



# SURVEY REPORT 2016

DEFINING THE FUTURE OF CLOUD AND THE INDUSTRIAL INTERNET OF THINGS | RE-THINKING BUSINESS MODELS | MANAGING DATA & NEW TECHNOLOGIES



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THE MULTITOUCHPOINT STRATEGY EVENTS

## STUDY PROFILE



- **RESEARCH PURPOSE**  
Industry research on the current state of cloud and IoT
- **TARGET SUBJECT**  
cloud, IT and IoT end-users and solution providers from leading international companies across Europe
- **PROCEDURE**  
Online survey
- **PARTICIPANT GENERATION**  
Email and social media invitations
- **STUDY SAMPLE SIZE**  
n = 348
- **DATA COLLECTION PERIOD**  
May 2016 – June 2016

PUBLISHED June 2016

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## SURVEY –PROFILE OF THE RESPONDENTS

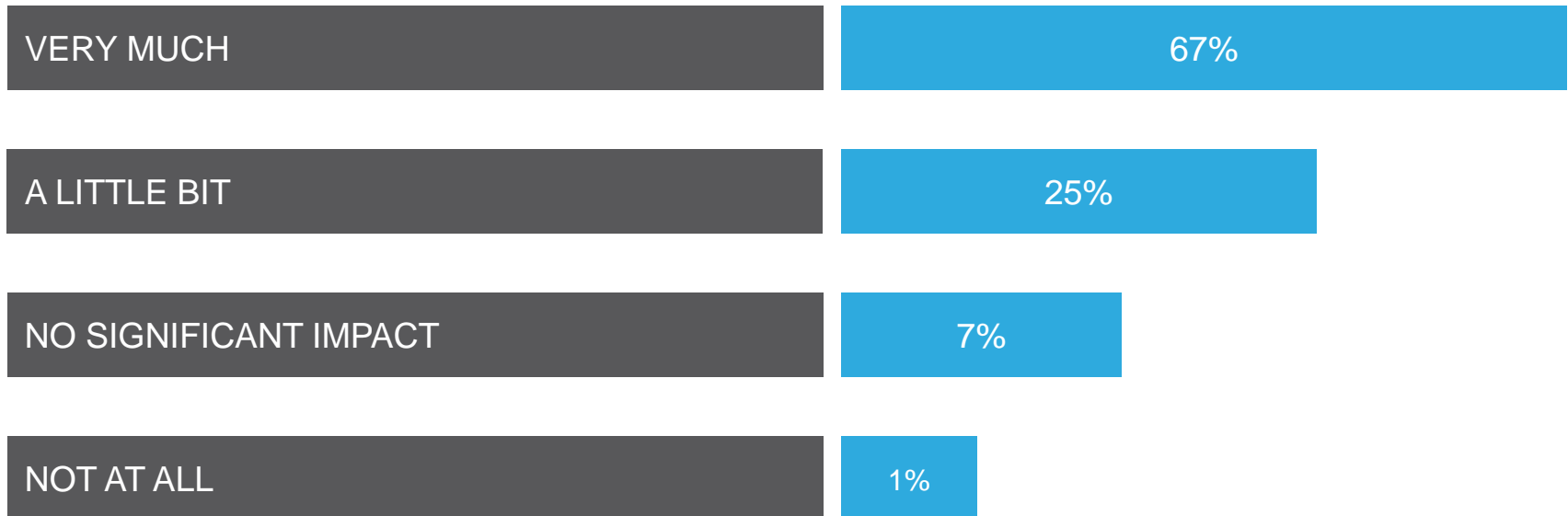
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# INDUSTRY TRENDS

