

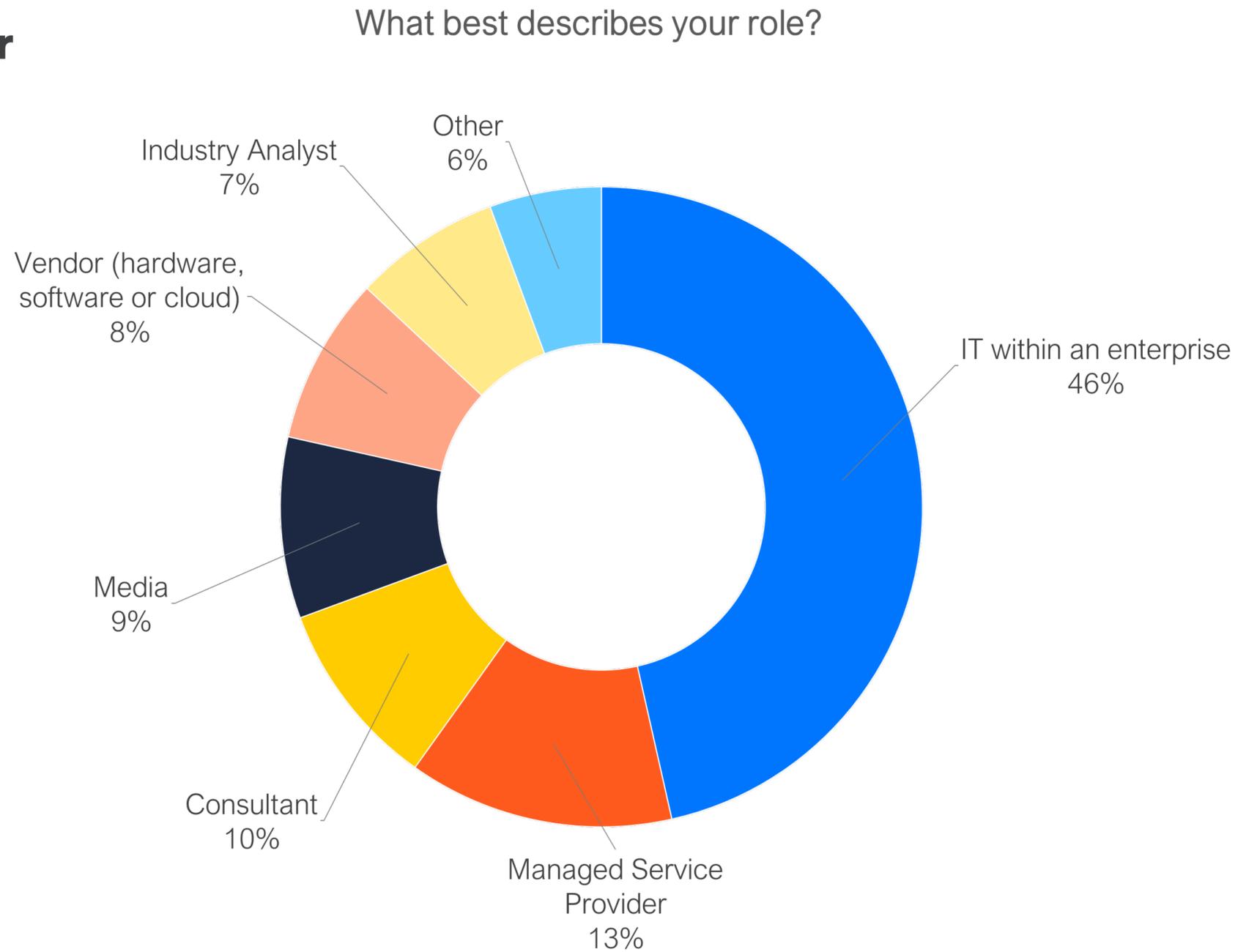


Cloud Vision 2020: The Future of the Cloud

A Survey of Industry Influencers

