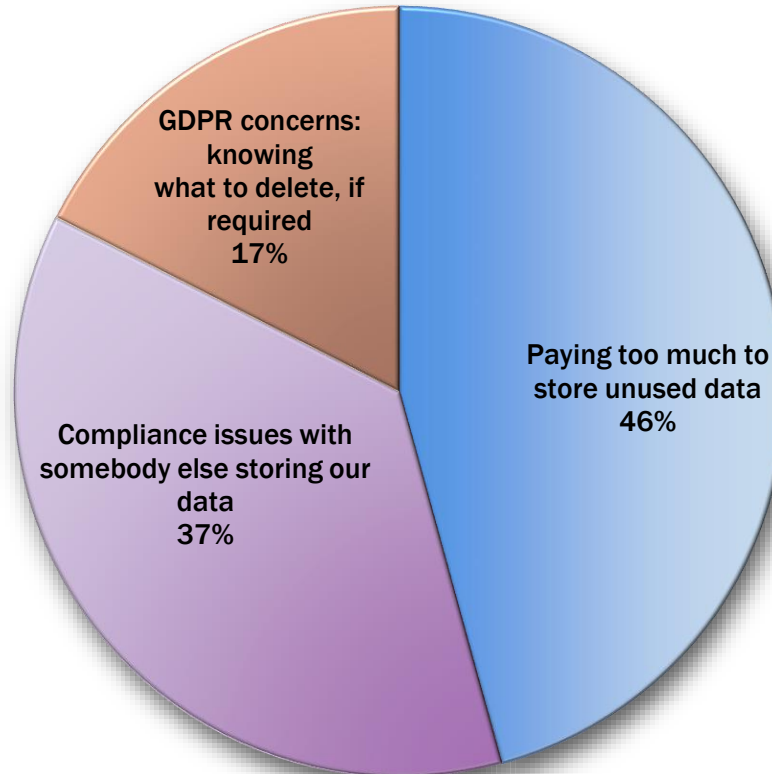
While 46% of respondents are concerned with the cost of storing unused data, more than third say remaining compliant when data is stored by somebody else (37%) is worrisome. 17% have European Union GDPR regulatory concerns.

