Cloud Migration Trends

CrosB2B Takeaways
The pandemic represented a technology tipping point, accelerating digital transformation efforts, and compressing timelines from years to months, in some cases.

As large and enterprise organizations worked to maintain business continuity while pivoting to a work-from-home structure, cloud technology played a major role.

Infrastructure as a Service (IaaS) and Software as a Service (SaaS) via the cloud provided organizations the ability to flex up and down, scaling to the needs of the business.

The economics were also attractive allowing companies the ability to avoid large fixed monthly costs through a pay as you go structure providing infinitely more operating flexibility.
Infrastructure as a Service grew
33%
as companies looked to migrate to a more scalable, cost effective, and agile structure

Source: The NPD Group/ Distributor Track® and Reseller Tracking Service, SME May 2021 vs. YAG
Software as a Service

Cloud enabled B2B *software revenue increased* +6%

Highest growth coming from:

Data loss prevention and endpoint protection +42%
Data protection and recovery +40%

Total revenue was led by *content and collaboration*, +37%

Source: The NPD Group/ Distributor Track ® and Reseller Tracking Service, SME May 2021 vs. YAG
2021 Cloud vs. On-Premise Trends

“Migration to cloud expected to continue as companies fine tune their strategies with many adopting a hybrid model to leverage the benefits of public, private, and on-premise depending on their organizations own unique needs and requirements.

Mike Crosby
Industry Analyst, B2B Technology

Software Growth via Cloud
12% increase year over year with on-premise experiencing 6% growth

Migration to Cloud
19% of revenue in 2021
18% of revenue in 2020

Source: The NPD Group/ Distributor Track ® and Reseller Tracking Service, 5ME May 2021 vs. YAG
Organizations need to look beyond the short-term benefits of relocation from on-premise to cloud and instead consider the long-term benefits of designing and constructing a true cloud-driven model.
The latter allows an organization to fully take advantage of what the cloud can provide not only now, but well into the future.
QUESTIONS?

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