

## Companies Embracing Cloud Need Reliable Integrator Reveals Worldwide Survey

*Survey reveals more than 40 percent of enterprises are adopting hybrid cloud; highlights need for a reliable cloud ecosystem integrator*

**Bangalore, London, New York, November 14, 2012:** Infosys, a global leader in consulting and technology, revealed results of an IDC worldwide survey, which shows that more than 40 percent of enterprises are adopting hybrid cloud platforms. Many of the companies surveyed pointed to the need for a reliable external service provider to help navigate the complexities involved in moving to the cloud.

The survey results appear in an Infosys-sponsored IDC White Paper, "Adoption of Cloud: Private Cloud is Current Flavor but Hybrid Cloud is Fast Becoming a Reality." The study, conducted by IDC and made available in September 2012, surveyed senior IT decision-makers from 326 large companies across the United States, United Kingdom, France, and Germany.

The cloud ecosystem is becoming more complex because of a mix of public, private, and on-premises Information Technology. Companies in the survey said that developing an expertise in monitoring these complex environments and managing them holistically have become significant challenges for them.

Some 56 percent of respondents are engaging or considering engaging an external service provider to understand how they can help with their cloud strategy, adoption roadmap, and implementation. Companies in the survey emphasized the need for working with these service providers to address the complexities that come with building and managing a unified hybrid cloud environment.

The study showed that the approach to the cloud and adoption of the hybrid cloud varies across industries. Some 53 percent of organizations in the Telecom industry have formalized cloud strategies and roadmaps, compared to more than 38 percent of organizations in the Financial Services arena. When it comes to hybrid cloud adoption, Financial Services leads the pack with more than 64 percent of organizations planning to adopt, followed by Healthcare (47 percent), Manufacturing (40 percent), and Retail (37 percent).

Some 52 percent of the respondents said "choosing the best cloud providers and ensuring integration among them" was very important, with about 14 per cent saying it was extremely important. Nearly 48 percent of companies rated "data security and integration, automation, orchestration of applications between private cloud, public cloud, and on-premise IT environments" very high.

Private cloud continues to be the top choice, with 69 percent of respondents planning to embrace that option. Productivity gains and cost savings (37 percent and 25 percent, respectively) are the top-ranking reasons why companies say they adopt the cloud.

**Vishnu Bhat, Vice-President and Global Head, Cloud Services, Infosys Ltd.** said, "Everyone agrees that the cloud has become an integral part of a successful business. But how an organization goes about adopting it can be a challenge. That's why a smart company needs a proven cloud ecosystem integrator as its navigator."

**David Tapper, Vice President, IDC Outsourcing Services Research,** said: “We are seeing a definite uptick in interest to invest in cloud services across organizations. With multiple service providers and the complexity of hybrid cloud environments, it can be a challenge for most organizations to manage and control the various aspects of the ecosystem, while retaining the flexibility to choose best-in-class cloud services. This study indicates that buyers are looking to partner with a reliable cloud ecosystem integrator to help optimize their cloud investments.”

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