

# 2023 CLOUD COMPLEXITY REPORT



NetApp explored how technology decision makers around the globe are navigating the complexity of using multiple cloud environments, including the challenges and the best practices that enable businesses to thrive in this new reality.

## CLOUD COMPLEXITY REACHES A TIPPING POINT

# 98%

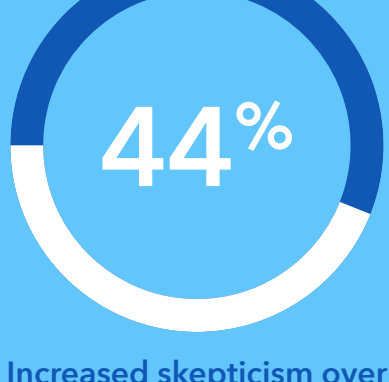
of global tech executives report their business has been impacted by increasing complexity of data across the cloud and these business impacts are multiple and diverse in nature



## TOP BUSINESS IMPACTS OF MANAGING INCREASING COMPLEXITY OF DATA ACROSS CLOUD OR MULTICLOUD ENVIRONMENTS



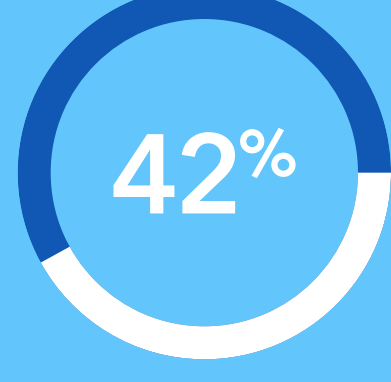
Increased cybersecurity risk



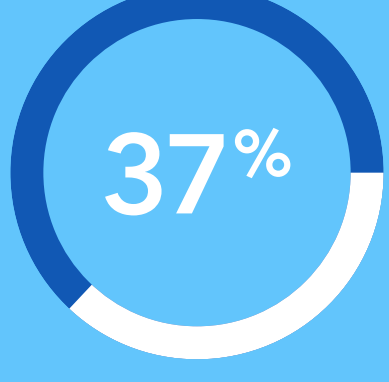
Increased skepticism over cloud from leadership



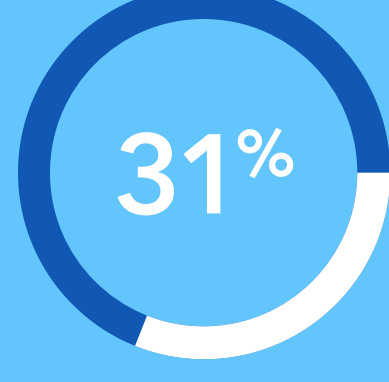
Staff not taking full advantage of business applications



Lack of visibility into business operations

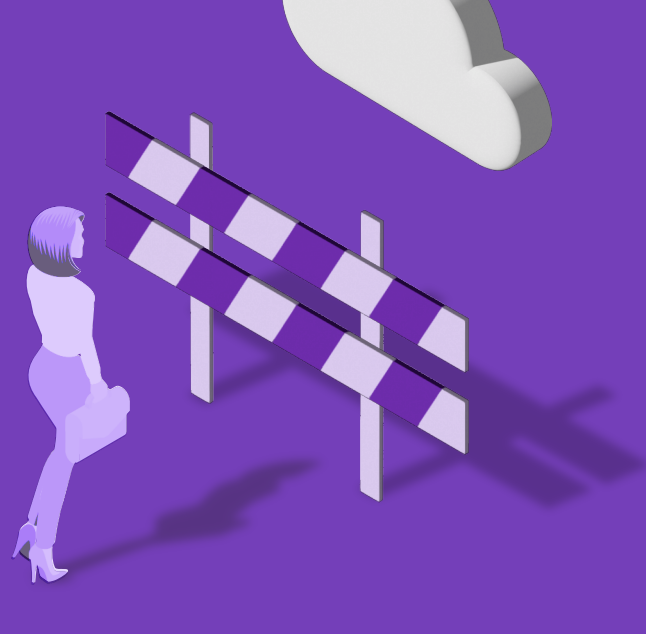


Going overbudget



Burning out staff

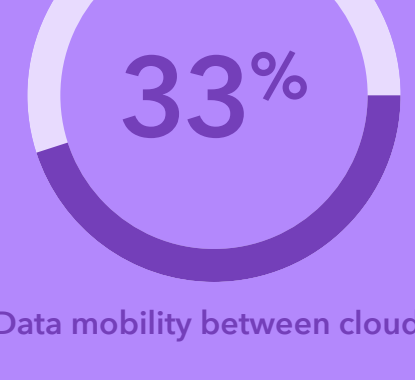
## TECHNICAL AND ORGANIZATIONAL BARRIERS ADD TO THE CLOUD COMPLEXITY DILEMMA



### TECHNICAL

# 88%

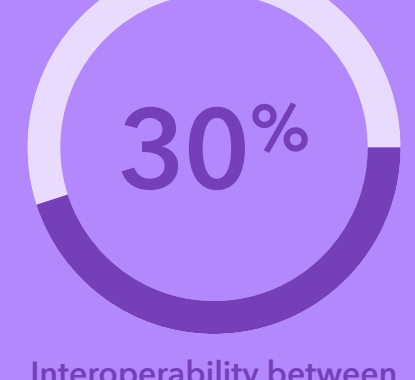
Most tech executives cite technical challenges of working across cloud environments