How do your concerns about downtime related to public cloud providers compare to downtime related to traditional risk factors, such as application outages and security exploits?
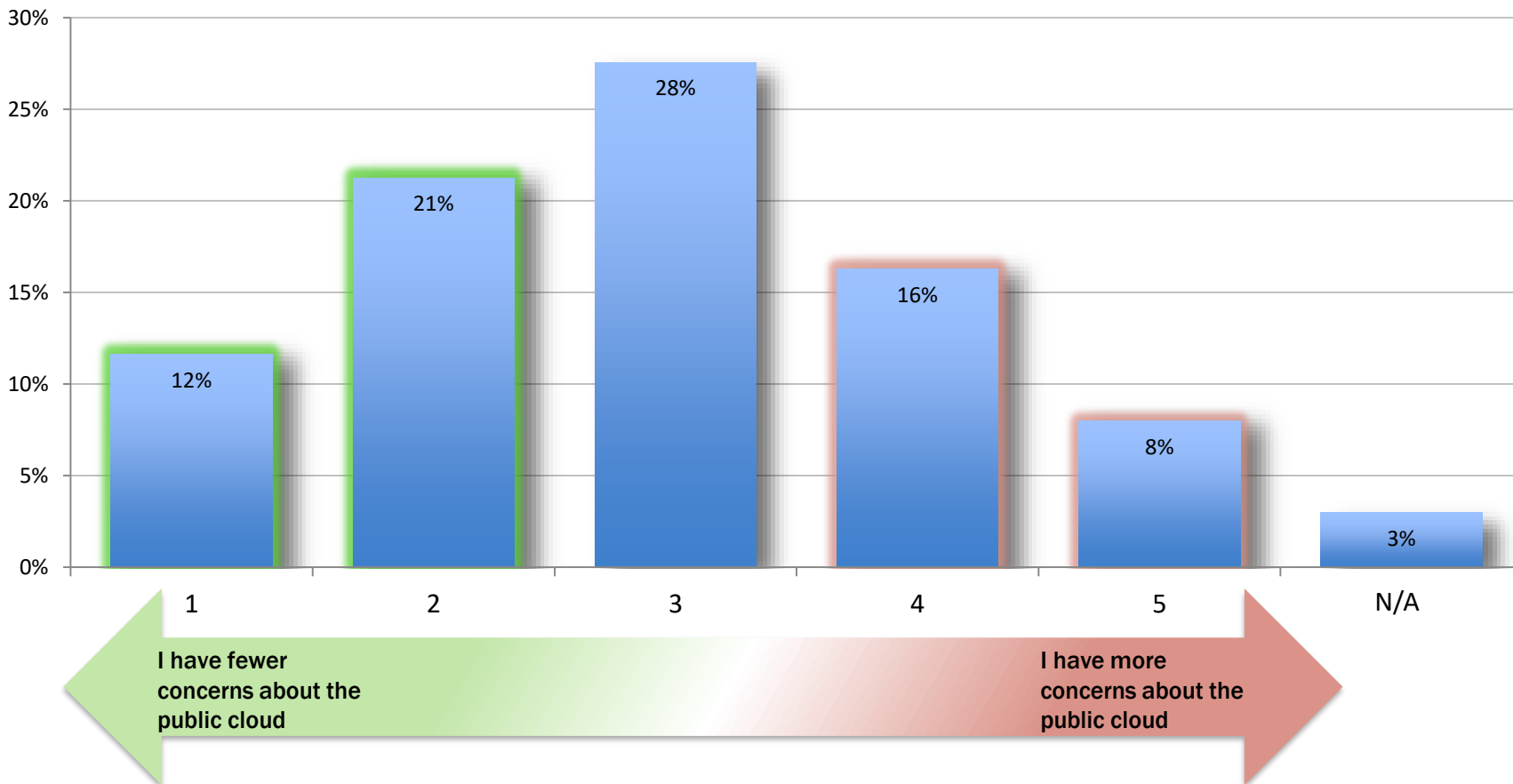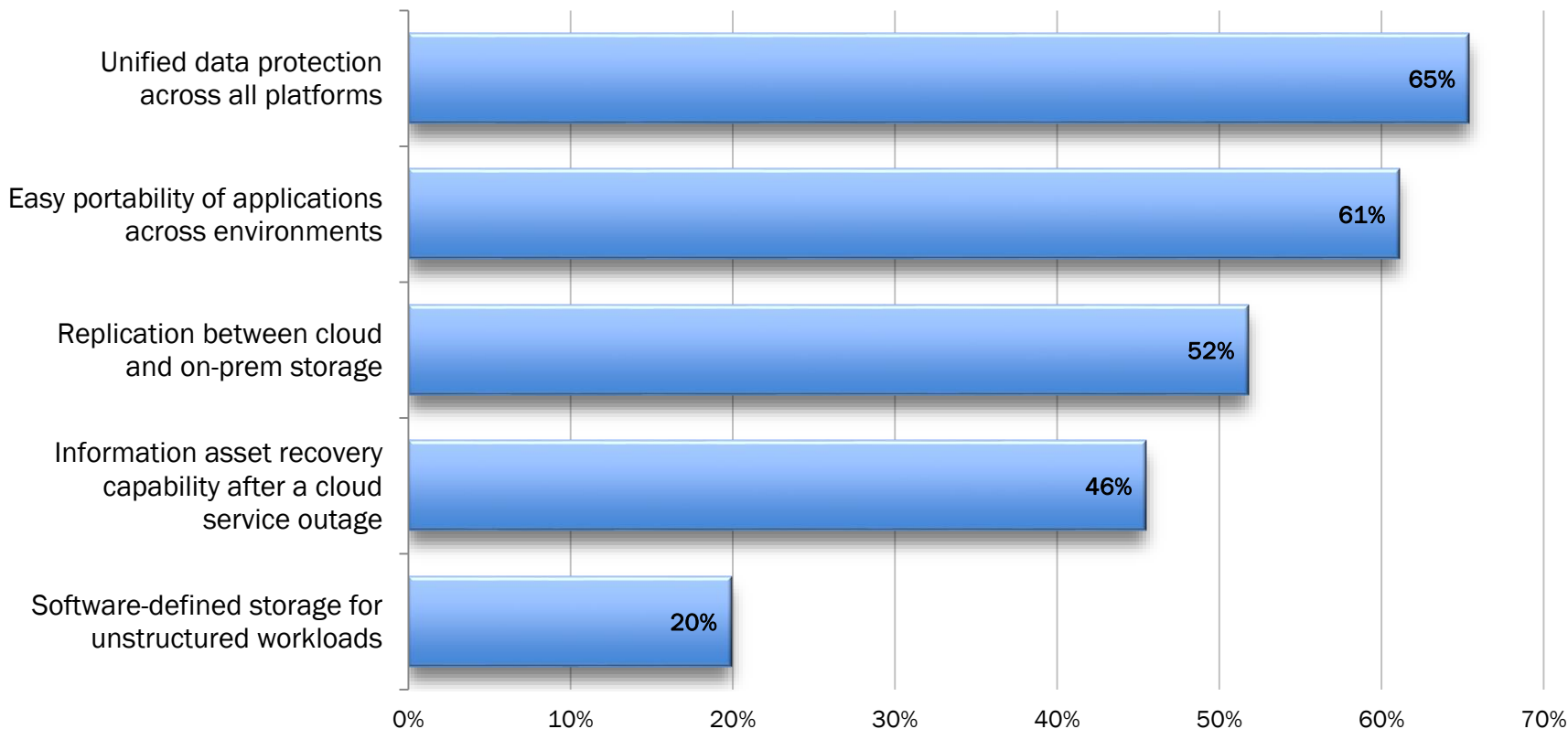

