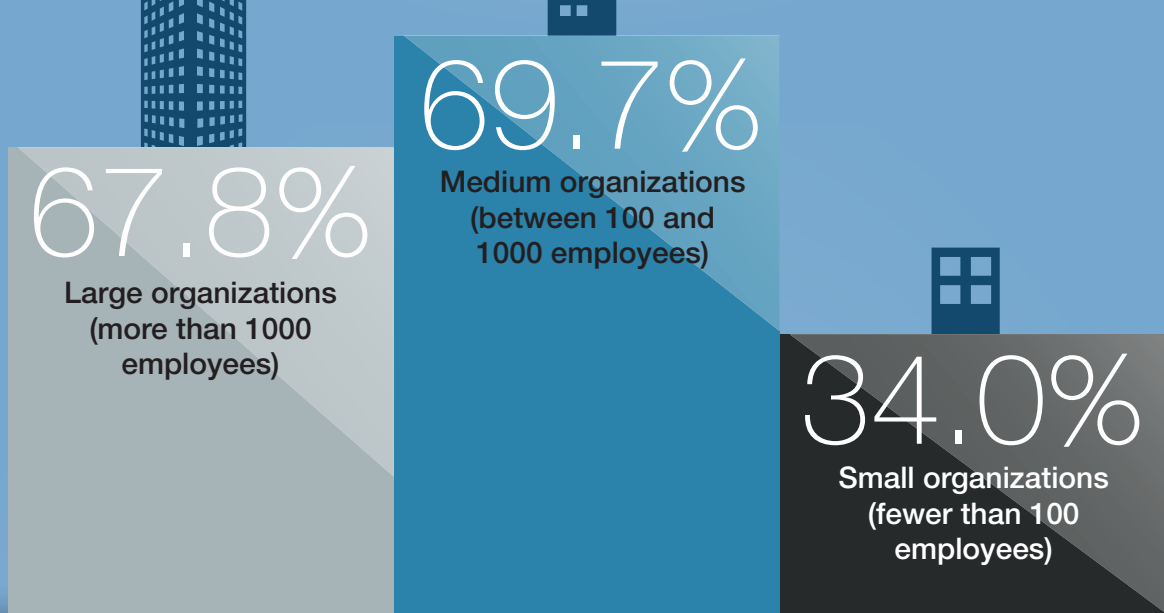


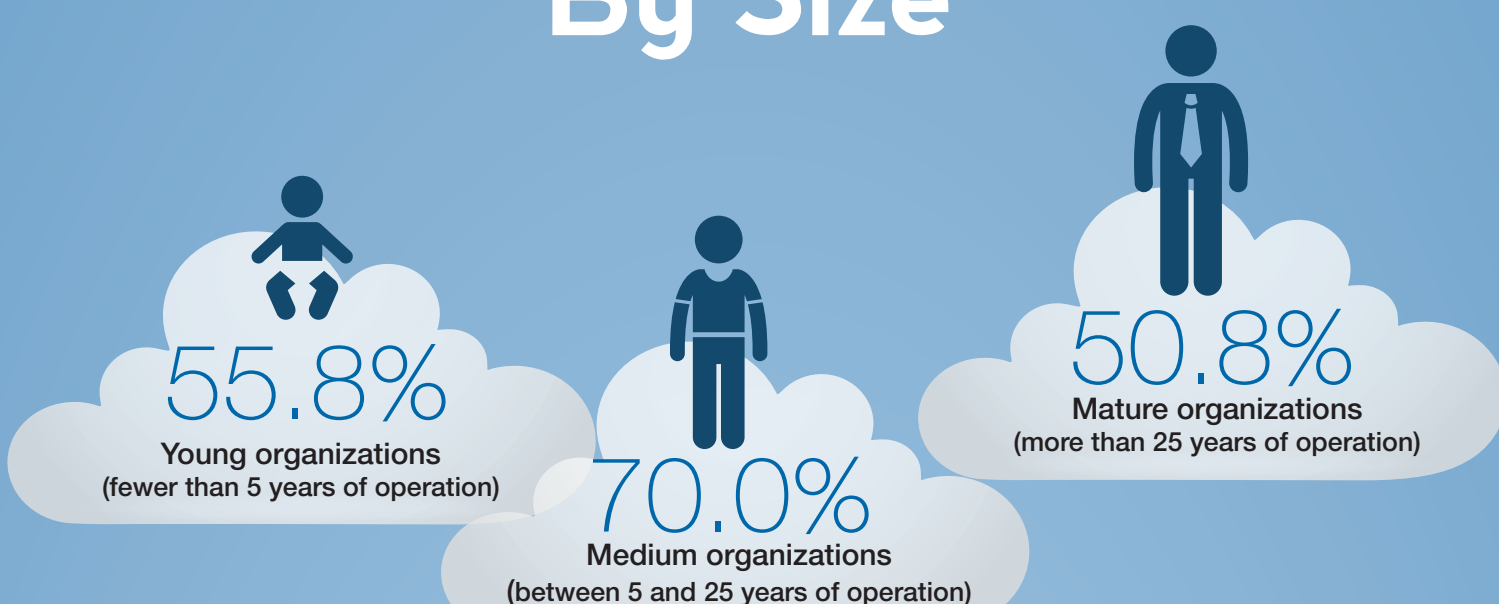
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# MIDSIZE ENTERPRISES LEADING THE WAY WITH CLOUD ADOPTION