Data mobility between clouds



Security & addressing risks



Interoperability between cloud services

### ORGANIZATIONAL

# 50%

Half of tech executives report challenges at the leadership level



Having a clear vision for cloud strategy



Establishing the right level of governance



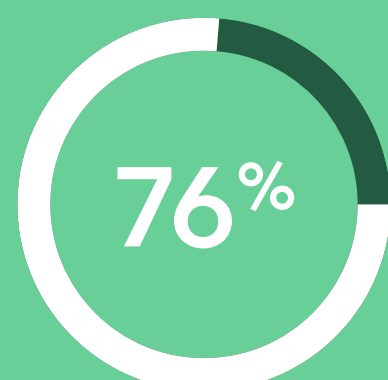
Managing costs

LEADERSHIP

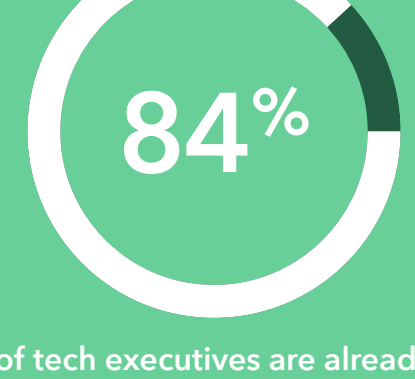
TECH  
EXECUTIVES

## TENSION INCREASES BETWEEN TECH EXECUTIVES AND LEADERSHIP AROUND CLOUD ROI

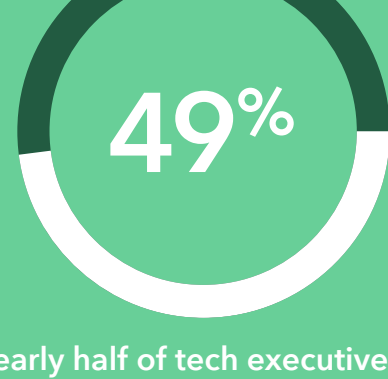
Tech executives report increased pressure and skepticism from leadership around cloud ROI



of tech executives report their CFO or other business leaders are somewhat to extremely skeptical of seeing cost savings



of tech executives are already expected to show returns or are under pressure to show short-term progress



Nearly half of tech executives report that when cloud strategy discussions happen, cost concerns come up often or all the time

## KEY DRIVERS THAT CONTINUE TO MAKE CLOUD ESSENTIAL

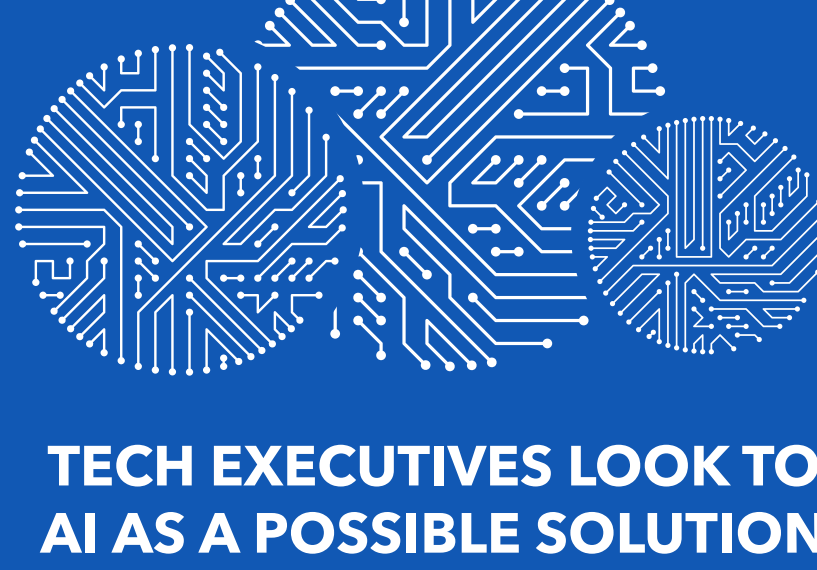
Cloud strategy is driven by data sovereignty requirements and ESG outcomes



say their multi-cloud strategy is driven by data sovereignty requirements



say cloud strategy is very or extremely important to ESG outcomes



## TECH EXECUTIVES LOOK TO AI AS A POSSIBLE SOLUTION

AI is supporting cloud deployments, and this trend continues to increase. AI is also seen as critical to driving multi business benefits.

# 37%

By 2023, 37% of executives report that half or more of their cloud deployments will be supported by AI-driven applications

# 59%

By 2030, 59% of executives report that half or more of their cloud deployments will be supported by AI-driven applications

## TOP BENEFITS OF USING ARTIFICIAL INTELLIGENCE IN YOUR ORGANIZATION



40% Greater security & risk assessment



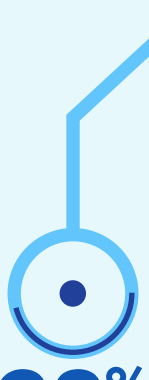
38% Improved customer experience



37% Increase production rate



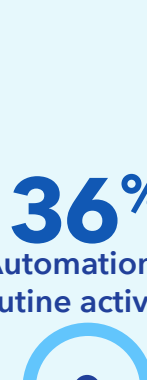
30% Outcome prediction



38% Boost database query accuracy



38% Product development

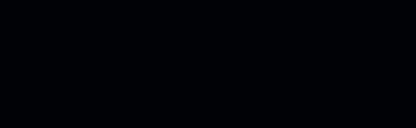


36% Automation of routine activities



33% Closing the skills gap

NetApp partnered with Wakefield Research to conduct a quantitative research study during November 2022, among 1,300 tech and data executives at businesses in 9 markets: US, EMEA (France, Germany, Spain, the UK), and APAC (India, Japan, Singapore, and Australia/New Zealand). At the time of completion, all participants held positions that were classified as "director-level and above" and worked across IT, IT infrastructure, cloud infrastructure and data engineering departments.



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