Cloud Migration Trends

CrosB2B Takeaways

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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.

Mike Crosby
Director, B2B Technology
Industry Analyst B2B

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, 5ME 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, 5ME 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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