

The Next-Generation Cloud Strategy in Asia

The Next-Generation Cloud Strategy in Asia is an independently conducted research commissioned by Alibaba Cloud. It looks at the cloud adoption status and cloud strategy across eight Asian markets and key industries to generate insights into cloud investment, product development and service delivery. In doing so, it helps businesses identify opportunities and address challenges.



Security: Top Consideration when Choosing Cloud Vendors and Cloud Strategies

Security outweighs availability and cost in **selecting cloud vendors**



► By market:



► Top 3 sectors prioritizing cloud vendor security:



Security is the primary consideration in **deciding the cloud strategy**



Unlocking operational efficiency

Regardless of the type of strategy adopted, "improved operational efficiency" is the biggest benefit

► Improved operational efficiency



► Public cloud users also see:



Customer Satisfaction will Likely to Drive Continued Adoption

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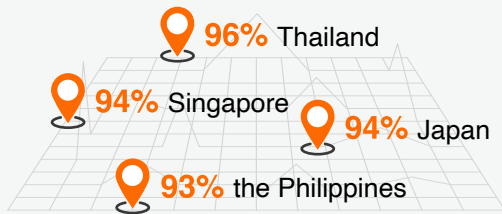
Cloud services exceed customers' expectation

Nine in ten businesses said their cloud vendors' services **met or exceeded users' expectations**

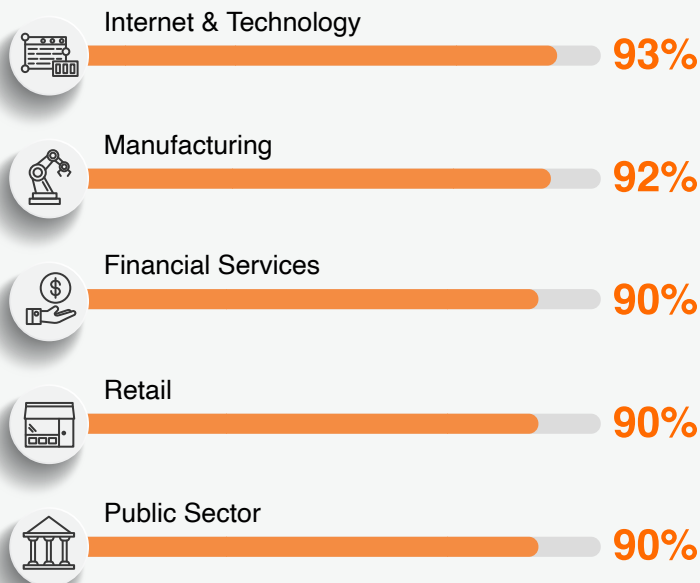


91% vs 84% in previous survey

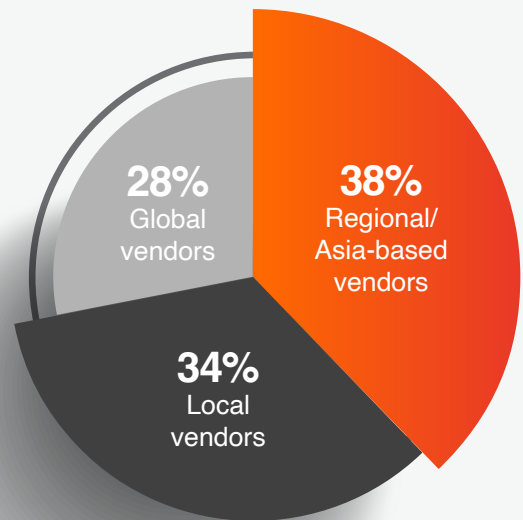
By market:



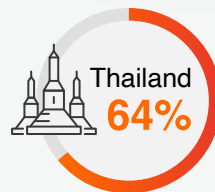
By sector:



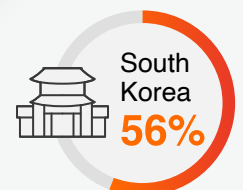
The largest percentage of Asian businesses choose regional / Asia based vendors



More inclined to use regional / Asia-based vendors



More inclined to use local vendors



Retail



Public Sector



Manufacturing



* **The Role of Cloud in Asia and Confidence in Asian Innovation Survey** was commissioned by Alibaba Cloud. More than 1,000 businesses from six markets across Asia, including Hong Kong, Malaysia, Singapore, India, Indonesia, and Philippines, participated in the survey by answering a questionnaire distributed in November 2020.

About the survey:

- Survey period: End of September to early October 2022
- Sample: 1,000 cloud strategy decision-makers in small to large-sized businesses that have already adopted cloud services
- Markets: Hong Kong, Indonesia, Japan, Malaysia, the Philippines, Singapore, South Korea, Thailand
- Industries: Financial Services, Gaming, Internet & Technology, Manufacturing, Media & Telecommunications, Public Sector, Retail
- Methodology: Online questionnaire