



Cloud   
**Catalyst**

# **MARKET TRENDS**

**Concertation meeting  
11<sup>th</sup> september 2014**

**Brussels**

**Dalibor Baskovc, dissemination manager**



**WE ARE PRESENTING PRELIMINARY  
RESULTS – END RESULTS BY JAN.2015**

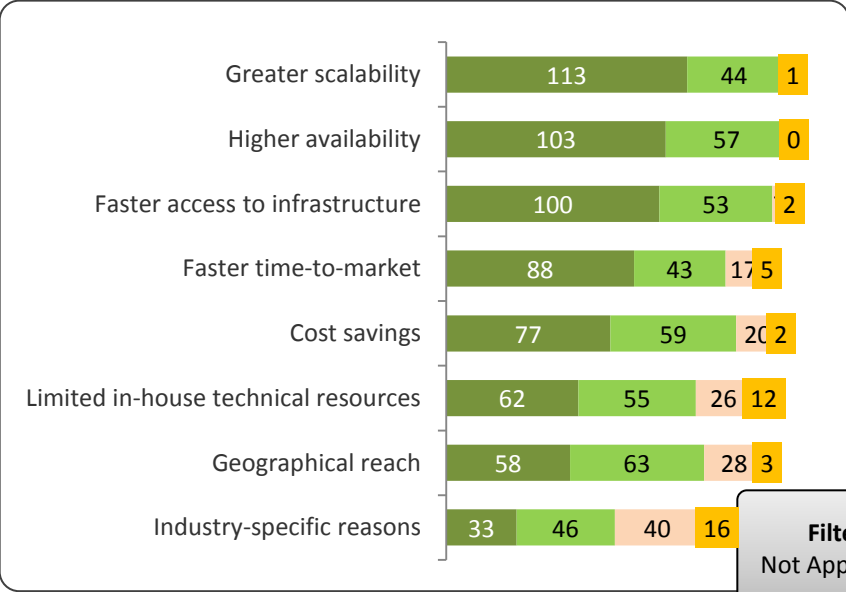
# QUESTION #7 : Rate the top motivators to move to the cloud

1 - not at all important   2 - not important  
3 - important   4 - very important

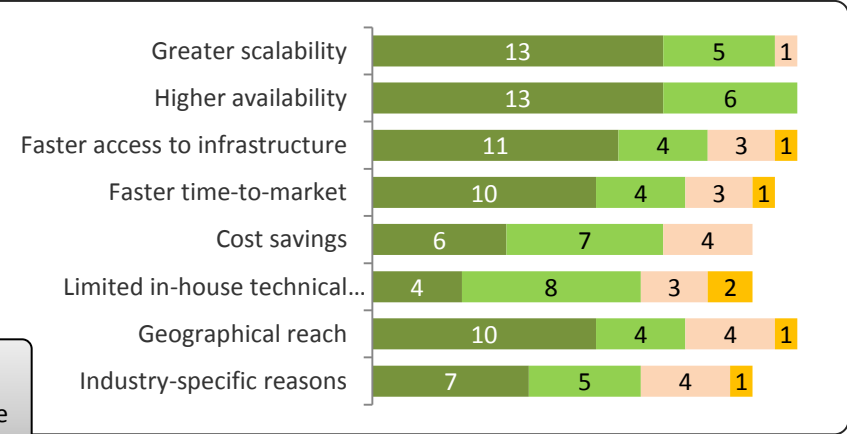
**SME's represent 70% of our sample of repondents**

**GLOBAL**  
Answered 168  
Skipped 90

**STARTUPS**  
20  
10



## STARTUPS



**Filter:**  
Not Applicable

**Scalability and availability** seem to be the top two motivator for companies move to the Cloud  
The **availability of technical resources** is **not a key differentiator** in the **Cloud services**

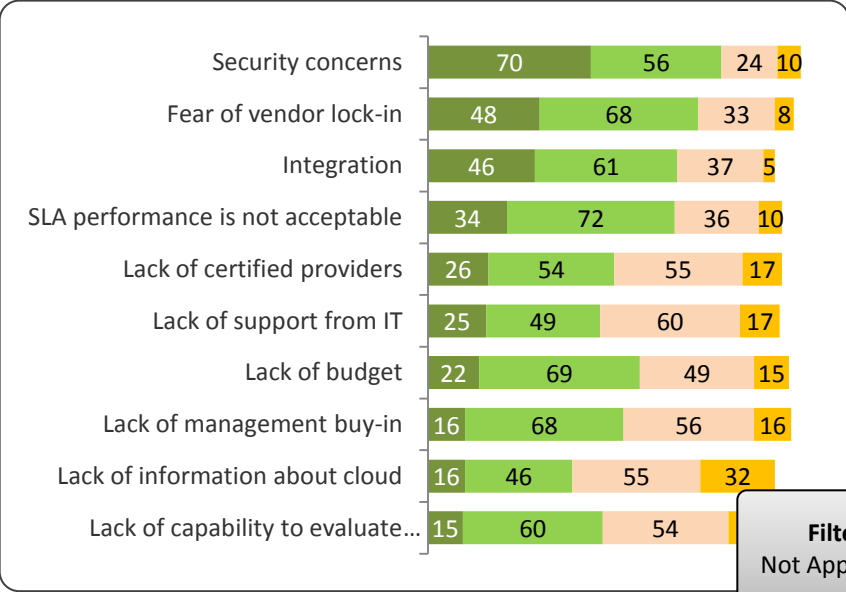
# QUESTION #8 : Rate the top barriers to move to the cloud

