A Hybrid Approach To Cloud Accelerates Time To Innovation

ORGANIZATIONS FEAR SECURITY AND COMPLEXITY

Top barriers to cloud adoption

1 Migrating to cloud from existing systems

2 Security of application/ vendor data center

3 Trust/confidence in the cloud generally

COMPANIES MIRED IN MIGRATION PARALYSIS ARE BEING LEFT BEHIND

64% of organizations with their content exclusively on-prem say their content management strategy puts them at a disadvantage to their competitors…

…and **51%** say they're struggling to keep up with customer expectations for self-service to information.

HYBRID CLOUD CAN OFFER MORE BENEFITS THAN CLOUD ALONE

Those who take a hybrid approach to cloud content management maintain security while increasing flexibility and customer satisfaction.

- ■ Cloud only approach
- ■ Hybrid approach

Improved security — 71% / 68%

Flexibility to support our cloud environment of choice — 46% / 70%

Customer satisfaction — 64% / 80%

FINDING THE RIGHT VENDOR IS KEY

The most important dynamics to look for:

- Integration with productivity tools **(60%)**
- Integration with enterprise applications **(58%)**
- Migration services **(55%)**
- Technical knowledge to support cloud of choice **(50%)**