A Hybrid Approach To Cloud Accelerates Time To Innovation

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

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.

- Improved security
  - Cloud only approach: 68%
  - Hybrid approach: 71%
- Flexibility to support our cloud environment of choice
  - Cloud only approach: 70%
  - Hybrid approach: 46%
- Customer satisfaction
  - Cloud only approach: 64%
  - Hybrid approach: 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%)

Methodology

Source: A study conducted by Forrester Consulting on behalf of OpenText, December 2019
Base: 208 ECM decision makers in North America and EMEA

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