



••• *Cloud Optimization Strategies*

Summary Results August, 2012



Observations and Conclusions

- *80% of responders already have some sort of cloud access; 81% of responders already have or are investigating or developing a cloud strategy.*
- *Responders place the most value on scalability and flexibility.*
- *45% of responders plan on public cloud use within 5 years.*
- *Responders report plans to shift to cloud use for on-demand processing, storage, and applications.*
- *Security is by far the number one concern regarding cloud use. Responders rated it on average, a 4.35 on a scale of 1 - 5. With regards to the public cloud, security is also the key concern.*
- *Responders use a wide variety of providers for cloud services.*
- *Responders see disaster recovery and and business continuity as the key benefit to using the public cloud.*

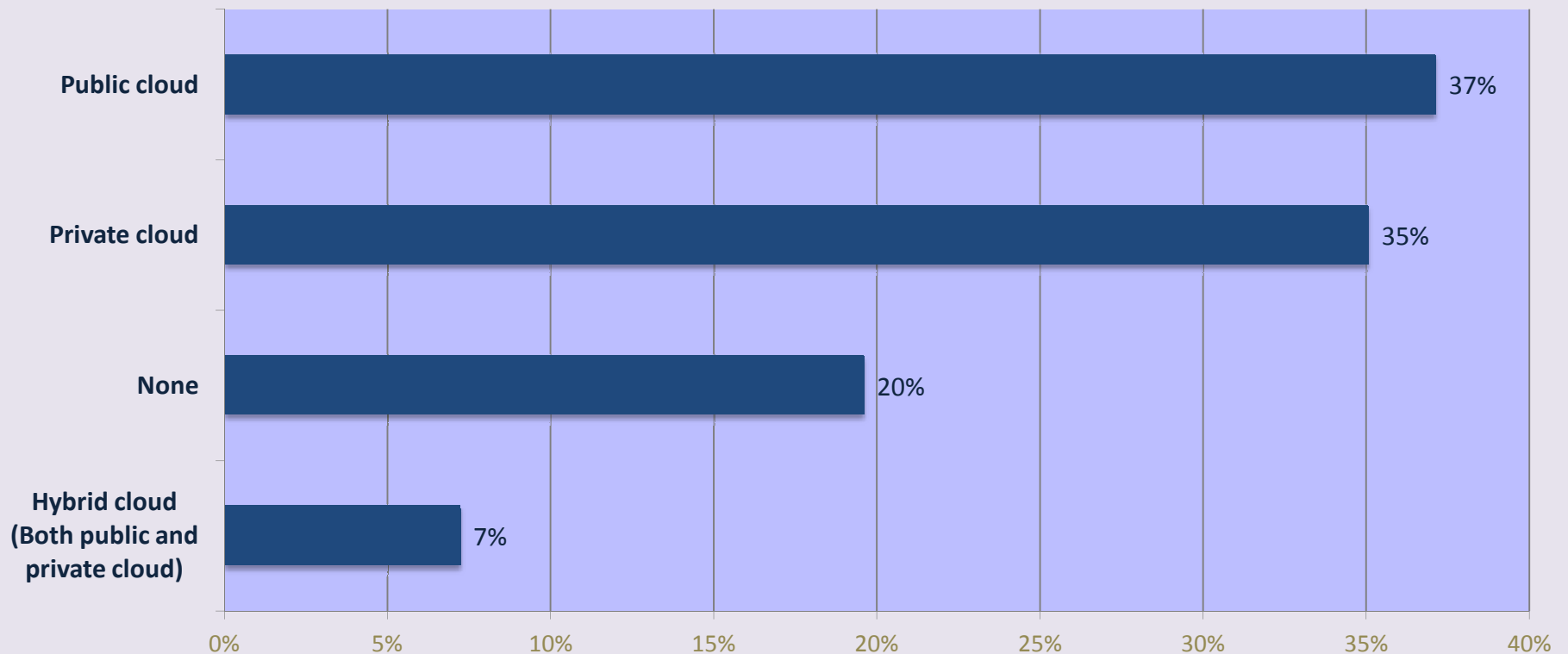


Program Overview

- *Gatepoint Research invited selected executives to participate in a survey themed **Cloud Optimization Strategies**.*
- *Candidates were invited via email and 100 executives have participated to date.*
- *All responders are at Manager level or above; 38% are Director level or above. 51% are executives working for organizations generating more than \$1.5 billion in annual revenue.*
- *100% of responders participated voluntarily; none were engaged using telemarketing.*



Does your organization currently have any type of cloud access today?

