AC3 Cloud Computing Industry Survey

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Clarity in the Cloud

In May 2022, AC3 surveyed over 125 technical representatives across all industries to gauge a reflective analysis of current business challenges, market trends and to identify their primary source for industry news. This data provided an invaluable insight into setbacks which hinder business growth and ability to meet company targets.
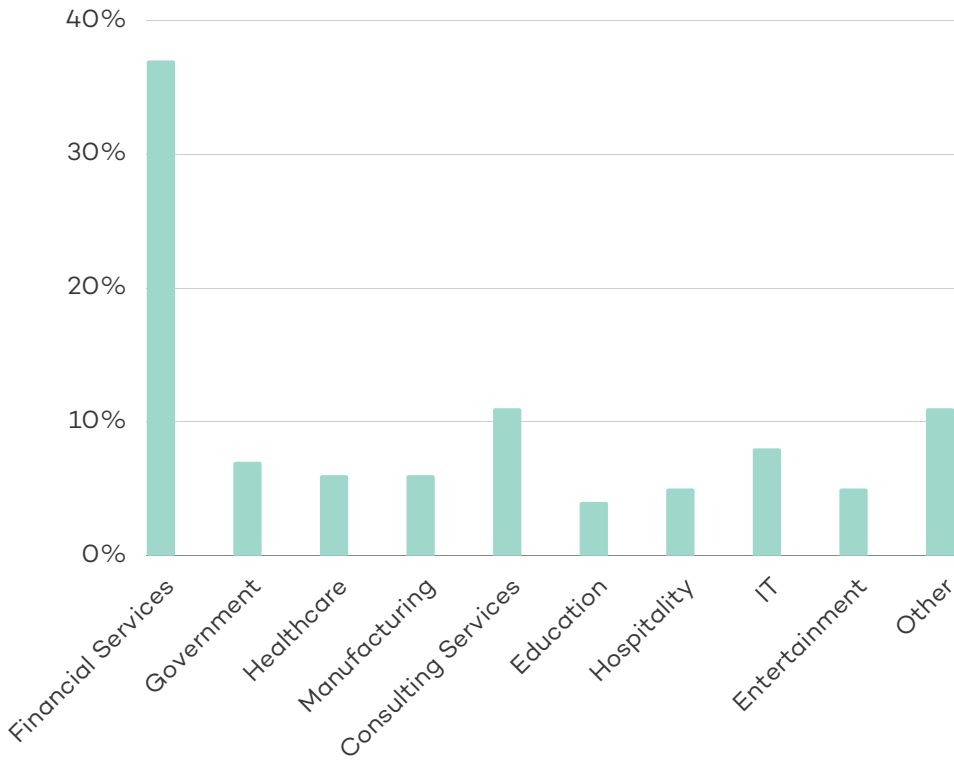
Cloud security has been identified by over 40% of businesses surveyed as the biggest challenge in achieving their goals, becoming an increasing concern across numerous industries including financial services, the government sector and IT.