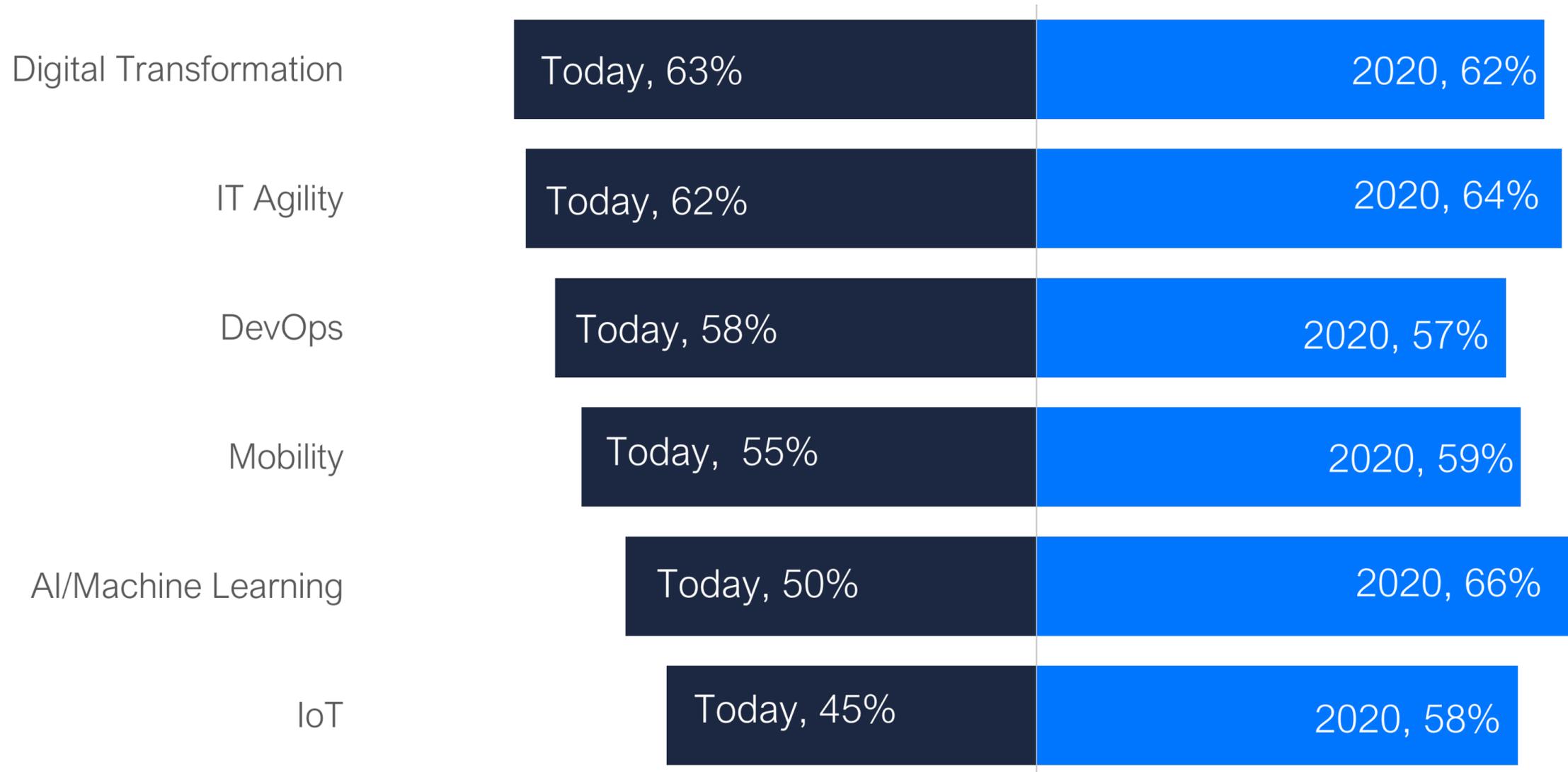
Methodology

- **Survey conducted in November**
- **88 U.S. Industry Influencers**
- **195 AWS re:Invent attendees**