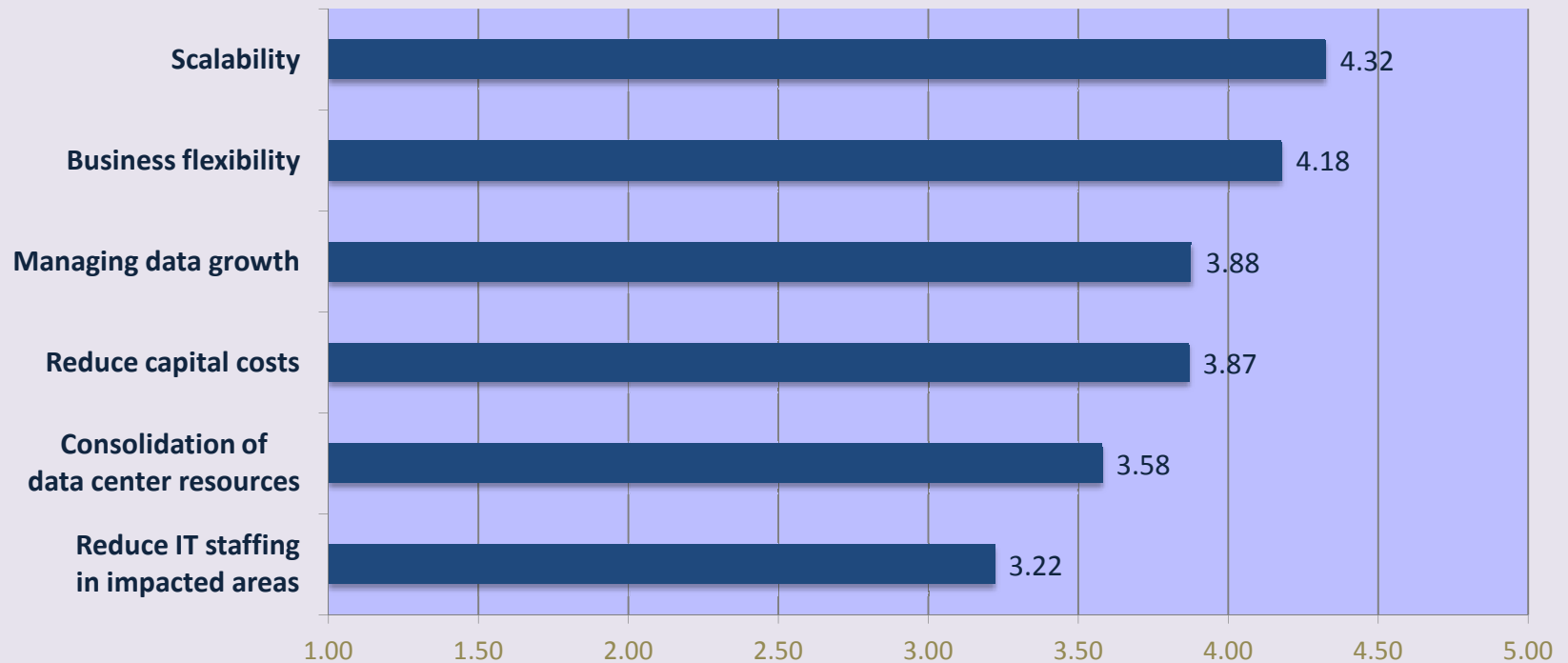


80% of responders already have some sort of cloud access.



How do you view the importance of the following to current or future use of cloud?