# IMPACT OF DIGITAL TRANSFORMATION

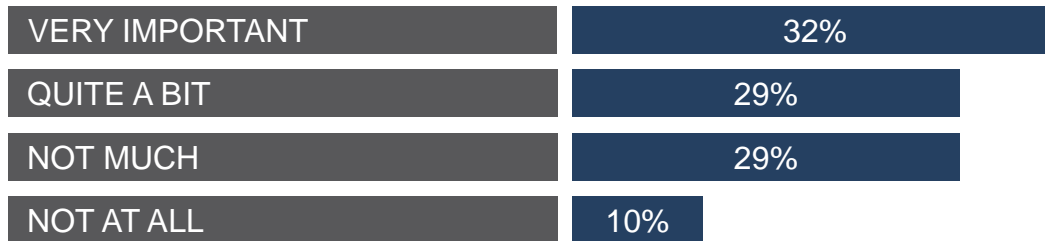


To what extent is digital transformation impacting your role at the moment?

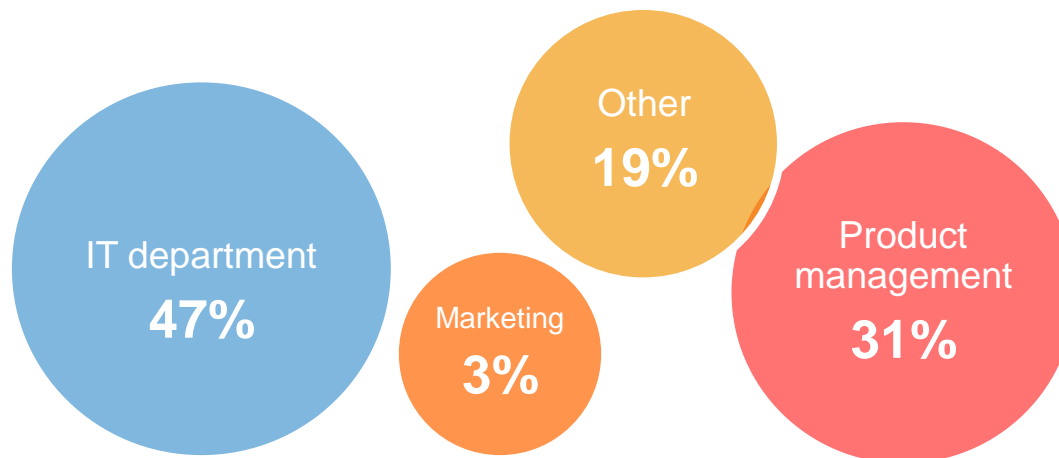


# IOT WITHIN THE ORGANISATION

How important is the role of IoT in your company at the moment?