Percent of organizations using Cloud or with plans to implement within next 12 months



## By Size



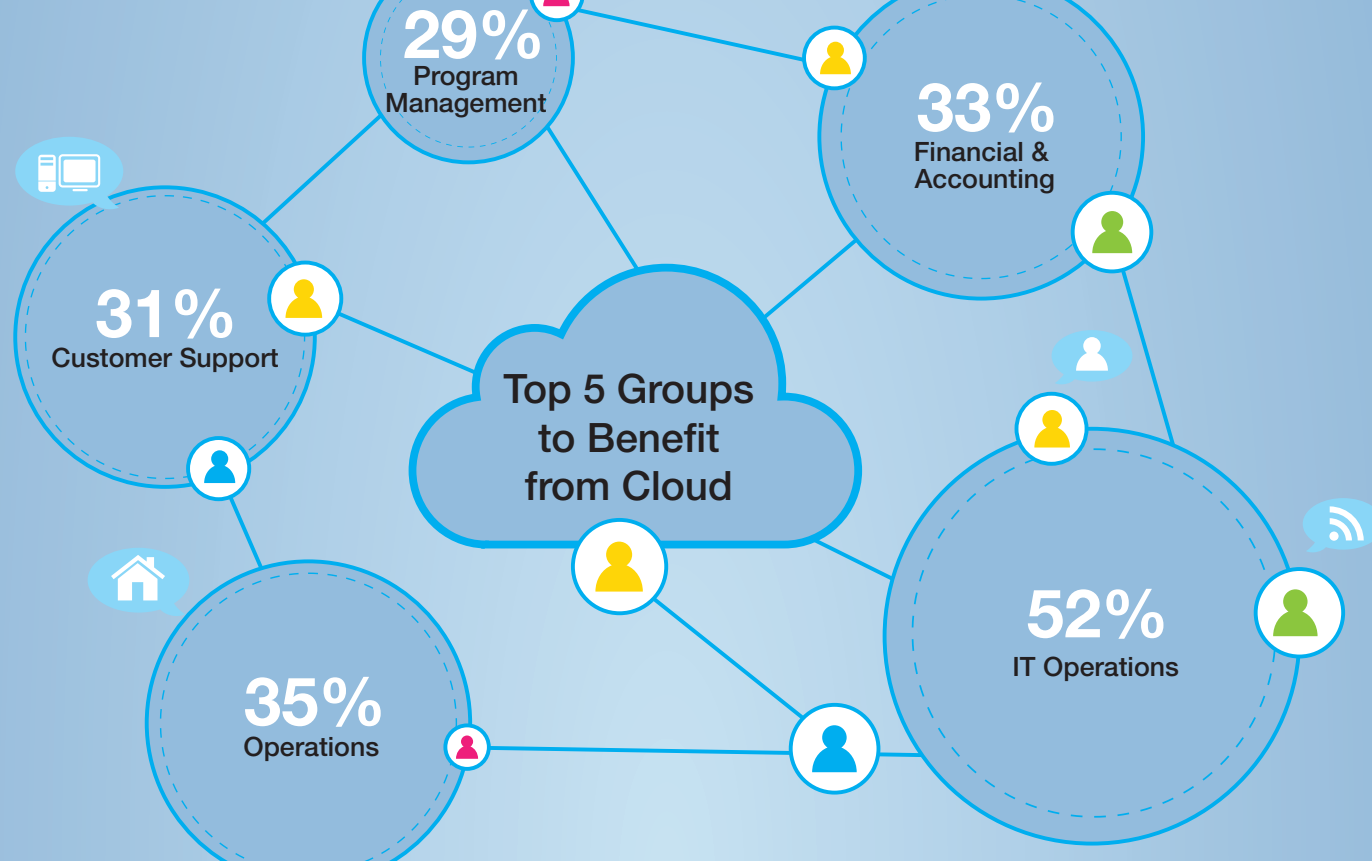
## By Age

However, just because you're adopting Cloud, doesn't mean you have a Cloud strategy.



Young companies, while not necessarily ahead in adoption, have more evolved strategies.

## Groups within the Organization Expected to Benefit Most from Cloud



### Benefits of Cloud

**For