Cloud migration, followed closely by customer experience, was identified as the biggest priority for businesses in the current market. Surprisingly, cloud security ranked a meagre 15% of respondents as a major priority for companies, despite being identified as their biggest challenge in reaching business objectives.
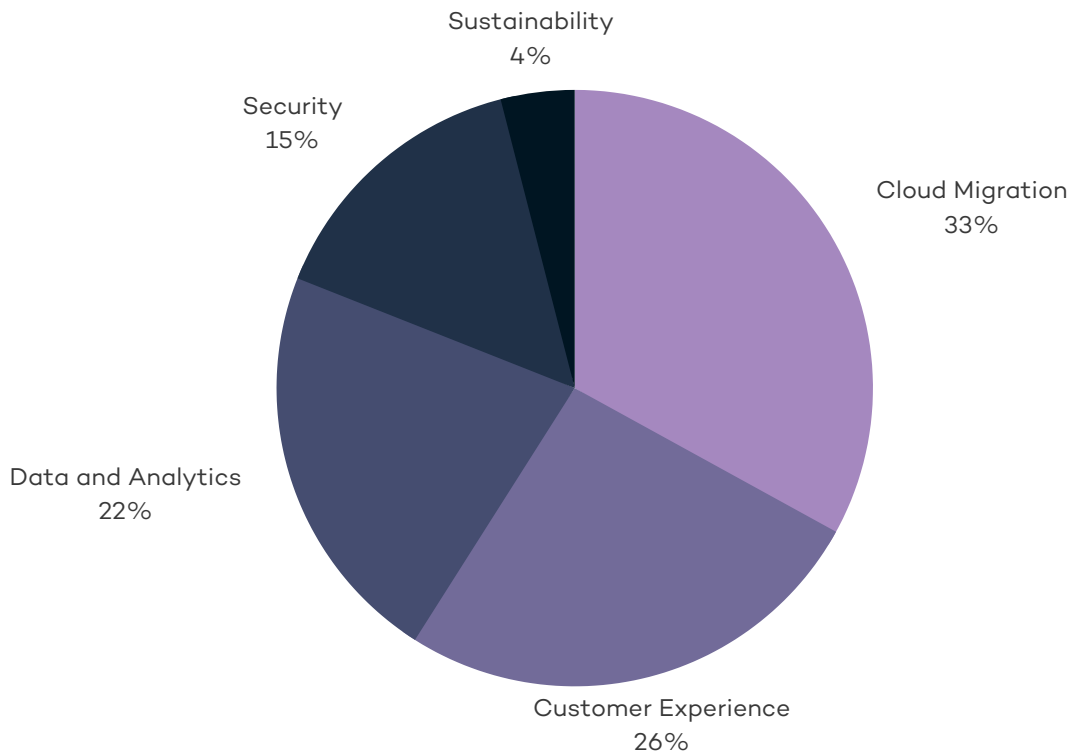
When asked what is most important to them in a cloud service provider, key themes including scalability, security cost savings, accessibility to an on-call consultant, were recognised as significant service offerings and important elements of cloud-based applications.