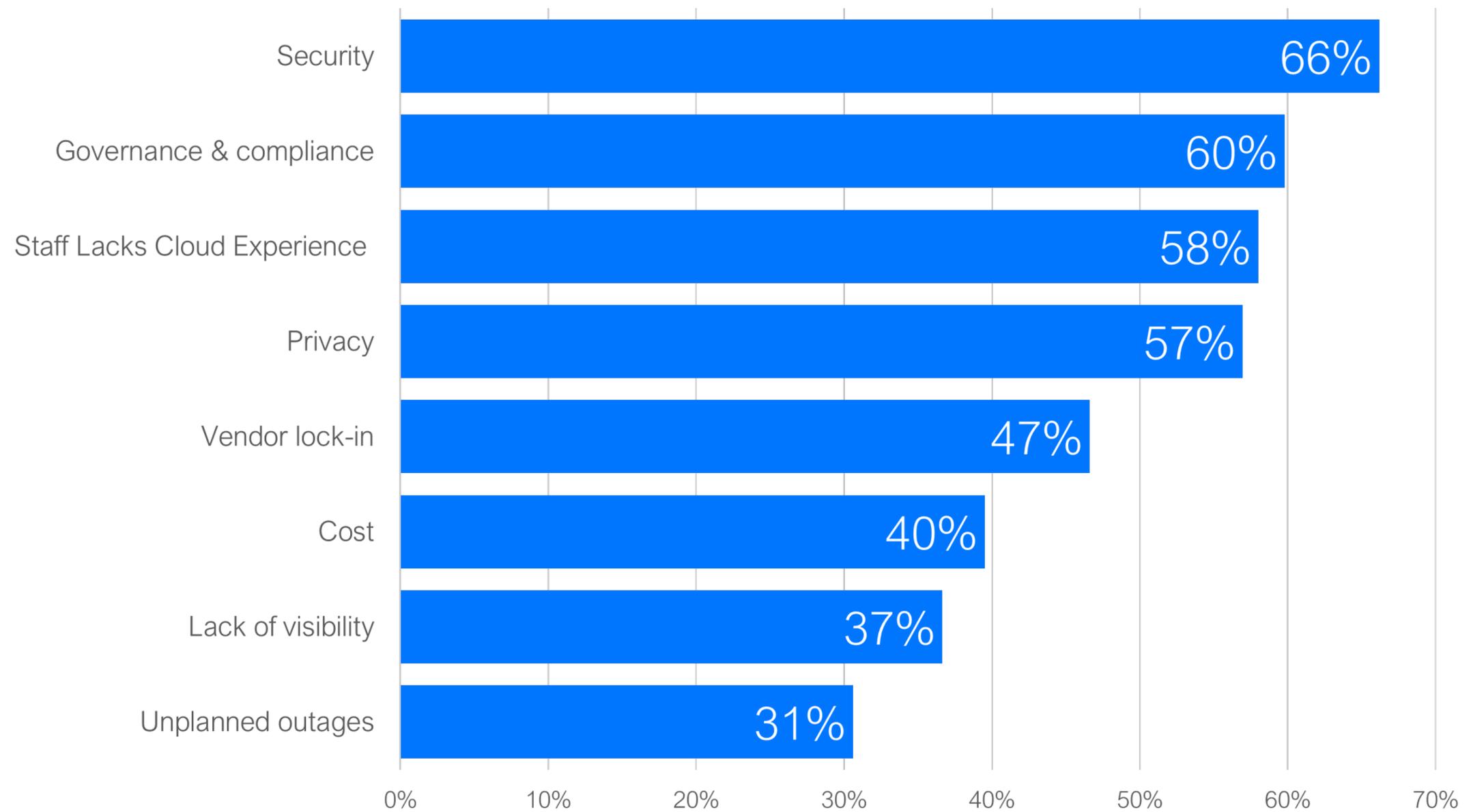
Public Cloud Drivers

How much is each of these trends or factors driving public cloud engagement?
 Today vs 2020
 (Somewhat/Extremely significant)



