

# Connected future: How cloud drives business innovation

TCS Global Cloud Study



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 organizations using cloud to drive innovation?

To find out, we surveyed around 1,000 global senior leaders across multiple industries on their current cloud outlook and their priorities for investment and improvement.

### What the research found

The majority of respondents confirm cloud's role in innovation.



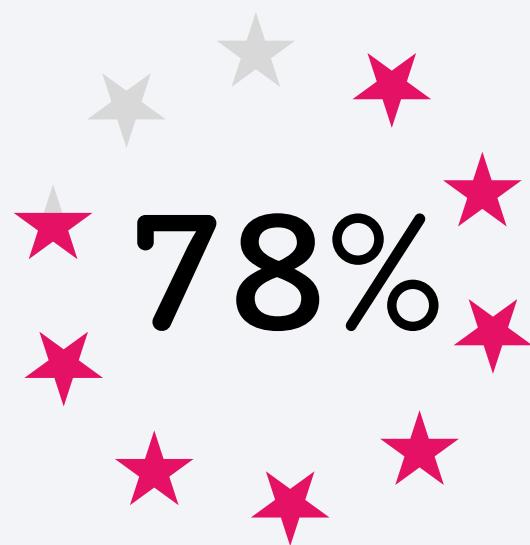
Of respondents say **cloud is crucial** to their organization's future as a **catalyst for innovation**

Innovation investments heavily favor data-intensive technologies fueled by cloud

But innovation must be in line with overall business objectives

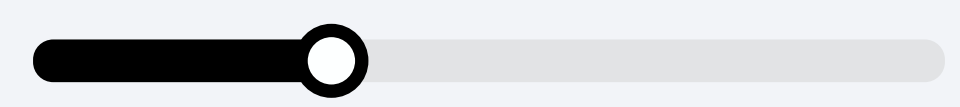


Of respondents say they increased investments in artificial intelligence in the past 1 – 2 years



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

36%

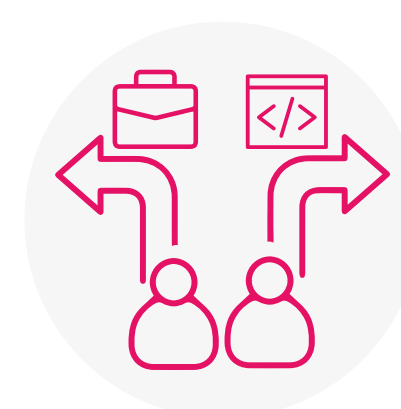


Say they **over-invested** in cloud in the past three years

### Which stakeholders are making the decisions?

2/3

Of respondents say the **decision-making and ownership** of cloud transformations is currently led by **IT only or mostly IT roles**



But the largest percentage of respondents say they prefer an **even split between business and IT leaders**

### What's driving the move to industry clouds?

34%

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

39%

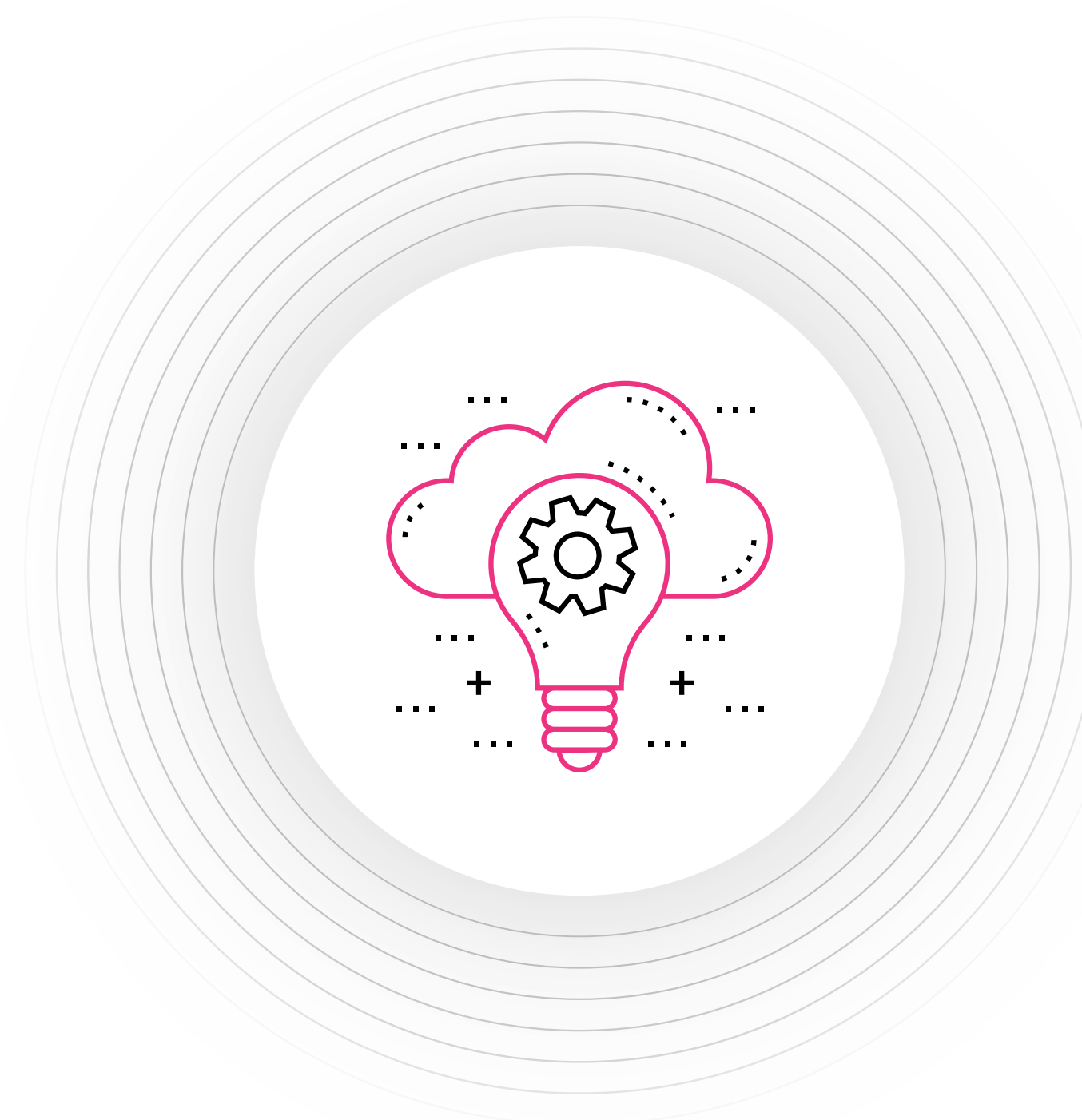
Are currently assessing requirements

#1

Respondents ranked "**embedded subject matter expertise and best practices**" 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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