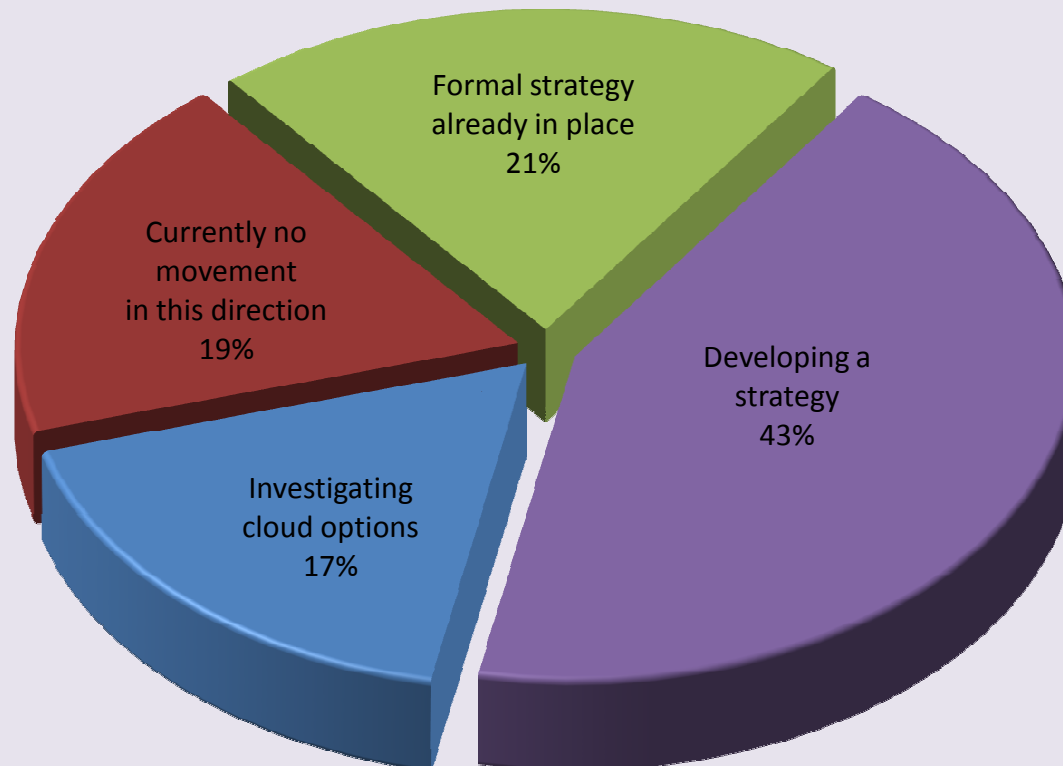
(Rate on a scale of 1 to 5: 1 = Lowest, 5 = Highest)



Responders place the most value on scalability and flexibility.



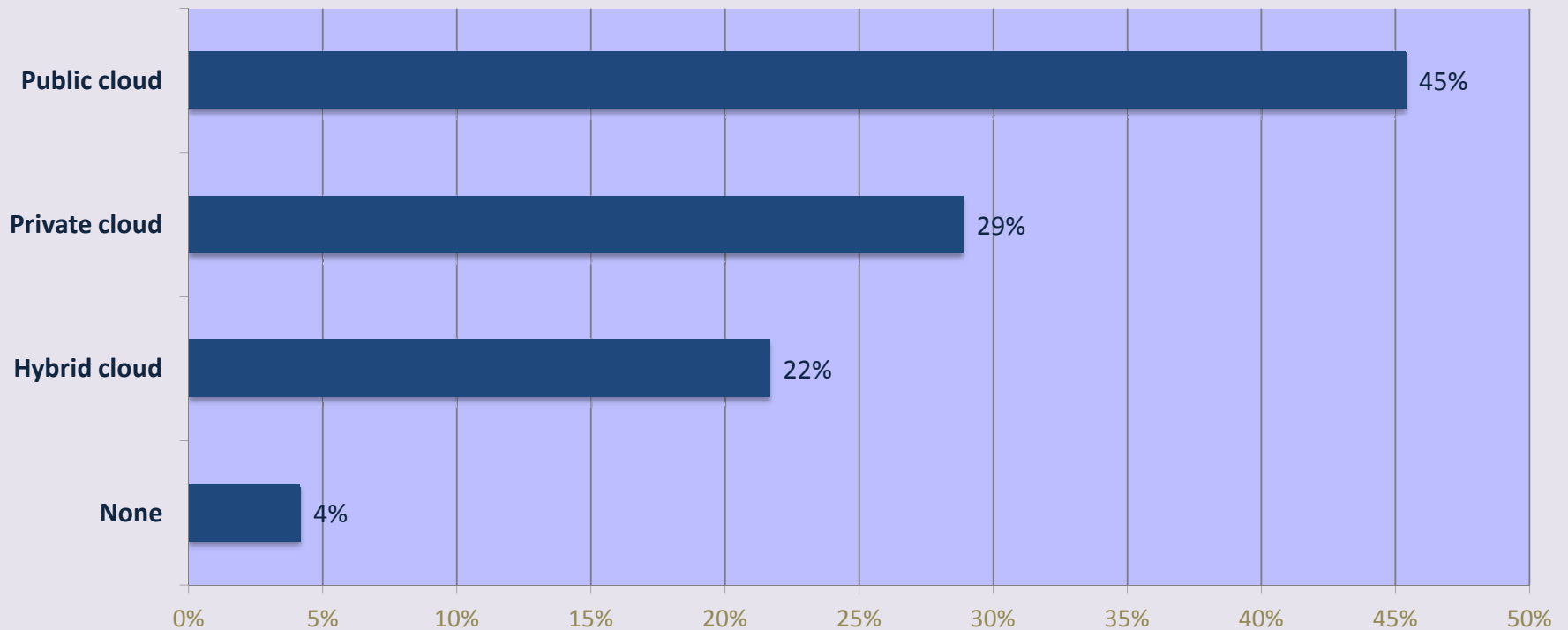
Does your company have a formal cloud strategy?