Which causes more concern about downtime, public cloud providers or traditional risk factors? 33% of respondents worry *less* about public cloud, while 24% are *more* worried about downtime related to public cloud.

# Which result of downtime concerns you the most?
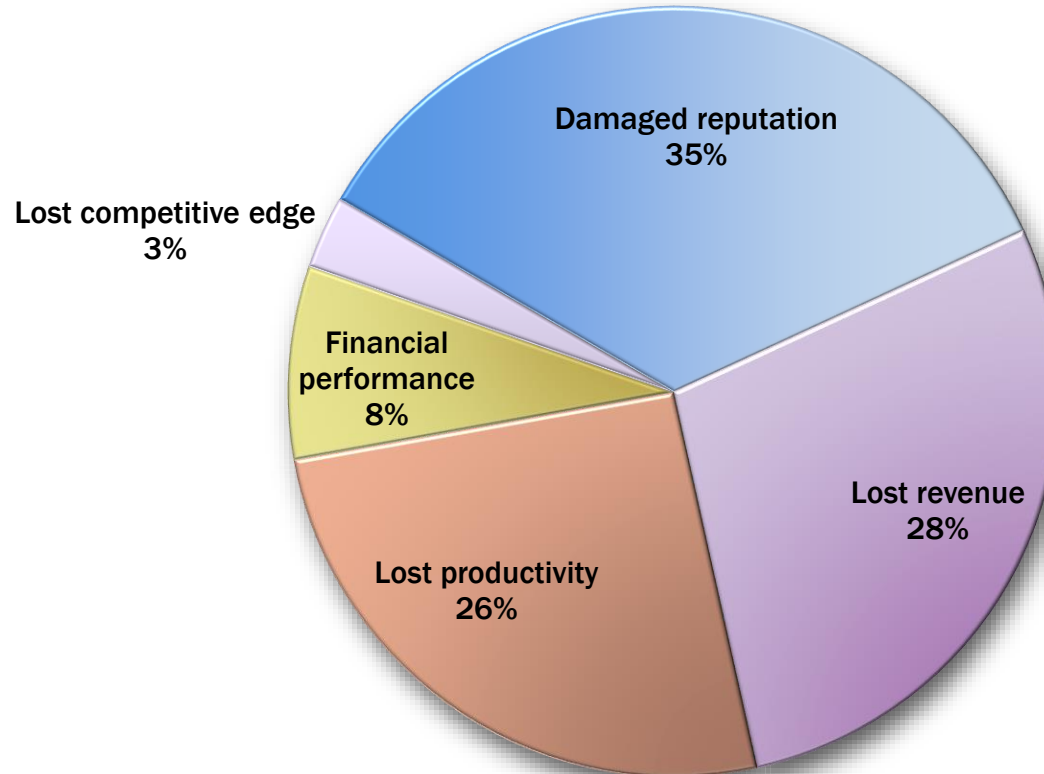
Downtime has serious consequences, but respondents top three concerns are negative impact to company reputation (35%), revenue loss (28%) and productivity (26%).

What are your primary IT infrastructure must-haves for business resiliency?