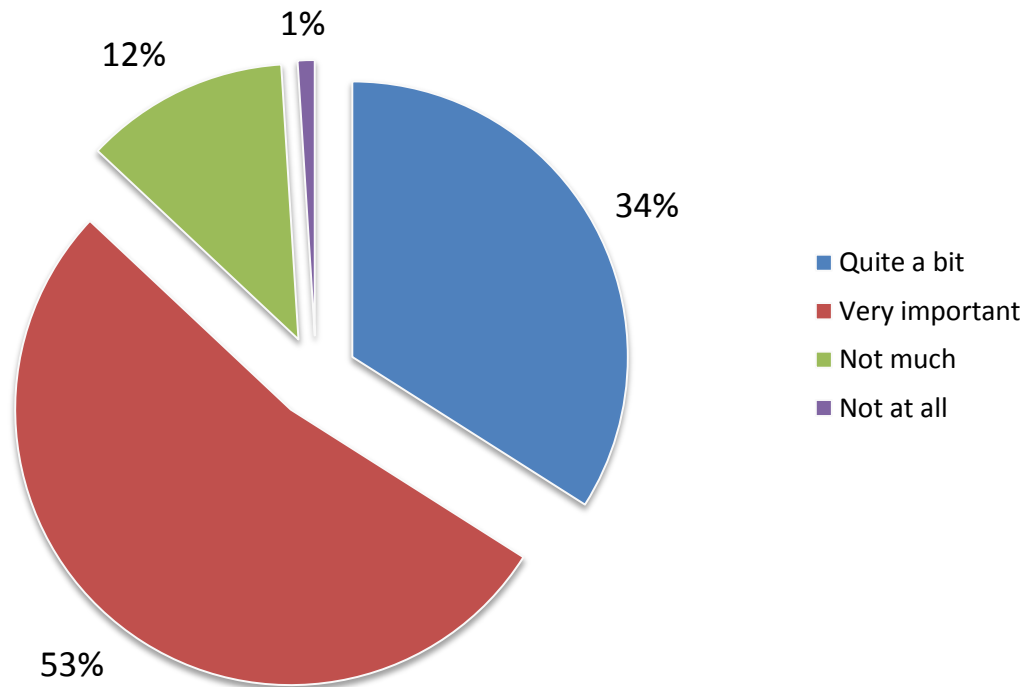


Which **department** is responsible for the IoT cloud strategy within your company?



# IMPORTANCE OF IOT TECHNOLOGIES

How important do you think **IoT technologies** will become in the cloud space in the coming 12-18 months?



## IOT IMPLEMENTATION

What is your current IoT project status?

30% We have several projects that are ongoing at this moment

21% It's too early for us to think about it

19% We are in the implementation stages

15% We are in the planning stages

9% We launched an IoT project recently and it is ongoing

7% Not relevant

What are your biggest challenges in the implementation of cloud services for your company?