81% of responders already have or are investigating or developing a cloud strategy.



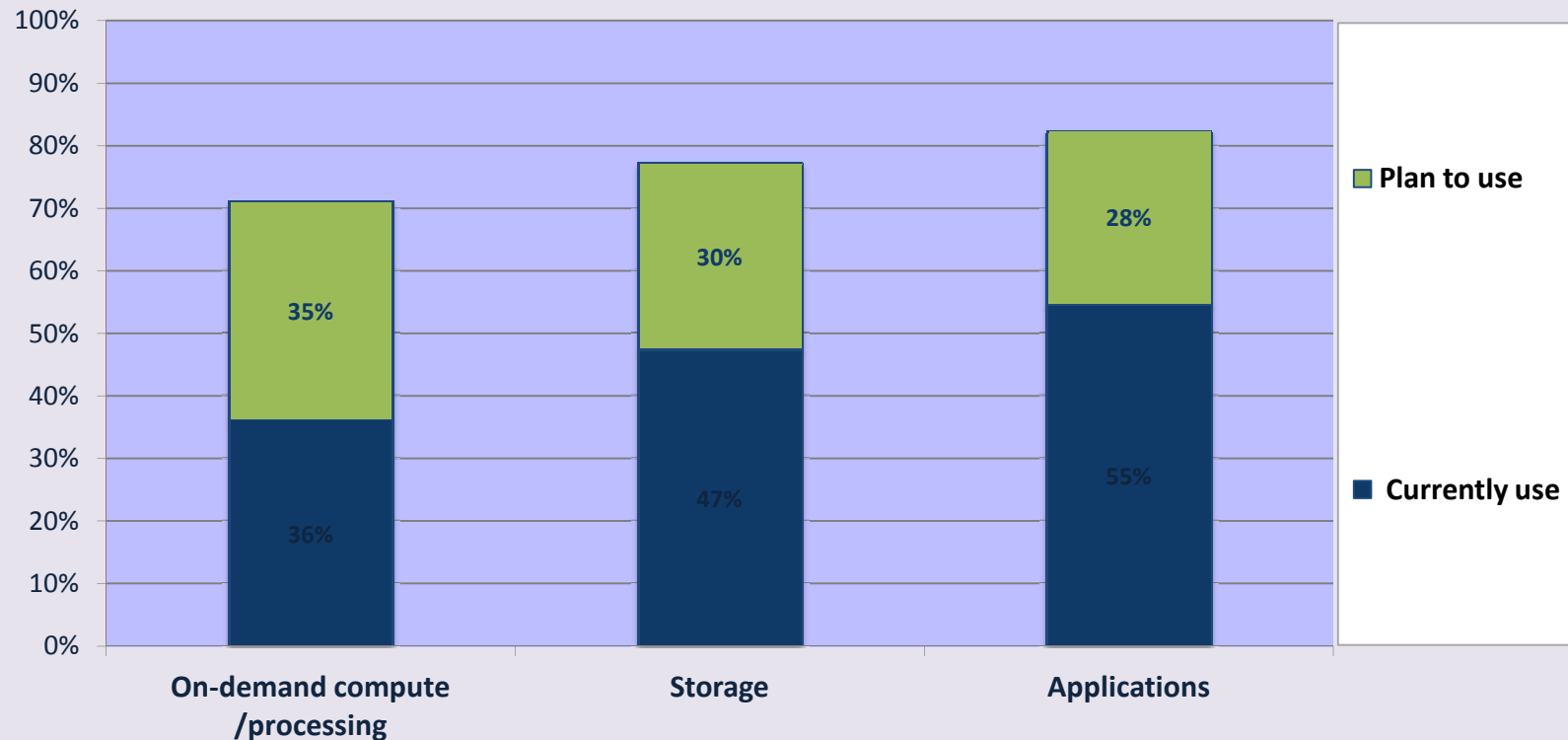
What type of cloud access do you plan to use in 5 years?



45% of responders plan on public cloud use within 5 years.



Does your company use or plan to use over the next 2-5 years any of the following services via the cloud?

