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)

<table>
<thead>
<tr>
<th>Factor</th>
<th>Today</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Transformation</td>
<td>63%</td>
<td>62%</td>
</tr>
<tr>
<td>IT Agility</td>
<td>62%</td>
<td>64%</td>
</tr>
<tr>
<td>DevOps</td>
<td>58%</td>
<td>57%</td>
</tr>
<tr>
<td>Mobility</td>
<td>55%</td>
<td>59%</td>
</tr>
<tr>
<td>AI/Machine Learning</td>
<td>50%</td>
<td>66%</td>
</tr>
<tr>
<td>IoT</td>
<td>45%</td>
<td>58%</td>
</tr>
</tbody>
</table>
Public Cloud Challenges

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

- Security: 66%
- Governance & compliance: 60%
- Staff Lacks Cloud Experience: 58%
- Privacy: 57%
- Vendor lock-in: 47%
- Cost: 40%
- Lack of visibility: 37%
- Unplanned outages: 31%
Where Will Workloads Run (Today versus 2020)

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

**Today vs 2020**
(Somewhat/Extremely significant)

- **On-premises**
  - Today, 37%
  - 2020, 27%

- **Public cloud**
  - Today, 31%
  - 2020, 41%

- **Private cloud**
  - Today, 19%
  - 2020, 20%

- **Hybrid cloud**
  - Today, 18%
  - 2020, 22%
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)?

- 1 year: 6%
- 2 years: 9%
- 3 years: 11%
- 5 years: 27%
- 7 years: 11%
- 10 years: 20%
- 15 years: 4%
- Never: 13%
Do you expect Microsoft and Google to gain ground, lose ground or hold steady to AWS over the next 3 years?
Market Share by 2020

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

- Amazon Web Services: 52%
- Microsoft Azure: 21%
- Google Cloud Platform: 18%
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**
- **Consistency is key**
- **Stay agile**
- **Automate to improve efficiency**
- **Groom your talent pool**
- **Bench test vendors**