Legacy systems

26%

Compliance/Security/Risk

21%

Lack of understanding of the business benefits of IoT in cloud

13%

No proven ROI

12%

Other

12%

Lack of technical infrastructure

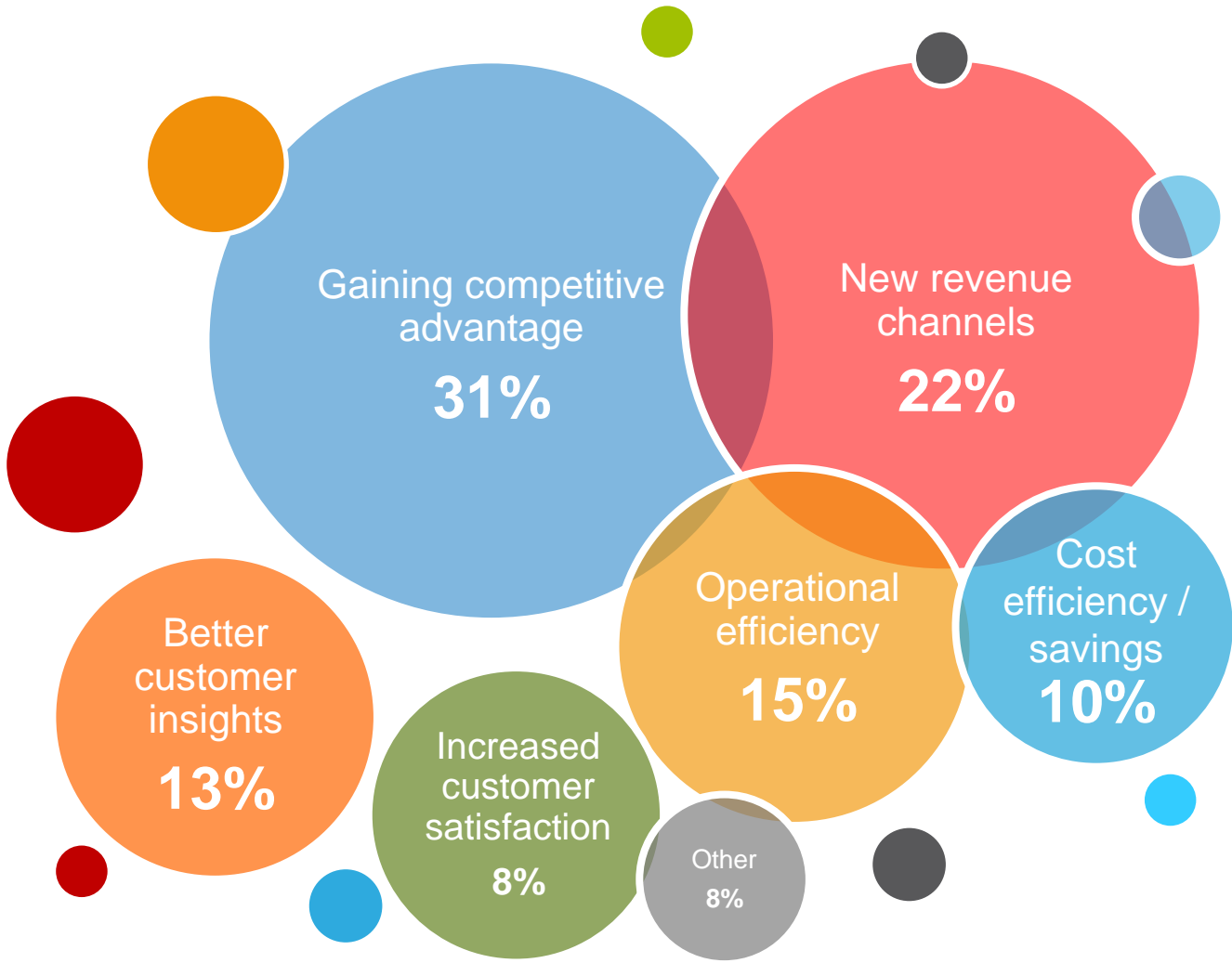
8%

No in-house know-how

8%



# IoT OPPORTUNITIES

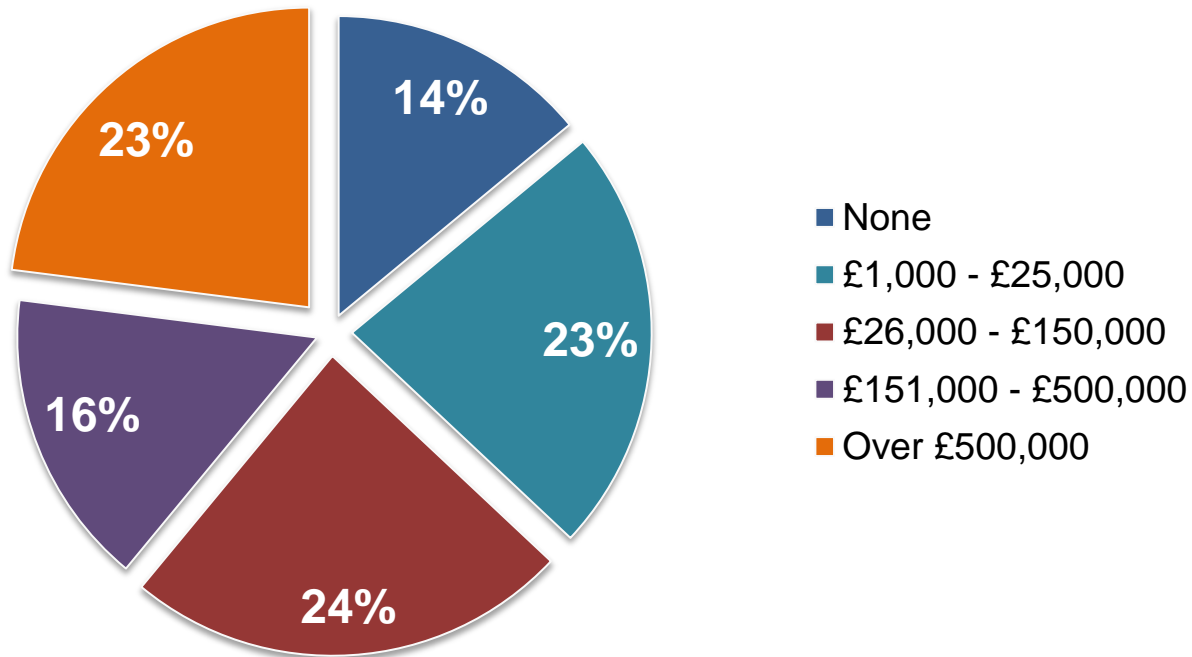


What do you consider to be the **biggest opportunity** for your company?