There has been a major shift in the primary information source for industry knowledge and market trends, with over half of respondents citing industry blogs and podcasts as their first choice for current industry information and an increased awareness of the current market.
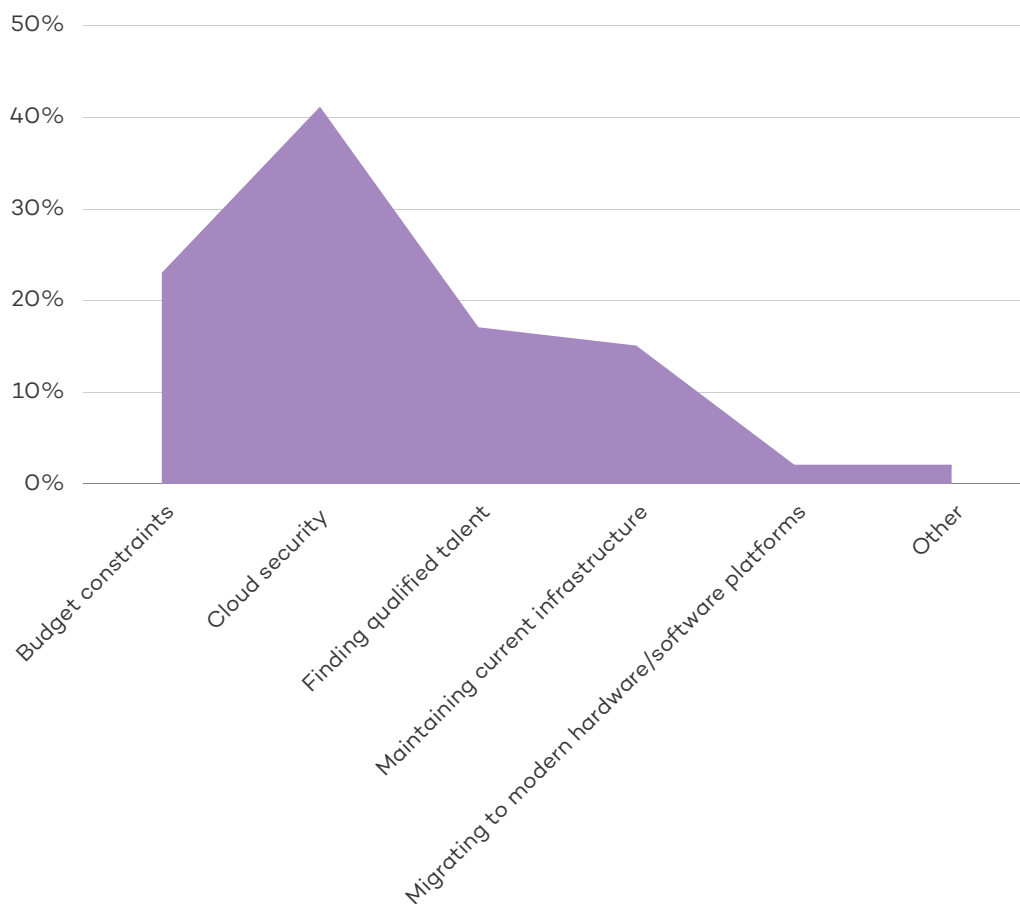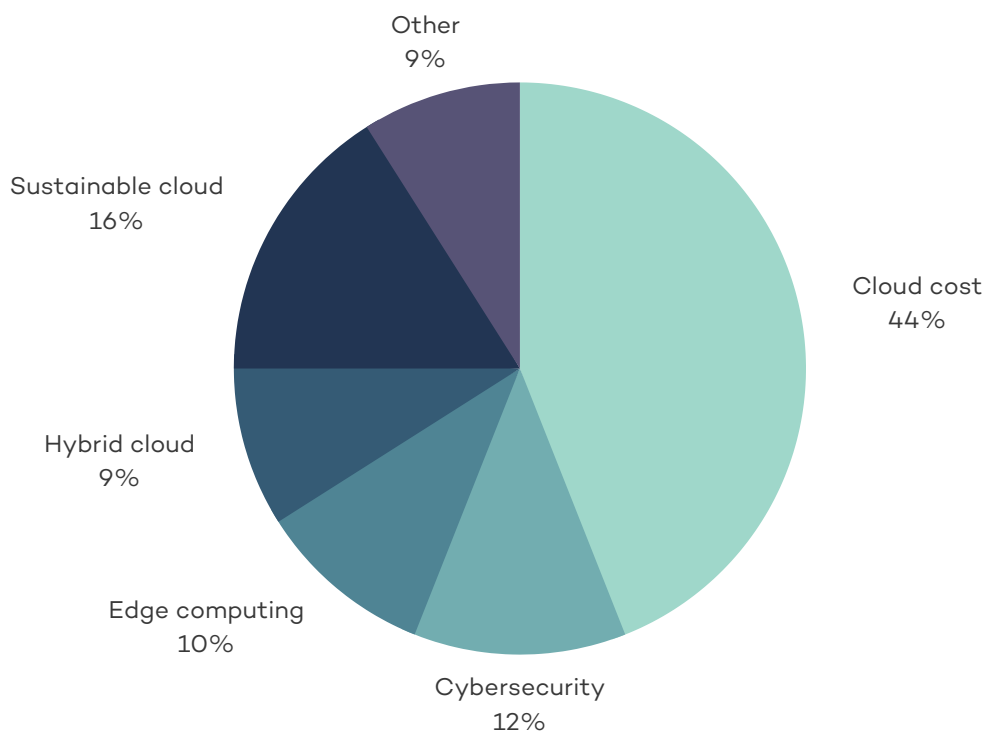
Which industry best describes your company?