Public Cloud Challenges

What are the biggest challenges for organizations engaged with public cloud today?
(Somewhat/Extremely large)

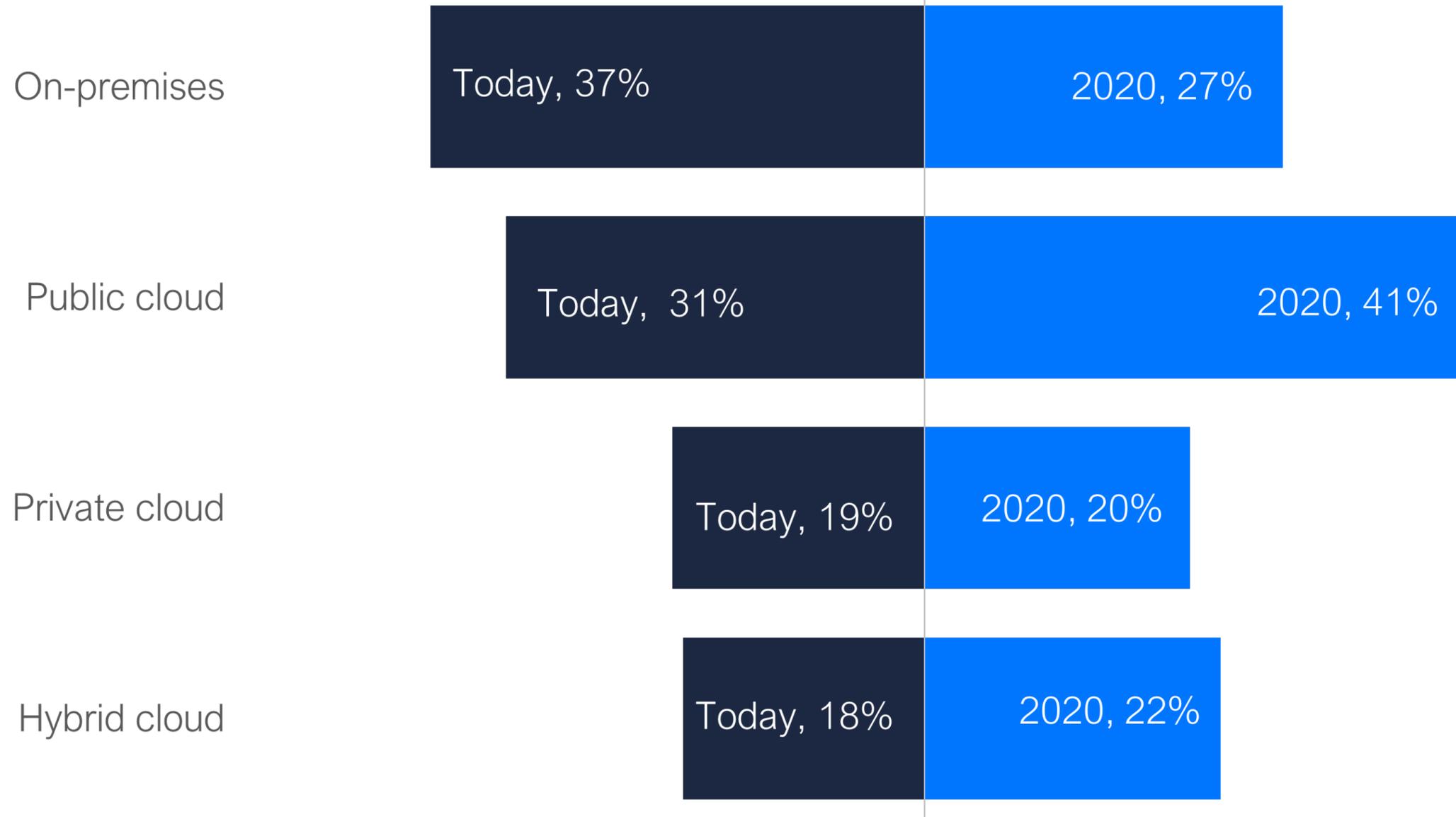


Where Will Workloads Run (Today versus 2020)

What percent of workloads run/will run from the following?