# IoT PROJECT ANALYSIS

# IOT INVESTMENTS

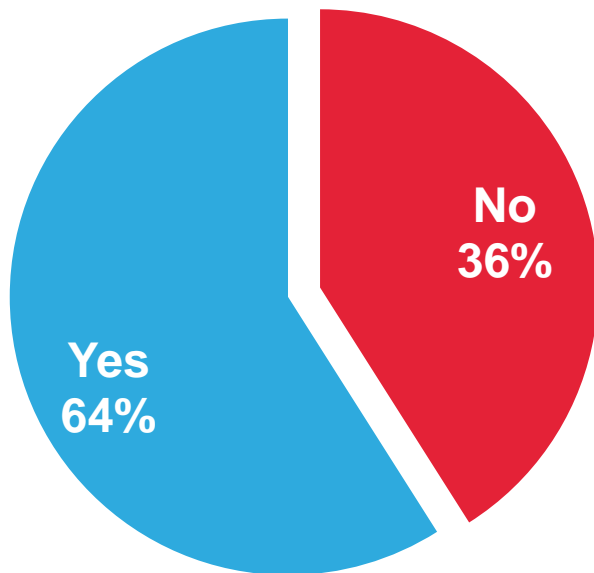
How much has your organisation invested in **cloud technologies and tools** over the past 12 months?



## IN-HOUSE IOT PROJECTS & PARTNERS



Do you have **in-house capabilities** to implement IoT projects?



If no, which **external partners** do you work with?