Horizontal bar chart:

- Unified data protection across all platforms: 65%
- Easy portability of applications across environments: 61%
- Replication between cloud and on-prem storage: 52%
- Information asset recovery capability after a cloud service outage: 46%
- Software-defined storage for unstructured workloads: 20%

Respondents cited their top three must-haves for business resiliency: To meet their requirements, 65% of respondents say they must have unified data protection across all platforms, and nearly as many say they need to easily port applications across environments. Replication between cloud and on-premise storage is essential to more than half (52%).

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# What is your number one IT priority in the next 12 months?
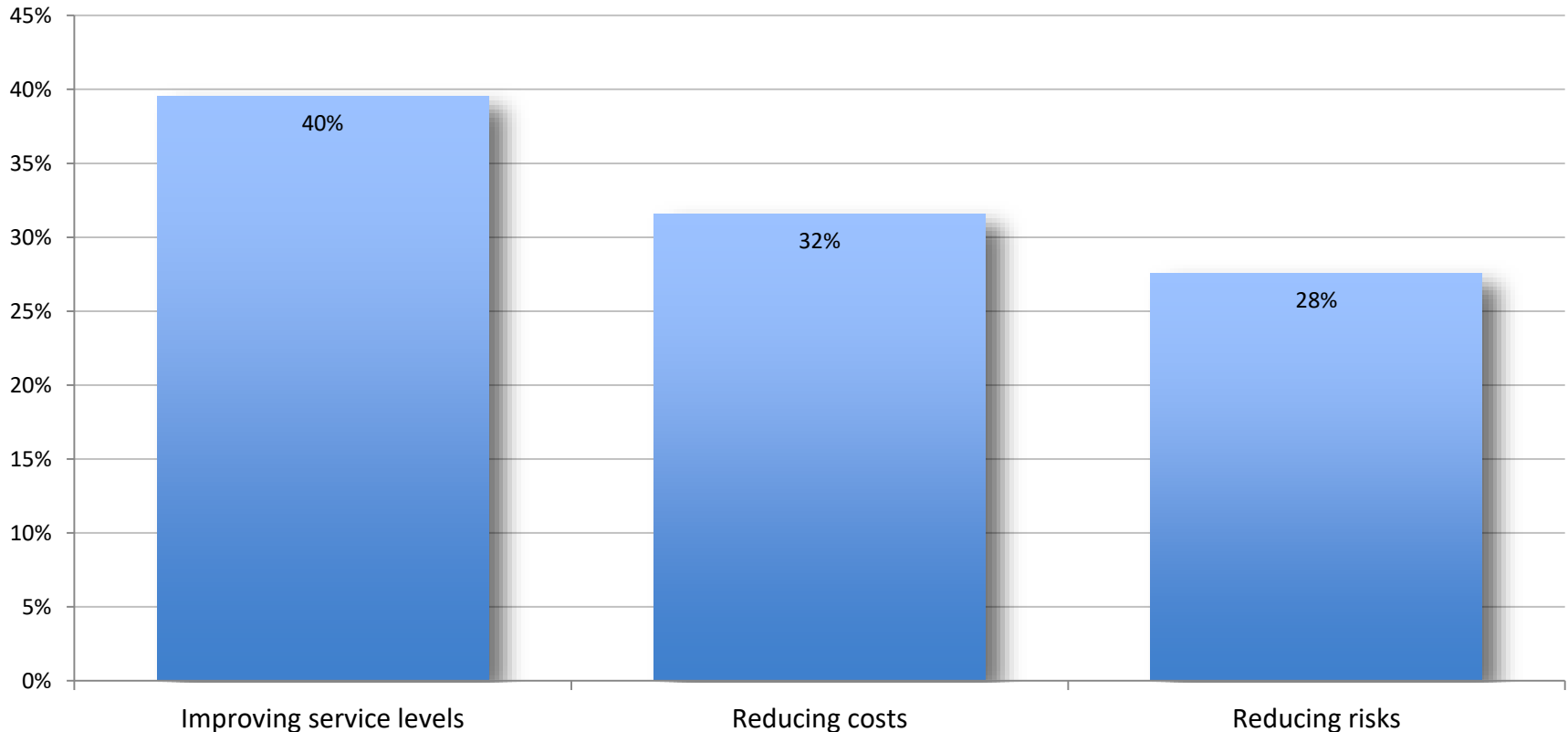
Improving IT service levels is the top priority for 40% of respondents. Cost cutting is always a priority for IT organizations, and it is the first priority for 32% of those surveyed. 28% say they need to reduce risks within their IT structure.
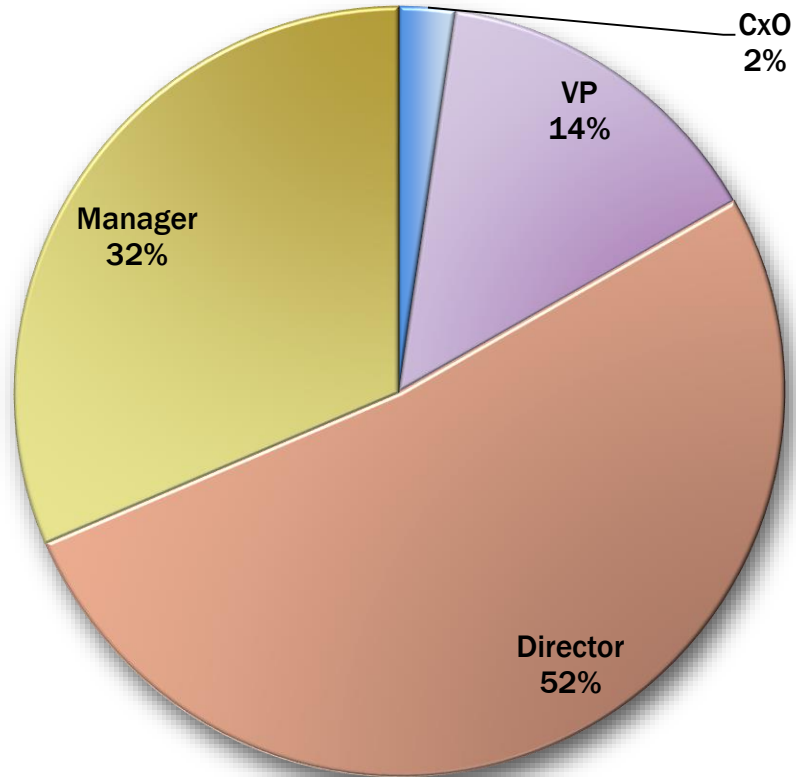
Profile of Responders:
Industry Sectors
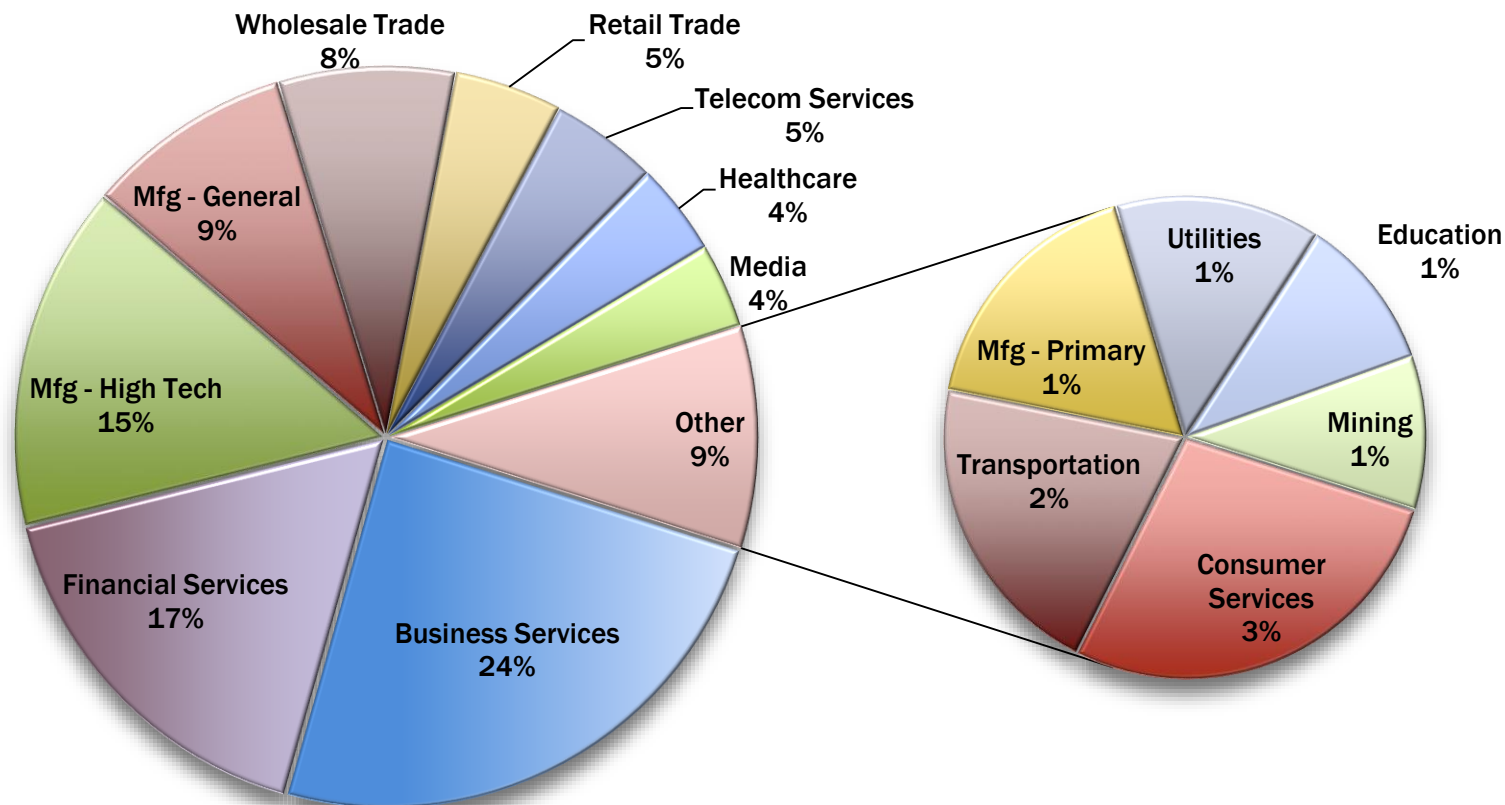
Respondents represent a wide variety of industries.