IT Operations:** Reduce the size of the IT budget, improve IT staff productivity, simplify and standardize IT infrastructure.

**For Financial & Accounting:** Shift expenses from CAPEX to OPEX.

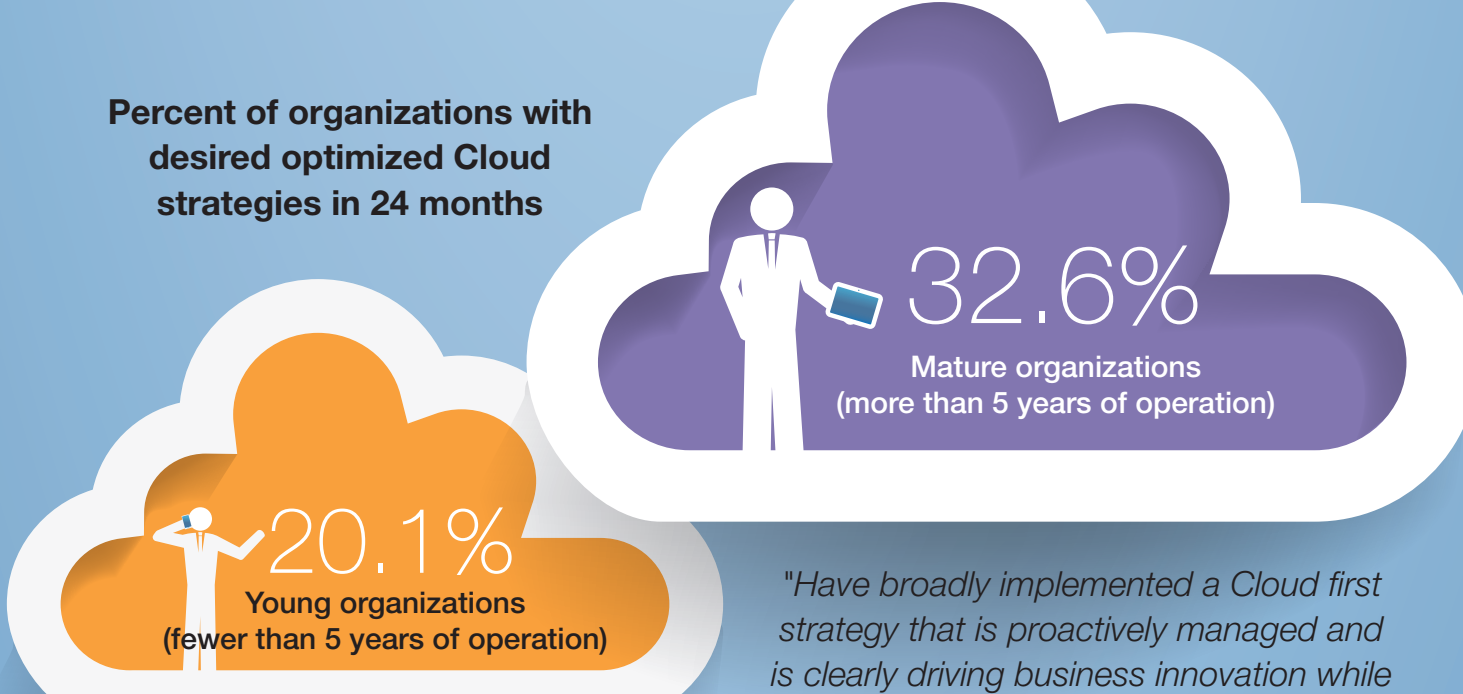
**For Other Groups:** Faster access to newest functionality, improved resource utilization, enable business units to control IT solutions more directly, build revenue-generating services faster.