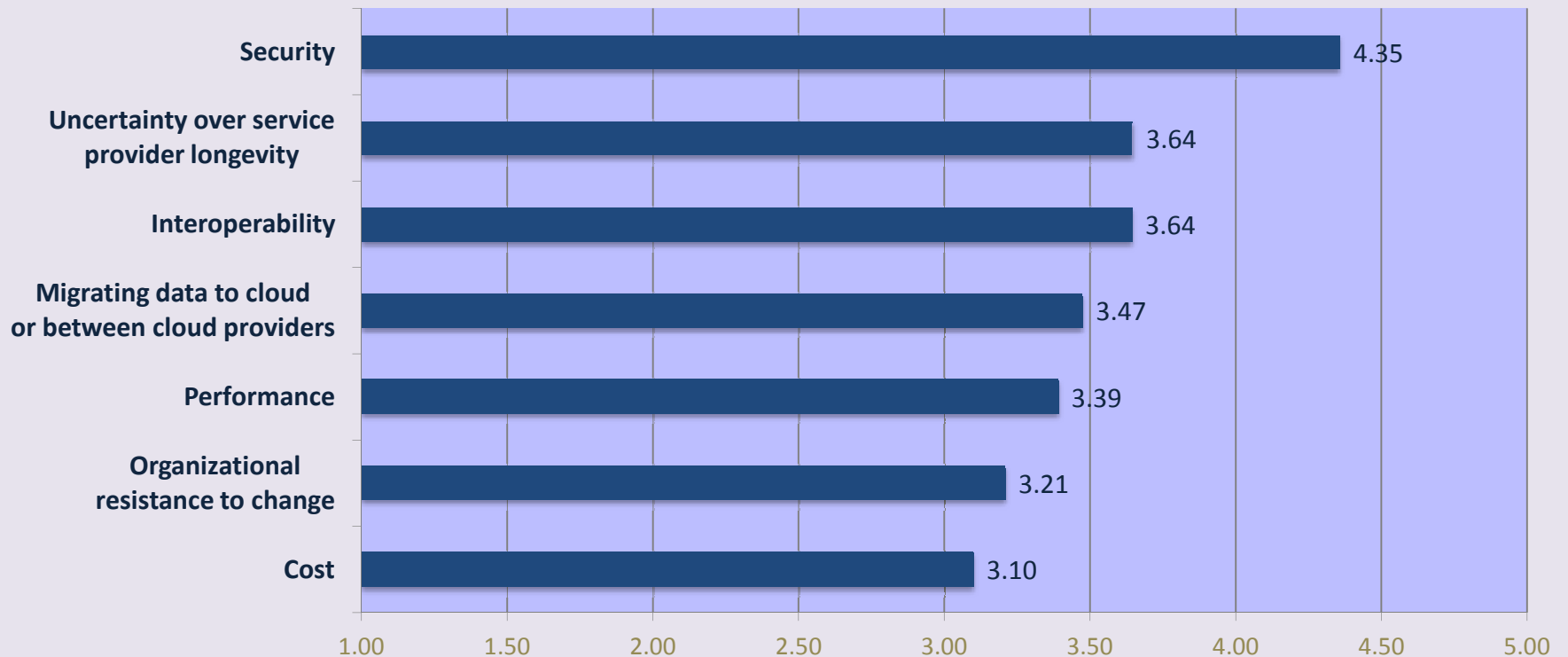


Responders report plans to shift to cloud use for on-demand processing, storage, and applications.



What are the barriers to using public cloud for your company?