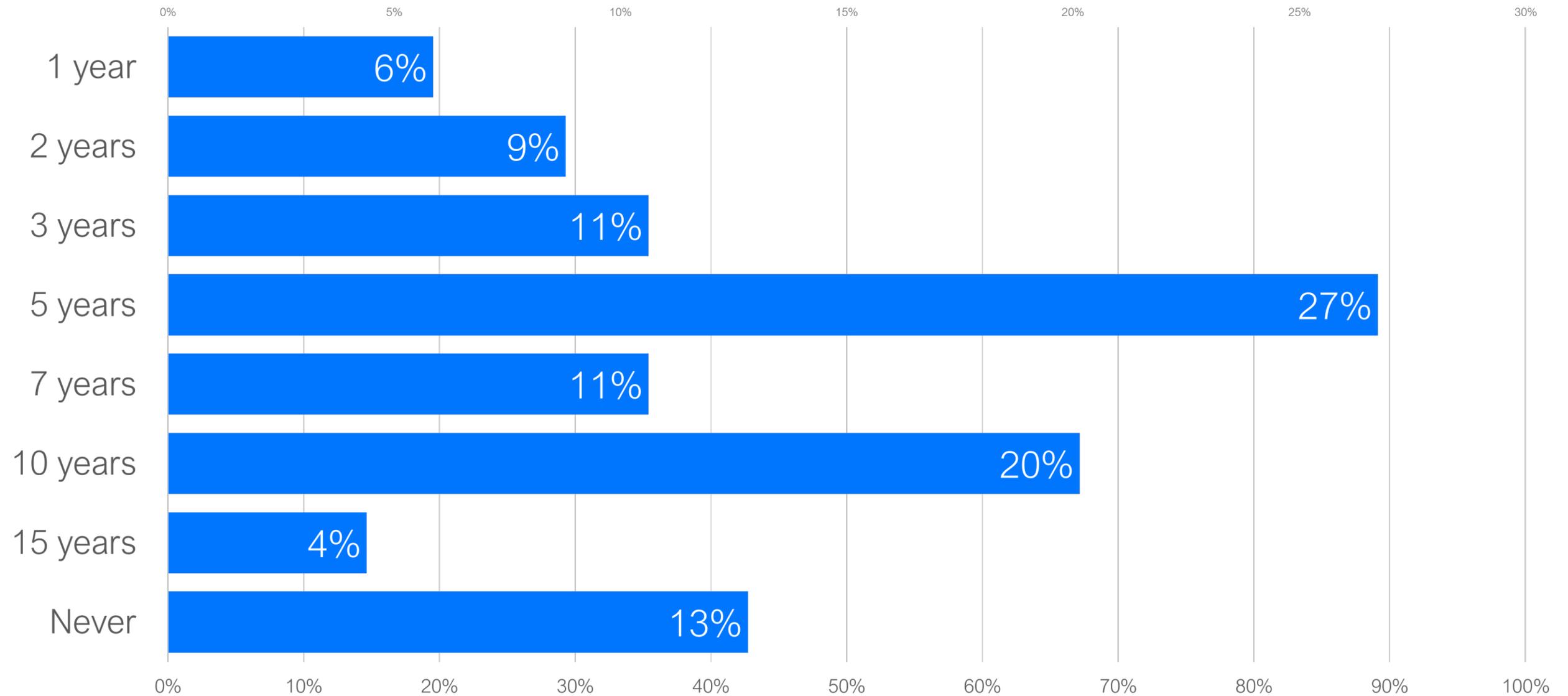
Today vs 2020

(Somewhat/Extremely significant)



When will 95% of Workloads Run in the Cloud?

How long do you think it will be before more than 95 percent of all workloads run in the cloud (public, private and hybrid)?



