

Who's who in the cloud

Who uses cloud computing – and what do they get out of it? NTT Com Security (formerly Integralis), the power behind WideAngle, the global information security and risk management brand, commissioned independent research from Vanson Bourne to gauge attitudes, adoption and use of the cloud.

They discovered five distinct cloud persona types – defined by different drivers and varying levels of engagement...

The Personas

700 IT decision makers at organisations of 500+ employees in the USA/Canada, UK, Germany, the Nordics, Singapore, Japan and Hong Kong were surveyed in May-June 2013.

While nearly all are migrating to the cloud to some degree, they were found to comprise five identifiable persona types.



The Controller

18%

Lowest level of engagement. Wedded to data centres. Unlikely to experiment with new technologies. Sees little financial gain, with few including cloud in IT strategy.



The Acceptor

22%

Only likely to have adopted cloud in the past two years. Adopt technology where there is a clear business case. Sees little financial benefit. Cloud not central to their IT strategy.



The Experimenter

35%

Likely to move the majority of services into the cloud next year. Experiment with new technology. Over a quarter of budget is dedicated to cloud. Nearly all have seen profit or revenue increases.



The Believer

17%

Likely to move the majority of services into the cloud next year. Actively seek out new technology. Cloud is critical to deploying services. Over a third of budget is dedicated to it.



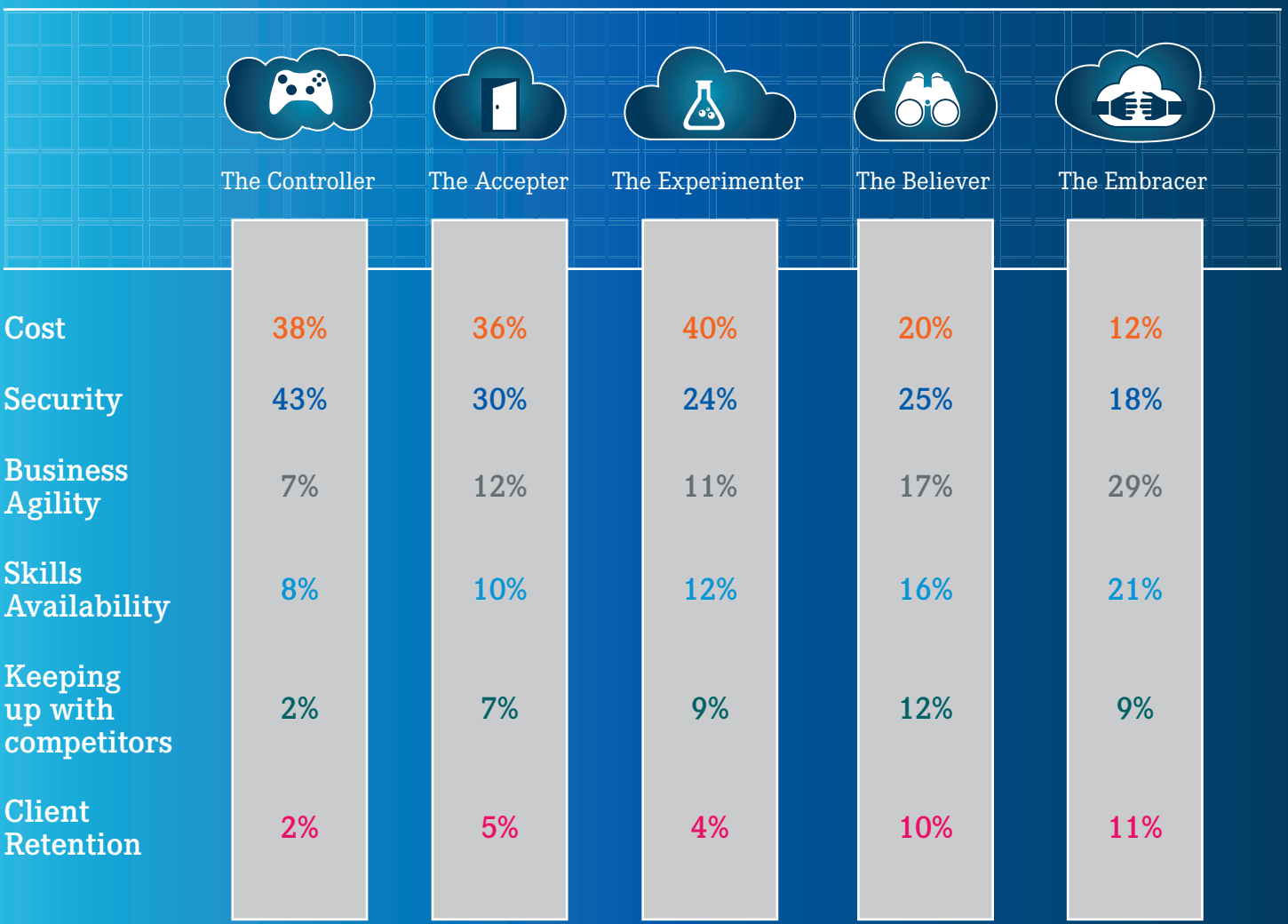
The Embracer

8%

Using cloud for 3+ years. Very active in seeking out new technologies. Over half of budget dedicated to cloud. Used in most, if not all, departments.