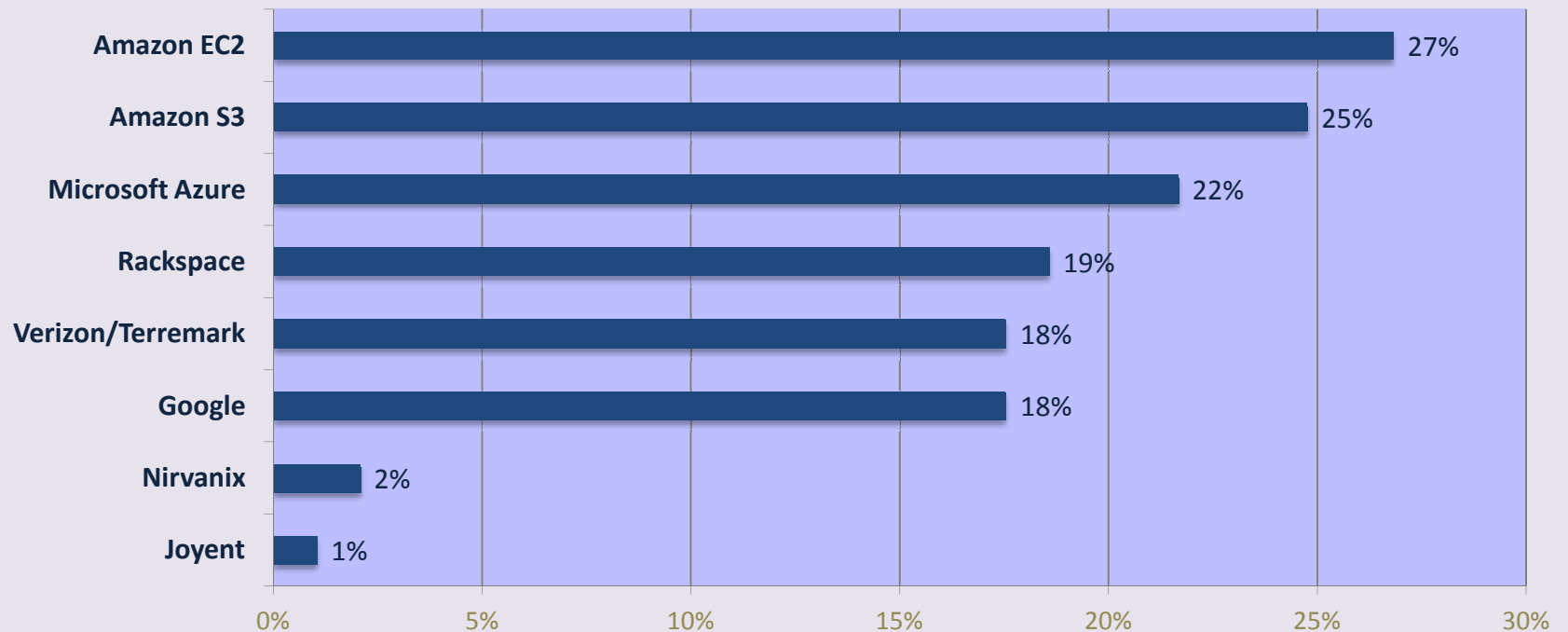
(Rate on a scale of 1 to 5 with 1 = Lowest, 5 = Highest)



Security is by far the number one concern regarding cloud use.



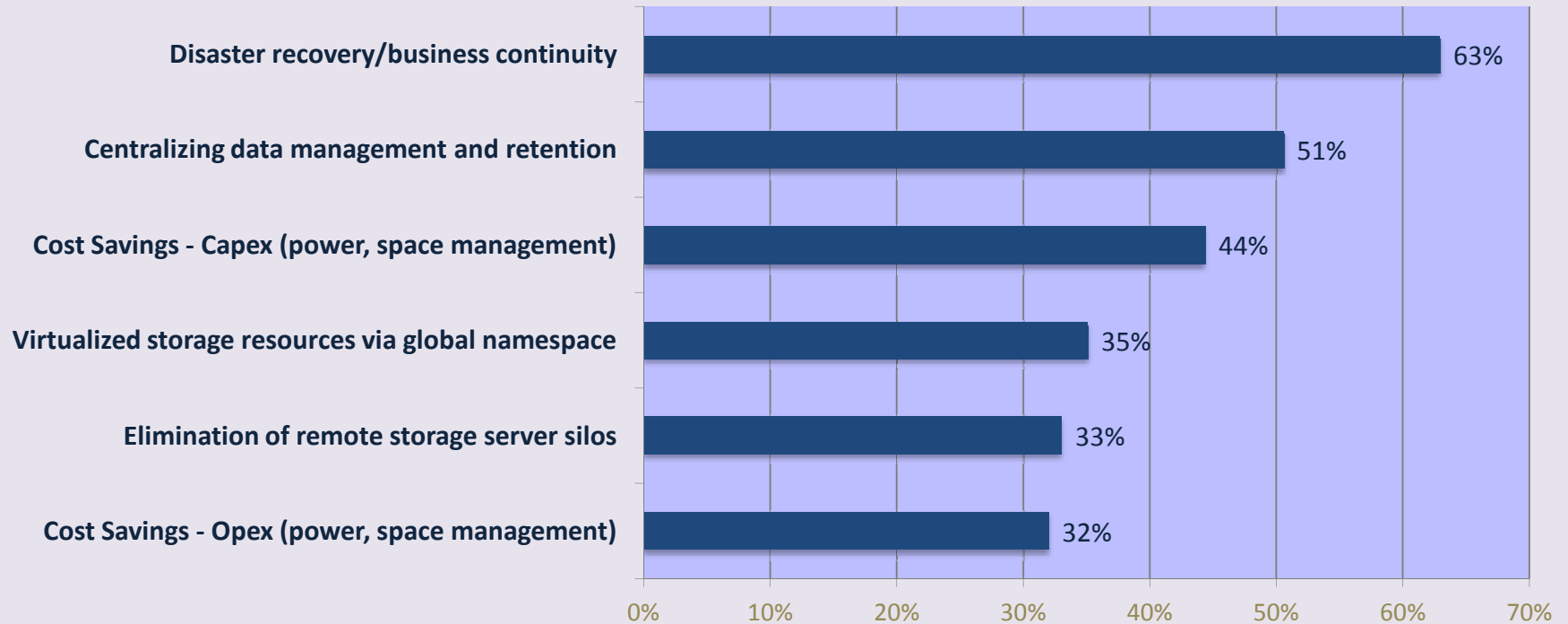
Which cloud service providers are you working with or planning to work with soon?



