

Connected future: How cloud drives business innovation

TCS Global Cloud Study: North America



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 North American organizations using cloud to drive innovation?

What the research found

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



Of North American 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



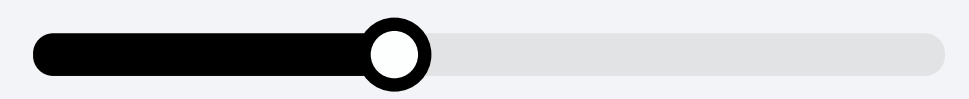
Of respondents say they increased investments in artificial intelligence in the past 1 – 2 years



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

But innovation must be in line with overall business objectives

40%



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

Cloud's role in sustainability



73%

of North American respondents say cloud technologies have helped their organizations achieve sustainability goals



60%

are using cloud to track air and water quality management

What's driving the move to industry clouds?



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



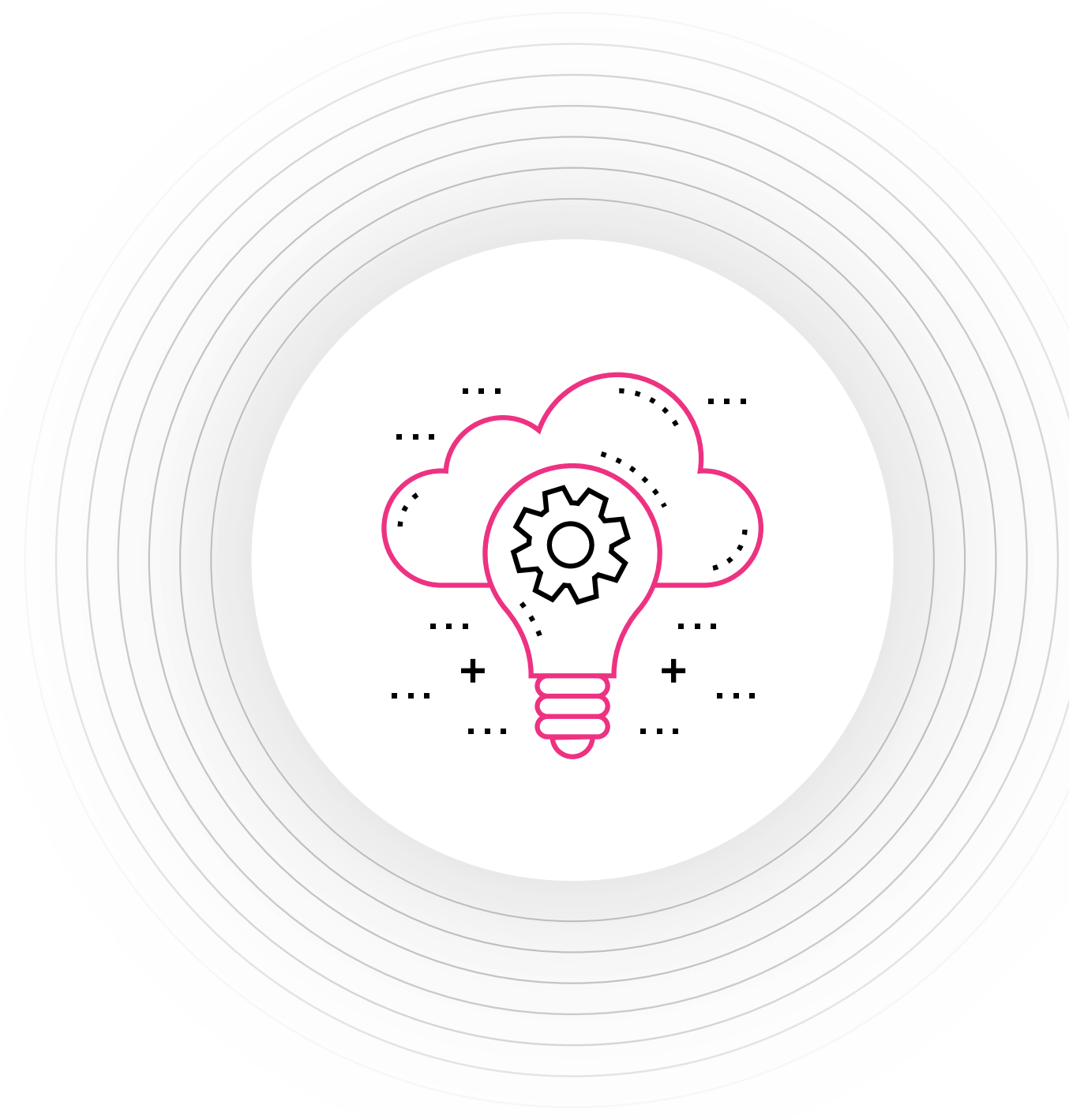
Are currently assessing requirements

#1

North American 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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