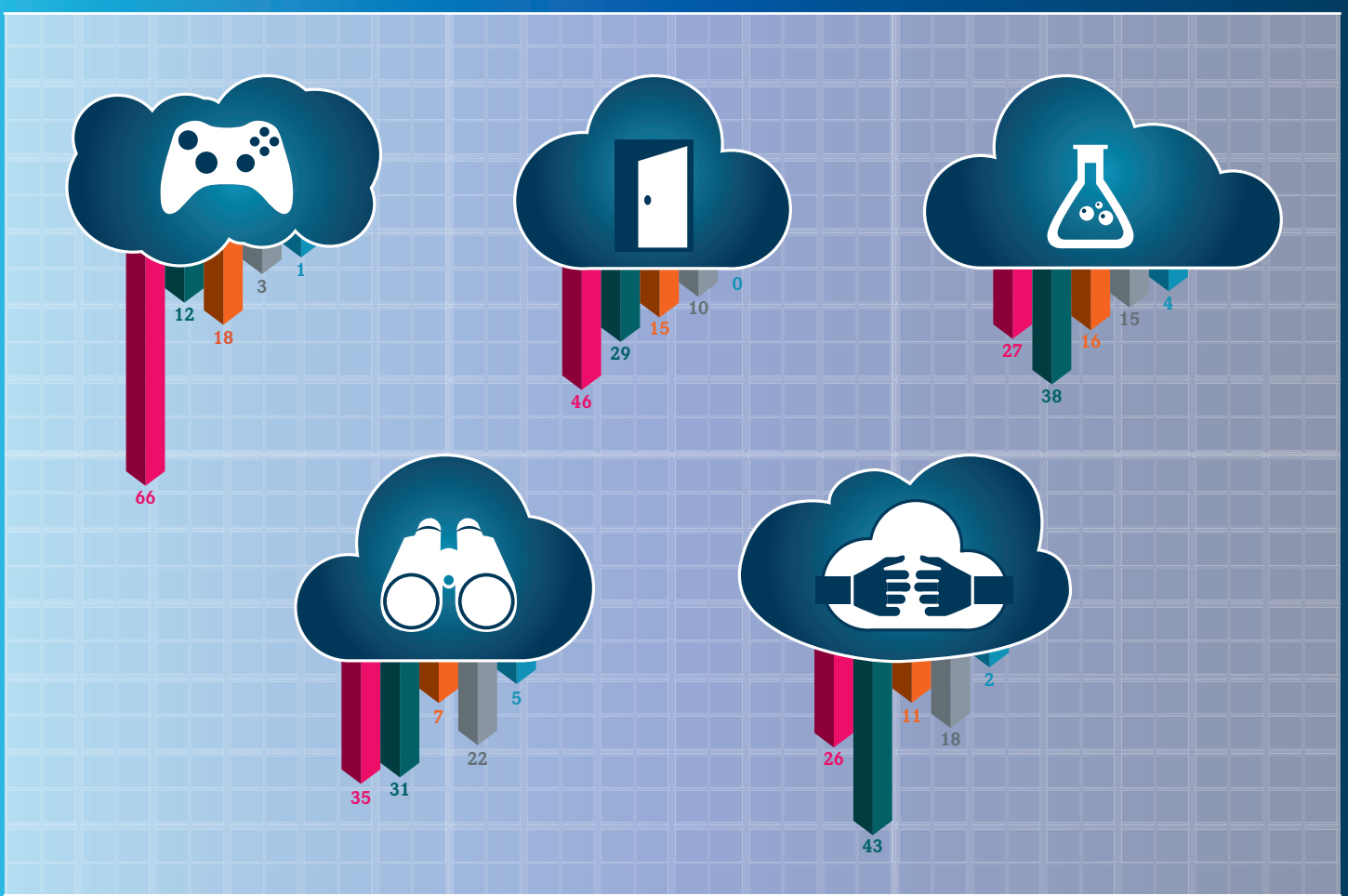
Their Business Drivers

Here are the key business factors for each persona type when considering deploying to the cloud.



Security Perceptions

When it comes to a question of cyber threats, the persona types vary widely in their view of the most secure delivery channel for applications and services.



Conclusions



“It seems that security remains a concern right across the board, regardless of your persona...”



“What’s clear is that those using cloud long term have greater faith in its abilities to deliver cost benefits and efficiencies...”



“Globally, cloud adoption seems to be based on how quickly issues such as security, cost and business benefits can be reconciled...”

Garry Sidaway, NTT Com Security's Global Director of Security Strategy.