Responders use a wide variety of providers for cloud services.



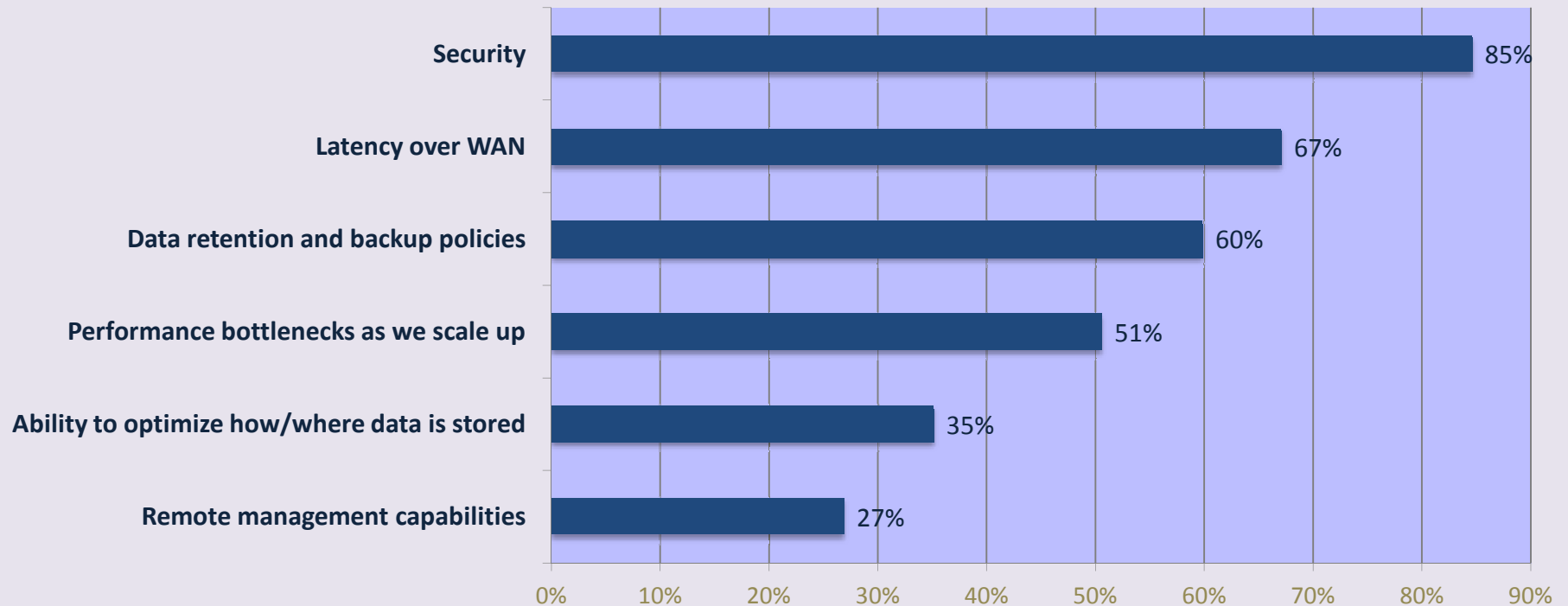
What do you view as the key benefits of cloud storage using the public cloud?



Responders see disaster recovery and and business continuity as the key benefit to using the public cloud.