Industry	Percentage
Financial Services	37%
Government	7%
Healthcare	6%
Manufacturing	6%
Consulting Services	11%
Education	4%
Hospitality	5%
IT	8%
Entertainment	5%
Other	11%

What is your company's biggest priority now?

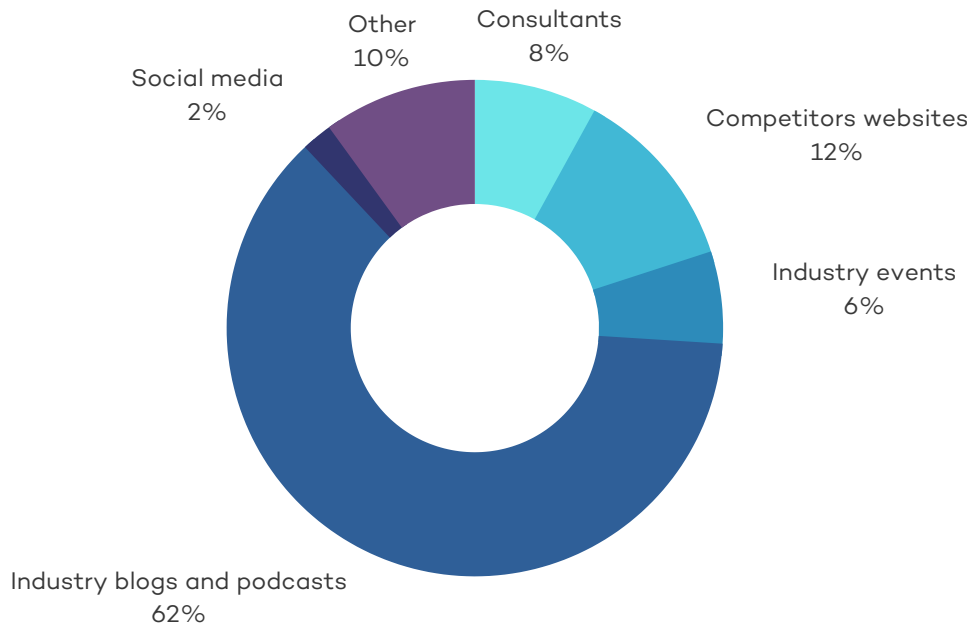| Priority	Percentage
Cloud Migration	33%
Customer Experience	26%
Data and Analytics	22%
Security	15%
Sustainability	4%

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What are the challenges which you face regularly that stop your business from achieving its goals?

What are the industry trends that you want to learn more about?

Cloud cost
44%

Cybersecurity
12%

Edge computing
10%

Hybrid cloud
9%

Sustainable cloud
16%

Other
9%

Where do you go to find out more about what's happening in your industry?

Other
10%

Consultants
8%

Social media
2%

Competitors websites
12%

Industry events
6%

Industry blogs and podcasts
62%

Where do you go to find out more about what's happening in your industry?

"Provide best technology solutions to server the customer. Provide high security standards and meet all the compliance needs"

"We have an AWS consultant on call, (we are big enough for that). It's so valuable."

"Learning how everything works. I am new to the cloud and love learning how it all works"

"A service provider should be like a one stop shop. Wherein everything you need is available and ready to use"

"As a beginner, I would love a provider that can act as a guiding mentor supporting my learning journey! "

"Scalability, security, cost savings, integration/connectivity, and stability/availability are all important elements of cloud-based applications"

"Prioritising clarity and understanding

"Stellar support!"

"Stability and security"

"Reliability"

"Scalability, security, cost savings, integration/connectivity, and stability/availability are all important elements of cloud-based applications"

"Compliance to regulatory requirements, single pane of glass view and visibility to assets and policy violations, integration with existing ownstream applications and Zero trust capabilities"

Conclusion

Based on the results, cloud migration and customer experience are currently the biggest priority for cloud customers. Cloud security was found to be the biggest hinderance to companies from achieving their business goals. For knowledge of what is happening in their respective industry, an overwhelming 62% of respondents indicated industry blogs and podcasts as their primary information source.