



# Unlock the Future with a Cloud-Native Digital Experience Platform

Intelligently leverage cloud technologies to grow in a digital-first world

## Cost Efficiency Through a Cloud Approach

Major factors driving cloud adoption are infrastructure cost savings and higher-value resource utilization, according to IDC

**Top benefits include:**

**35%**

Better IT productivity

**16%**

Improved cost savings

**Cloud solutions also reduce:**

- Employee training time
- Administrative effort to set up and maintain software and hardware infrastructure



**Businesses must prepare for unexpected scaling of the digital experience: 40% saw website traffic increase significantly during the pandemic.**

Sources: IDC's Future Enterprise Resiliency and Spending Survey, May, June, July, and September 2021; IDC's CMS Technology and Use Cases Survey, June 2021

## Cloud-Native Platforms Offer Business and Operational Agility

Organizations gain a digital advantage with automatic site deployment and a self-service sandbox for collaborative innovation

**42%**

call cloud the most critical element to enabling remote operations.

**34%**

benefit from increased visibility, auditability, and accountability of content.



**Modern cloud-based digital experience platforms allow for application customization, delivering out-of-the-box functionality where needed.**

Sources: IDC's Future Enterprise Resiliency and Spending Survey, June 2021; IDC's CMS Technology and Use Cases Survey, June 2021

## Trust in the Cloud Is Crucial

Public cloud application providers invest heavily in security innovation as cloud operators must comply with multiple regulatory mandates and laws

**28%**

of IT leaders and 32% of business leaders would change to a cloud provider offering higher levels of data security.

**40%**

of organizations want to use a multicloud solution to deploy workloads across regions and leverage cloud-native portability to meet data residency requirements.

**40% of organizations chose their primary cloud platform for its wide range of governance services for platform security and resource utilization.**

Source: IDC's Future Enterprise Resiliency and Spending Survey, August 2021

## Time to Market Matters

Automation improves time to market and is a competitive differentiator

**16%**

of enterprises using cloud platforms expect faster time to market.

**26%**

expect to increase their pace of innovation.

**Continuous cloud deployment will expedite the delivery of an estimated 25% more digital sites over the next two years. Businesses seek choice, flexibility, and portability from their cloud providers.**

**1 out of 3 choose a provider based on easy data movement from one cloud environment to another, mitigating the risk of vendor lock-in.**

Sources: IDC's Future Enterprise Resiliency and Spending Survey, August 2021; IDC's CMS Technology and Use Cases Survey, June 2021

## Cloud Elasticity Equals Scalability and Availability

Large cloud providers provide scalability through virtualization, enabling flexible scaling up or down as needed

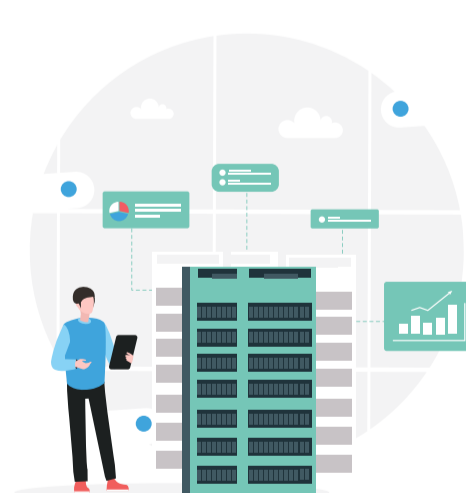
**32%**

of organizations recognize the importance of cloud network connectivity options that remove the limitations of a company's own datacenter and physical resources.

**For business resiliency, cloud-native platforms distribute data and workloads across multiple datacenters that are geography independent with high availability.**

**51%**

consider cloud-native business platforms with economical scaling important to their future software architecture strategy.



Source: IDC's Future Enterprise Resiliency and Spending Survey, May and August 2021

## Delivering Modern Digital Experiences



**As part of a sound cloud strategy, organizations should:**

- Innovate business more quickly and empower people with the latest features sooner
- Align planning and execution to the cloud as both an IT and a business transformation initiative
- Focus energy and resources on growing the business – not managing data and systems infrastructure

### Message from the Sponsor

Don't be constrained by restrictive, multi-tenant cloud solutions. Unlocking your business' potential through a flexible, cloud-native approach reduces complexity and drives greater agility for your business to grow and scale. Businesses should consider a wide array of cloud options including private, public, and hybrid cloud alternatives, depending on what best fits their needs. Discuss your cloud strategy and hear from our experts.

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