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# ENTERPRISES ADVANCE INTO THE CLOUD: 2011 IOUG CLOUD COMPUTING SURVEY

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Data collection and analysis performed with SurveyMethods.

## EXECUTIVE SUMMARY

An August 2011 survey of 257 IT and data managers and professionals finds more organizations are embracing both private and public cloud computing. The latest survey finds 37% of respondents now have private cloud computing efforts underway within their enterprises, up from 29% in a similar survey conducted in August 2010.

This is also the case with public cloud deployments as well. Twenty-one percent of respondents now use public cloud services in a meaningful way, up from 14% in the previous year. The survey also finds more organizations are replacing their existing systems with outside cloud services, and using outside cloud services for new applications as well.

The role of IT departments and management committees in managing private and public cloud efforts has increased over the past year as well, reflecting the increasing centralization of cloud efforts within enterprises. IT executives, in particular, are increasingly taking on a leadership role in identifying and managing both internal and external cloud resources for their enterprises.

**Key highlights of the survey's findings include the following:**

- Both private and public cloud adoption are up—30% of respondents report having limited-to-large-scale private clouds, up from 24% only a year ago. Another 25% are either piloting or considering private cloud projects. Public cloud services are also being adopted by more than one out of five respondents.
- Cloud services are carrying larger workloads within organizations. A large segment of respondents, 37%, report that they now use or offer between 1 and 10 services through

a private cloud. A large segment of organizations adopting public cloud services have replaced applications offered by their own IT departments.

- Information technology departments have leadership roles not only in managing and rolling out cloud services, but also in the governance process that dictates the value of these services to their businesses. Most respondents expect to achieve cost savings through cloud initiatives, along with greater availability and system response times. However, organizational—not technical—challenges are making it difficult to achieve these goals. Budgets for cloud initiatives are on the rise—more than a third seeing increased funding for private cloud initiatives over the past year, versus only 2% reporting cutbacks.

The survey was conducted in August 2011 among members of the Independent Oracle Users Group (IOUG), by Unisphere Research, a division of Information Today, Inc. in partnership with Oracle. This is the IOUG's second major survey on enterprise cloud trends.

Respondents to the survey have a variety of job roles and represent a wide range of company types and sizes. The largest segment of respondents has the title of database administrator, followed by IT manager or director. More than one-third come from very large organizations with more than 10,000 employees. But there is also a sizable contingent of small to medium-size businesses in the survey, as well. In terms of industry groups, the largest segments seen in this survey are IT services/consulting, utilities/telecommunications, education, and government agencies. (See Figures 29–31 at the end of this report.)

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**Note for those comparing notes with last year's IOUG Cloud survey report:** *In this year's survey, private cloud questions were limited to respondents with, piloting, or considering private clouds. For comparison purposes, 2010 data mentioned in this report for private clouds is filtered by respondents with, or considering such implementations, as well. This data was not filtered in the 2010 report.*

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