Do you expect Microsoft and Google to gain ground, lose ground or hold steady to AWS over the next 3 years?



Lose Ground, 22%

Gain Ground, 42%



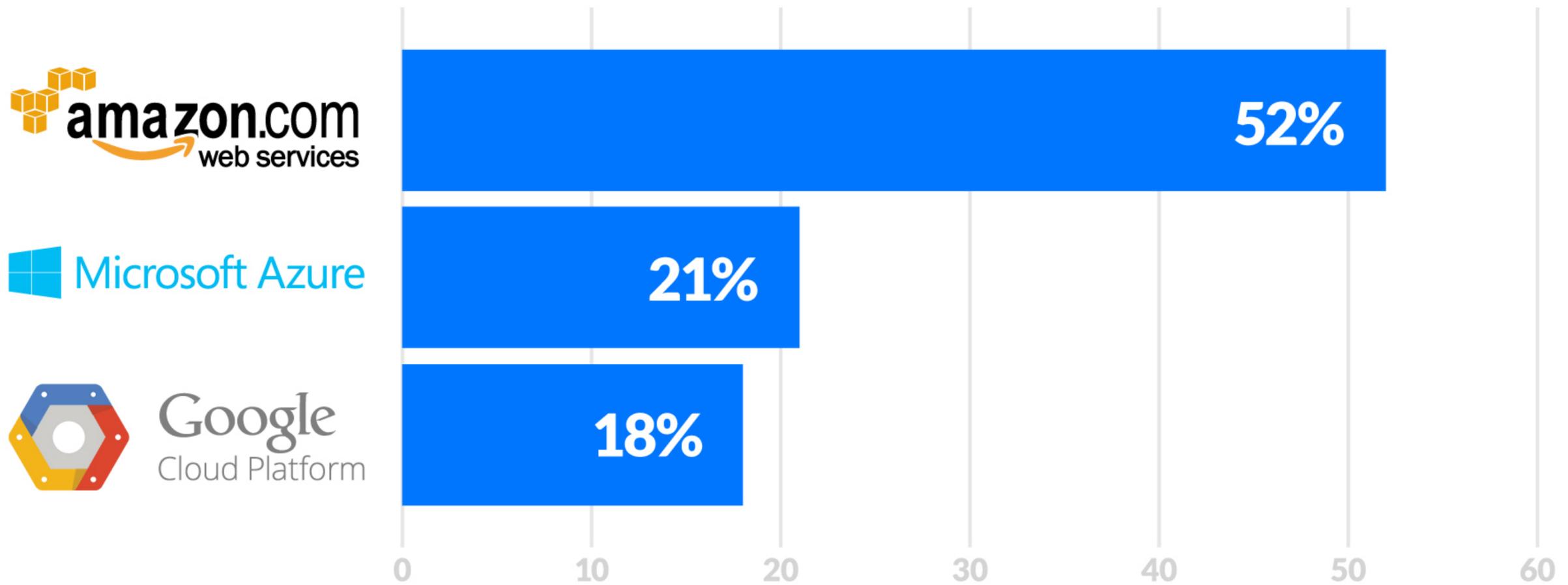
Google Cloud Platform

Lose Ground 17%

Gain Ground, 35%

Market Share by 2020

Predict the market share you expect AWS, Microsoft and Google to hold in 2020.



LogicMonitor Key Takeaways: The Future of the Cloud

If the results of the survey teach us anything, it is that change is the only constant, and the IT landscape will continue to evolve dramatically over the next couple years to support and enable business transformation. Here's how we think you can use these findings to successfully navigate the future of the cloud:



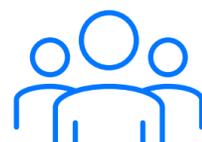
Choose the right tools



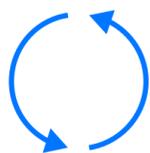
Automate to improve efficiency



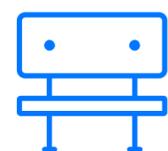
Consistency is key



Groom your talent pool



Stay agile



Bench test vendors