

Connected future: How cloud drives business innovation

TCS Global Cloud Study: Continental Europe



In the past, cost and optimization benefits led cloud adoption. Today, cloud is not merely a technology to adopt, but a strategy for business transformation and growth itself.

To what extent are European organizations using cloud to drive innovation?

What the research found

The majority of respondents have confidence in cloud.



Of European respondents say **cloud is a long-term investment** and they intend to stay the course

Innovation investments heavily favor data-intensive technologies fueled by cloud



Of respondents say they increased investments in artificial intelligence in the past 1 – 2 years



Say they plan to invest in artificial intelligence in the next 1 – 2 years

But innovation must be in line with overall business objectives

27%



Say they **over-invested** in cloud in the past three years

21%



Say they **under-invested** in cloud in the past three years

What's driving the move to industry clouds?



Of European respondents say they are currently adopting industry clouds or have already done so



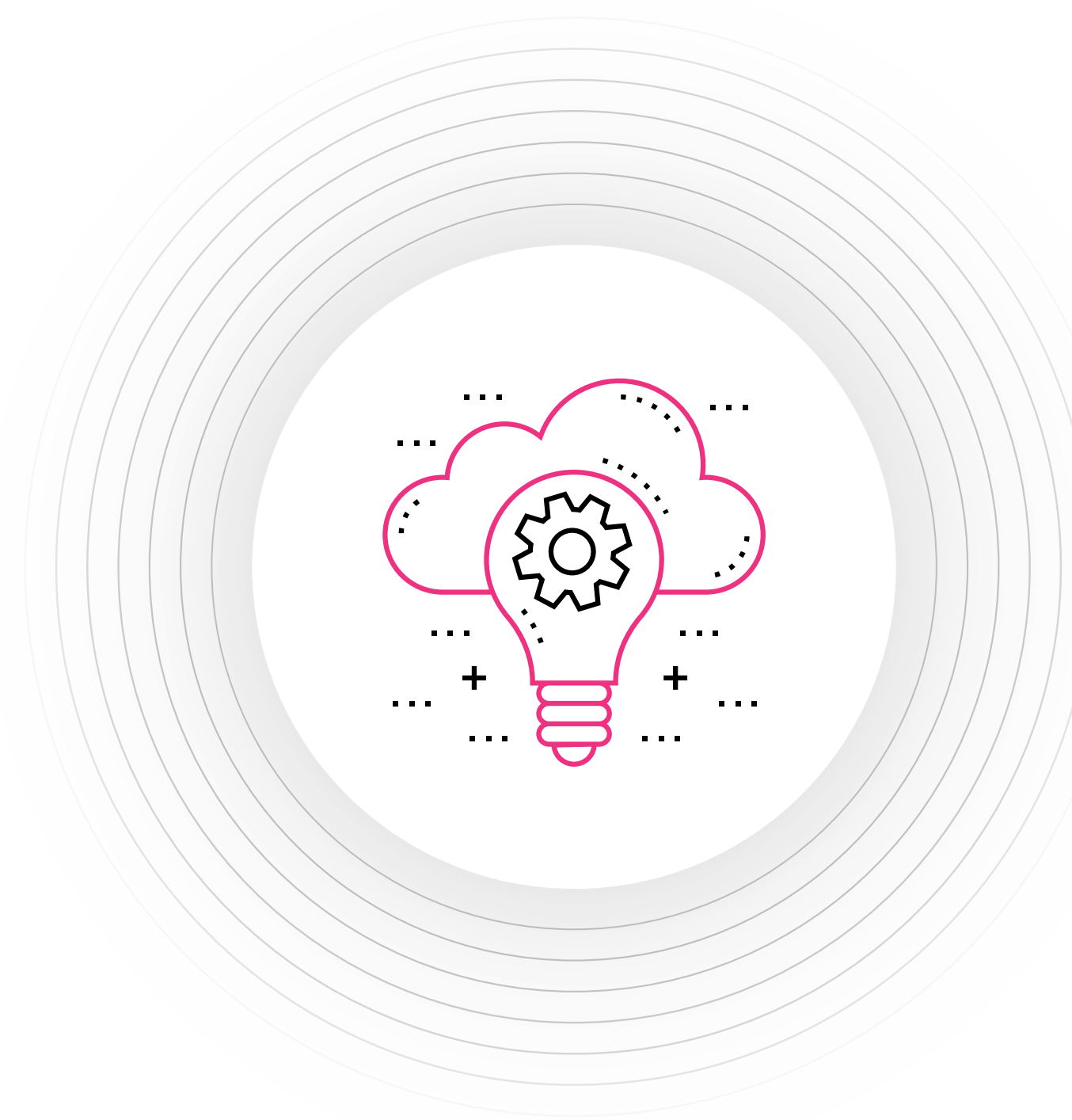
Are currently assessing requirements

#1

European respondents ranked "**Most efficient path from heavily customized legacy ERP systems**" as the top reason for adopting industry clouds

Are you realizing the true potential of cloud to drive innovation?

Discover more insights from the TCS Global Cloud Study



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