IBM

HP

ACCENTURE

MICROSOFT

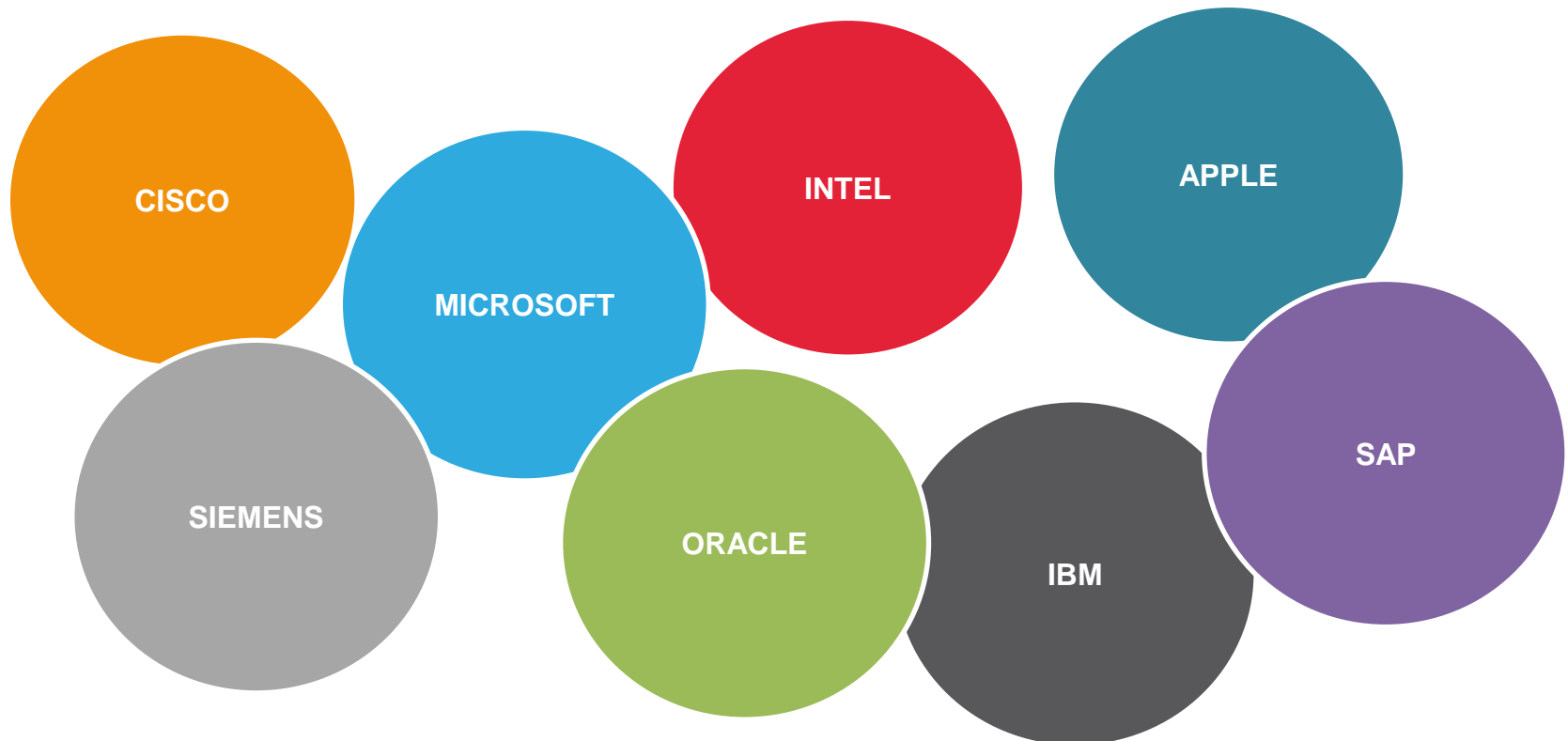
CISCO

FUJITSU

# IoT MARKET OVERVIEW

# IoT LEADING COMPANIES & START-UPS

Who are the top companies and start-ups disrupting the cloud playing field?



## IoT THOUGHT LEADERS

Thinking of **digital transformation gurus** in the retail space, who springs to mind?

**Sundar Pichai**

Google

**Mark Zuckerberg**

Facebook

**Satya Nadella**

Microsoft

**Tim Cook**

Apple

**Jeff Bezos**

Amazon

**Elon Musk**

Tesla

**Jeff Fedders**

Intel

**Michael Dell**

Dell

**Bill Gates**

Microsoft

# SURVEY - PROFILE OF THE RESPONDENTS



## RESPONDENT PROFILE

Cloud end-user or solution provider?