Profile of Responders:
Revenue
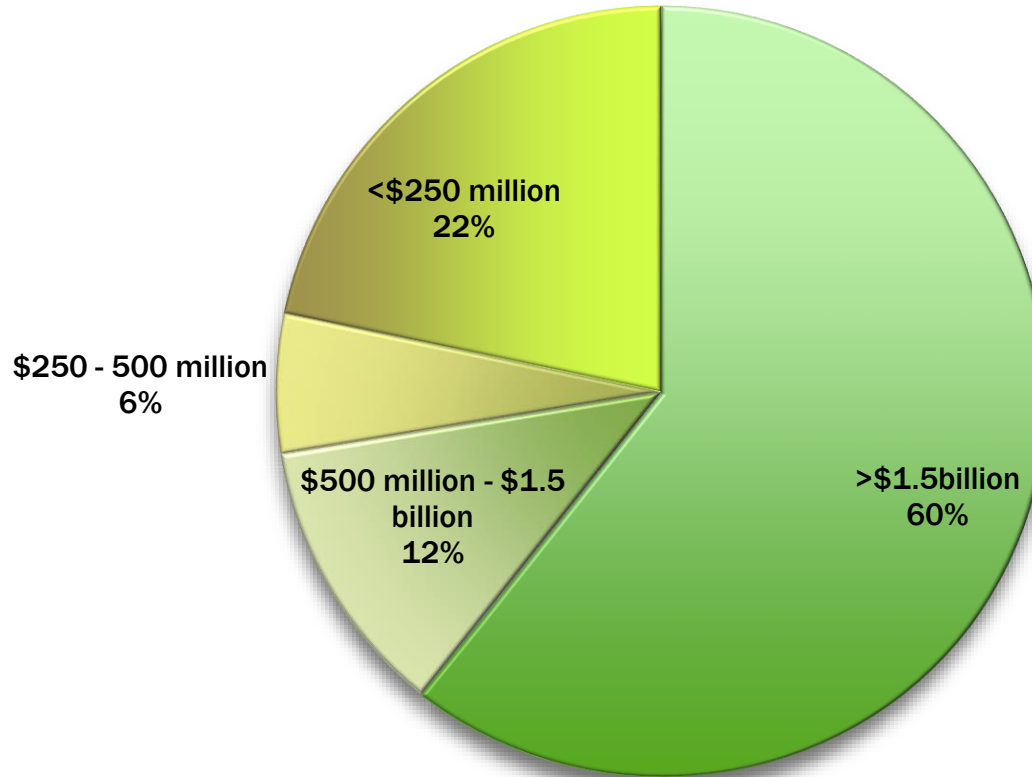
60% of those surveyed work in Fortune 1000 companies with revenues over $1.5 billion.

Profile of Responders:
Job Level

CxO
2%

VP
14%

Manager
32%

Director
52%

68% of responders are directors or executives in their companies.

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