1 - not at all important 2 - not important  
3 - important 4 - very important

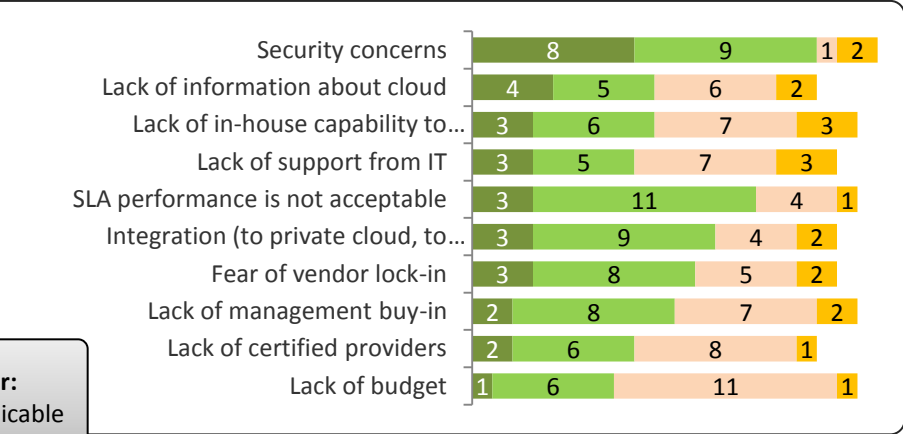
**SME's represent 70% of our sample of repondents**

**GLOBAL**  
Answered 168  
Skipped 90

**STARTUPS**  
20  
10



## STARTUPS



**Filter:**  
Not Applicable

**Security stands as the top barrier for cloud adoption**, which reflects that that businesses are reluctant to trust in Cloud security capabilities

**Fear of vendor lock-in and SLA performance** are also among the top rated Cloud barriers

**Lack of information** appears to be a relevant barrier for Startups, which reflects that there should be targeted information for Startups that should be widespread

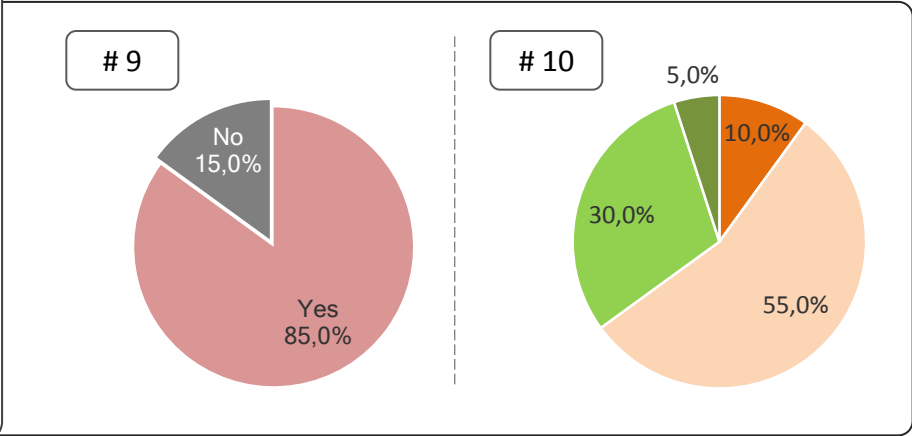
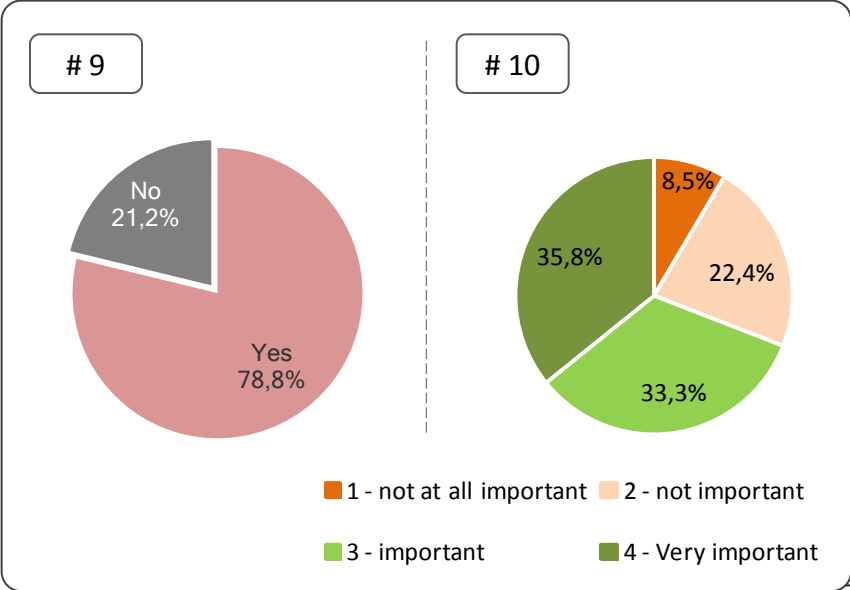
**QUESTION #9** : Are you aware of the where your data is located?

**QUESTION #10** : How important is keeping data in your country?

**SME's represent 70% of our sample of repondents**

<b>GLOBAL</b>		
Answered	165	<b>STARTUPS</b> 20
Skipped	93	10

**STARTUPS**



The **great majority of the enquired companies** are aware of their data location

In global terms, **the majority of the companies** think that **keeping data in their countries is important or very important**

**However**, if one deep dives into **Startups** sample, **65%** tell that it is **either not important or not at all important**

This an **opportunity for local Cloud providers** and a **demand for multi-geography infrastructure investment for global providers**

You are invited to participate—  
results will be shared with all  
respondents for free

<https://www.surveymonkey.com/s/CloudTrends2014>