## Mature Organizations Have Strong Cloud Adoption Rates



## Older Companies Want to Surpass Younger Companies with Optimized Cloud Strategies

Percent of organizations with desired optimized Cloud strategies in 24 months

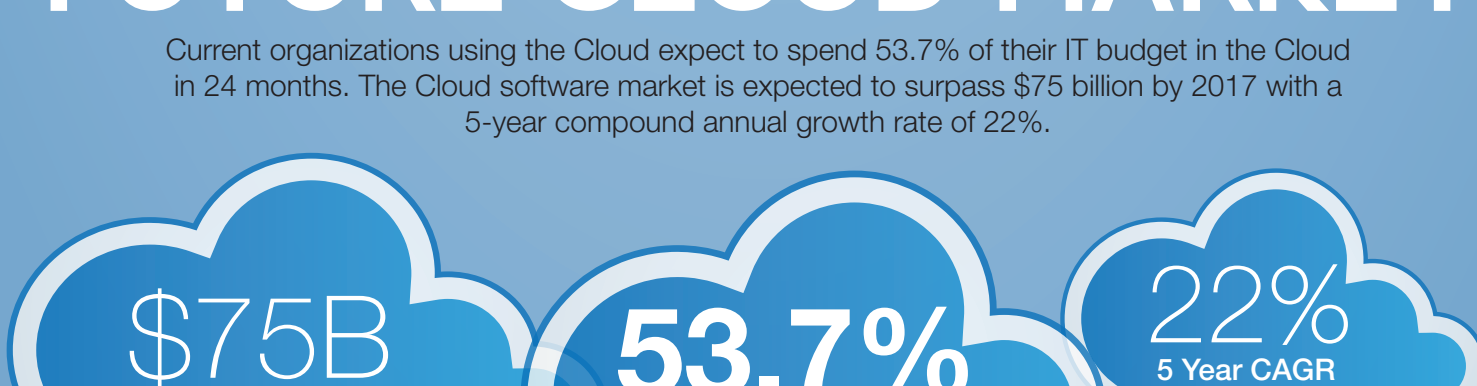


"Have broadly implemented a Cloud first strategy that is proactively managed and is clearly driving business innovation while improving IT operational efficiency"

Mature organizations have strong Cloud adoption rates, but that doesn't mean they have advanced Cloud strategies — especially enterprises with more than 5 years of operation. However, this presents an opportunity for older enterprises to drive innovation and separate themselves from the pack, or else they will fall behind as other, similar companies evolve their Cloud strategy.

## FUTURE CLOUD MARKET

Current organizations using the Cloud expect to spend 53.7% of their IT budget in the Cloud in 24 months. The Cloud software market is expected to surpass \$75 billion by 2017 with a 5-year compound annual growth rate of 22%.



"According to IDC analysts and buyer perception, Cisco is an IDC MarketScape 'Global Leader' for cloud support services."

Cisco brings people, processes, and technologies together to help customers accelerate datacenter and cloud transformation. Cisco's methodology for customer-centric engagement assists in cloud transformation by:



- Aligning IT strategies with business goals
- Improving operational efficiency and reducing costs
- Enhancing application efficiency and availability
- Creating an agile and resilient foundation for business
- Enabling new business models

Source: IDC MarketScape: Worldwide Datacenter Hardware Support Services 2013 Vendor Assessment