52% **END-USER**

48% **SOLUTION PROVIDER**

Job role

25% **DIGITAL STRATEGIST**

17% **CIO**

17% **DIRECTOR OF TECHNOLOGY**

12% **ENTERPRISE ARCHITECT**

6% **HEAD OF CLOUD COMPUTING**

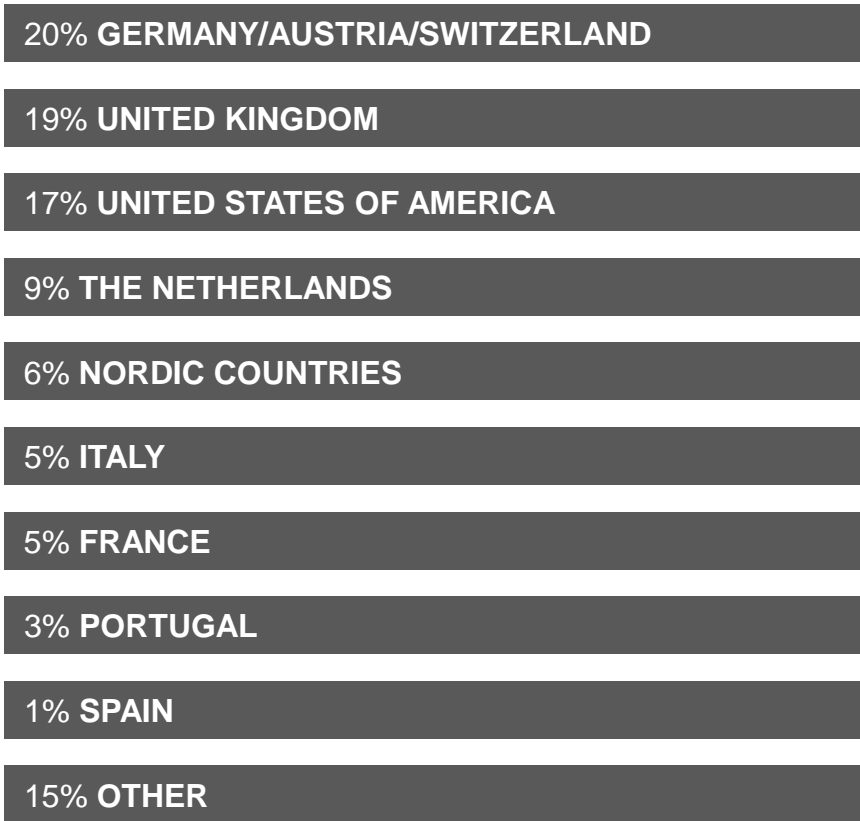
4% **HEAD OF IT**

3% **HEAD OF INFRASTRUCTURE**

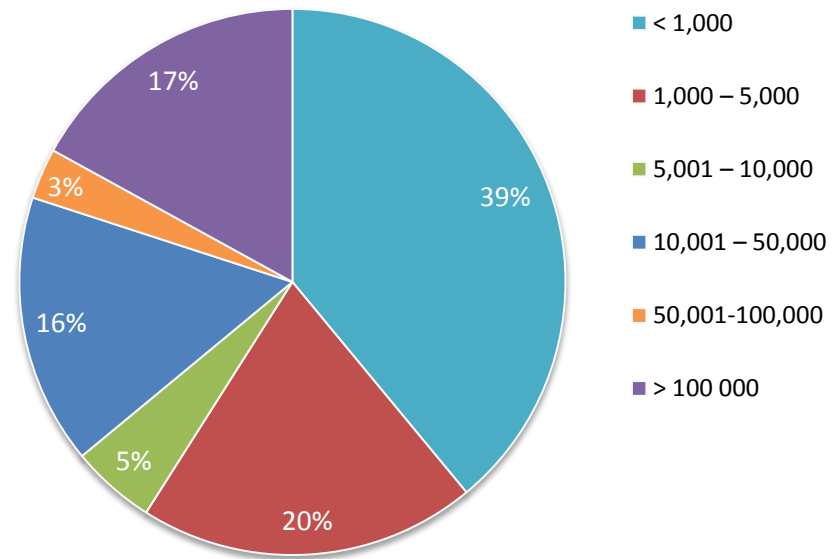
16% **OTHER**

# TARGET MARKET OVERVIEW

Office locations



Organisation size\*



\*number of employees



For a chance to hear from leading experts from the cloud, IT and IoT ecosystem and exchange experiences and knowledge on how your business can benefit from new technologies, join us at **Rethink! Cloudonomic Minds Europe** on **November, 21-22** in **London**.

Over 150+ attendees and speakers will challenge current thinking, unveil the latest innovations and **define the future of IoT and cloud technologies**.

To book your ticket for the leading retail and IoT event, go to:  
[RETHINK-CLOUDONOMIC.COM](https://RETHINK-CLOUDONOMIC.COM)



Bring your colleagues along to the Rethink! ClouDonomic Minds Europe 2016 and benefit from our attractive team rates!

**Here is your chance to break the silos and bring your entire team along:**

- Ensure the whole team is on the same page and see the bigger picture
- Cover your training needs all in one place
- A streamed programme that definitely has something for everyone
- Make sure the organisation gains 360° understanding of the topic by attending all streams and sessions
- More minds think better than one 😊

To reserve your seat visit:

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...and many more!

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The logo features a blue ink splatter graphic on the left. To its right, the word "RETHINK!" is written in a blue, hand-drawn, uppercase font. Below it, "CLOUDONOMIC" and "MINDS" are stacked in a clean, black, uppercase sans-serif font. At the bottom, the word "EUROPE" is enclosed in a black rectangular box.

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