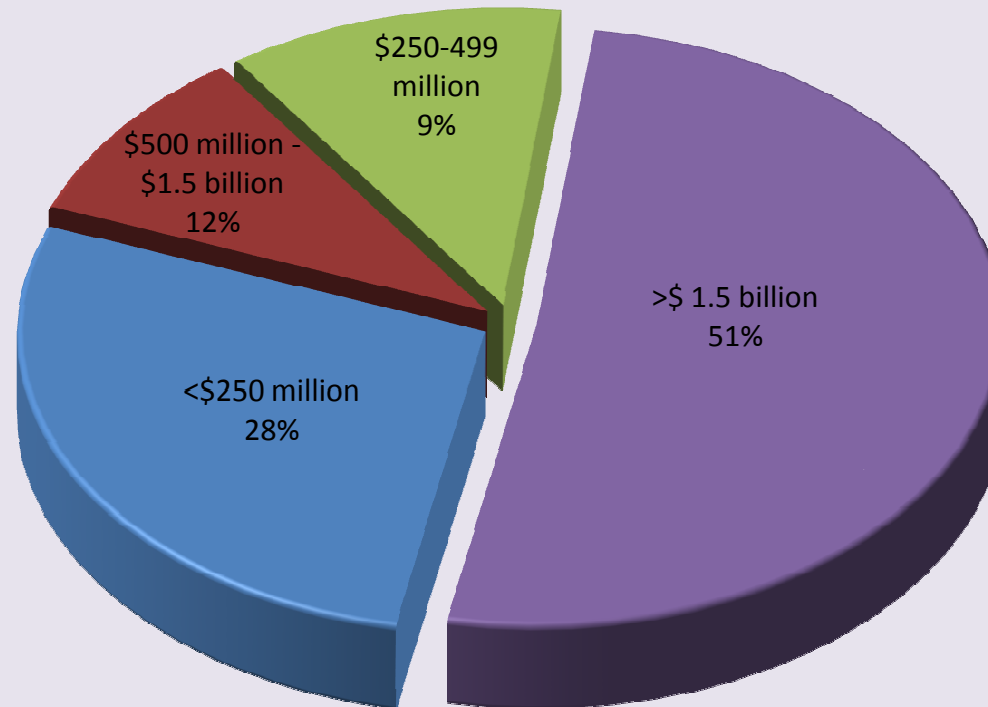
What concerns do you have about cloud storage using the public cloud?



With regards to the public cloud, security is also the key concern.



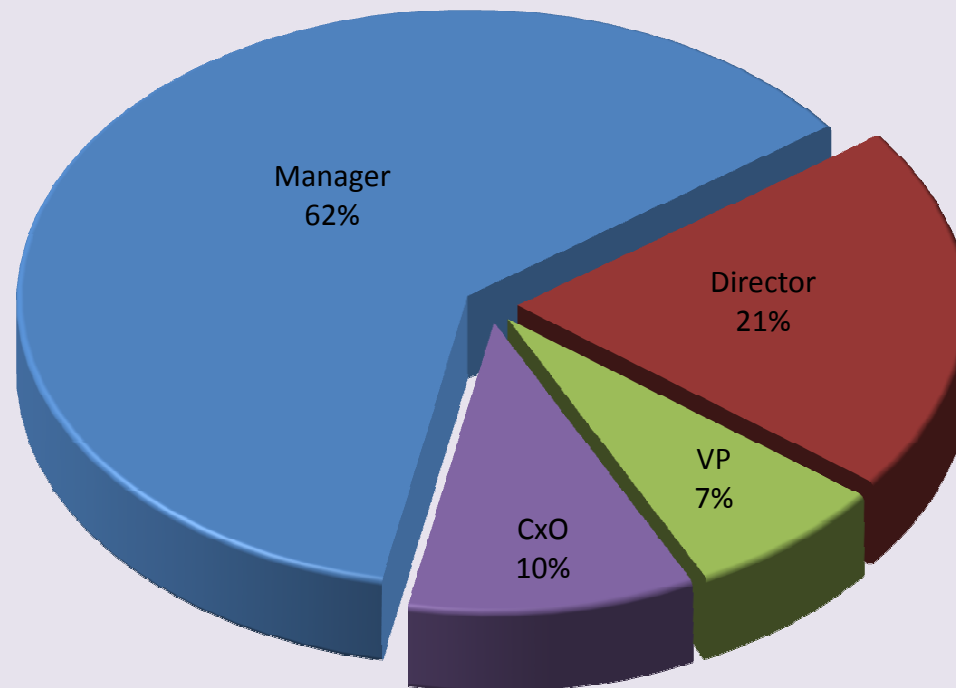
Profile of Responders: Organization Revenue



51% of responders are executives working for organizations with annual revenues in excess of \$1.5 billion.



Profile of Responders: Job Level



38% of responders work as Directors, VPs or CxOs.



Avere Systems provides NAS Optimization solutions that allow deployment of private and public cloud storage without degradation in performance, administrative complexity, high costs, vendor lock-in, or loss of data coherence.

For more information, visit www.Avere.com



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Gatepoint Research is the market research arm of SimplyDIRECT.

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