



# **IP EXPO Corporate Cloud Survey 2011**

**Arthur Goldstuck**

(Twitter: @art2gee)

**IPEXPO, 15 November 2011**

(Twitter: #IPEXPOSA @ipexposa)

# About World Wide Worx

## Research

- ❑ Conducts primary research into IT and telecoms, Internet, mobile technologies, technology in business strategy, and SME success factors

## Key projects

- ❑ Internet Access in SA
- ❑ Social media, retail and banking in SA
- ❑ Mobility – consumers, corporates, SMEs
- ❑ SME Survey: largest annual survey of its kind
- ❑ Webagility - benchmarking web sites

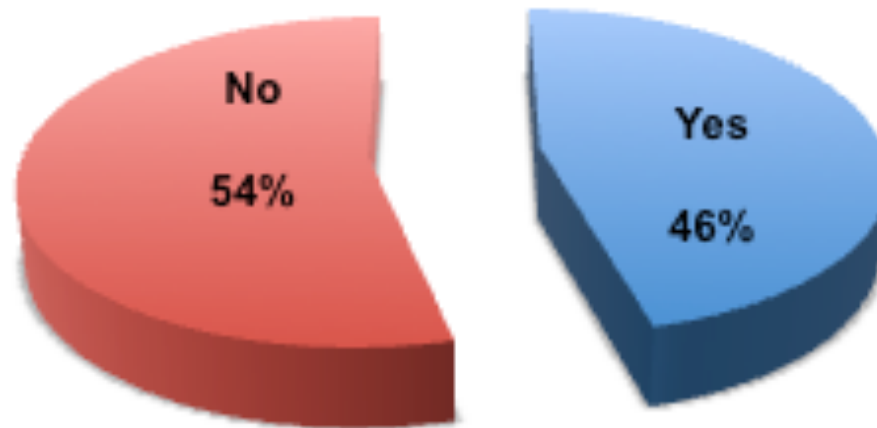
## Publishing

- ❑ Gadget.co.za, MSN Tech, The Big Change

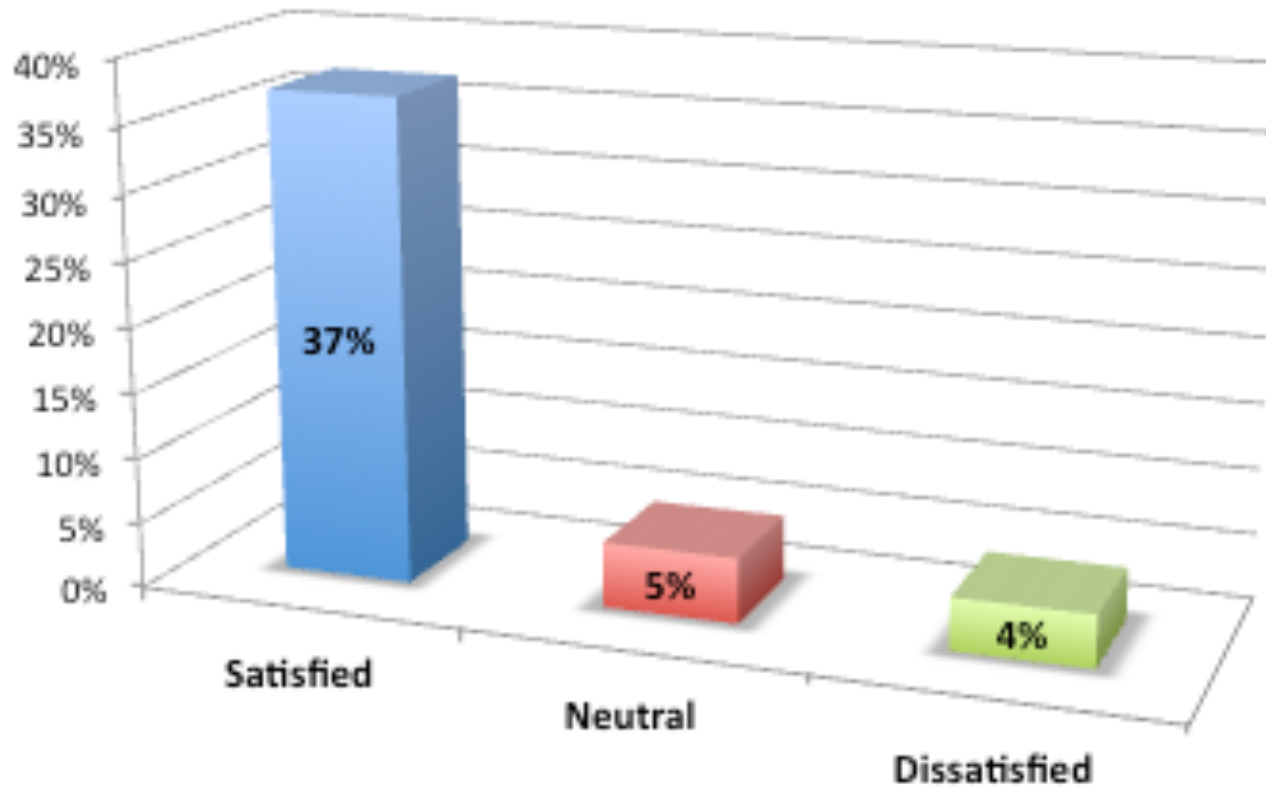
# The Survey

- 100 JSE listed corporations
- Employing more than 200 staff
- Telephonic interviews
- IT decision-maker

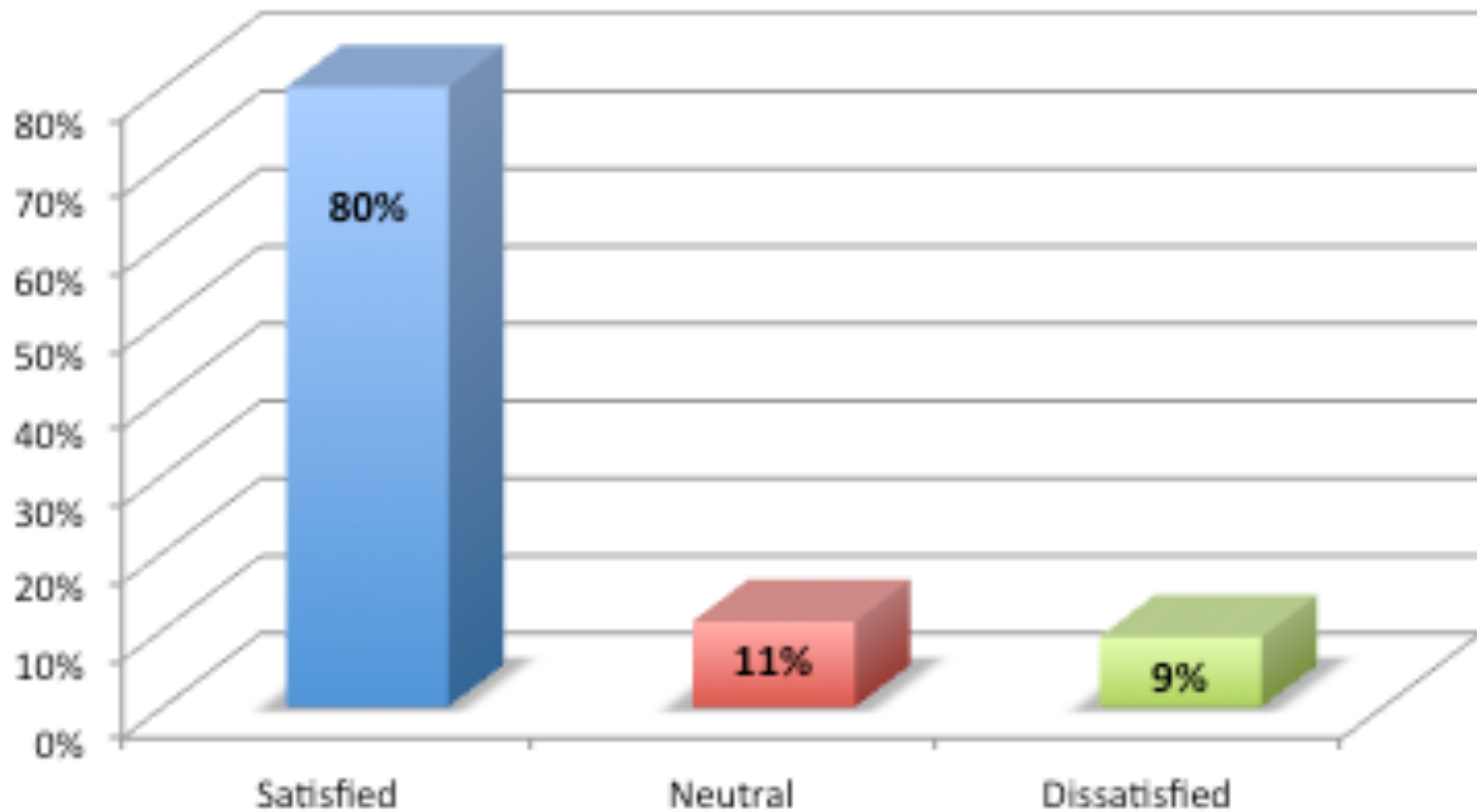
## SA corporations using Cloud Computing in 2011



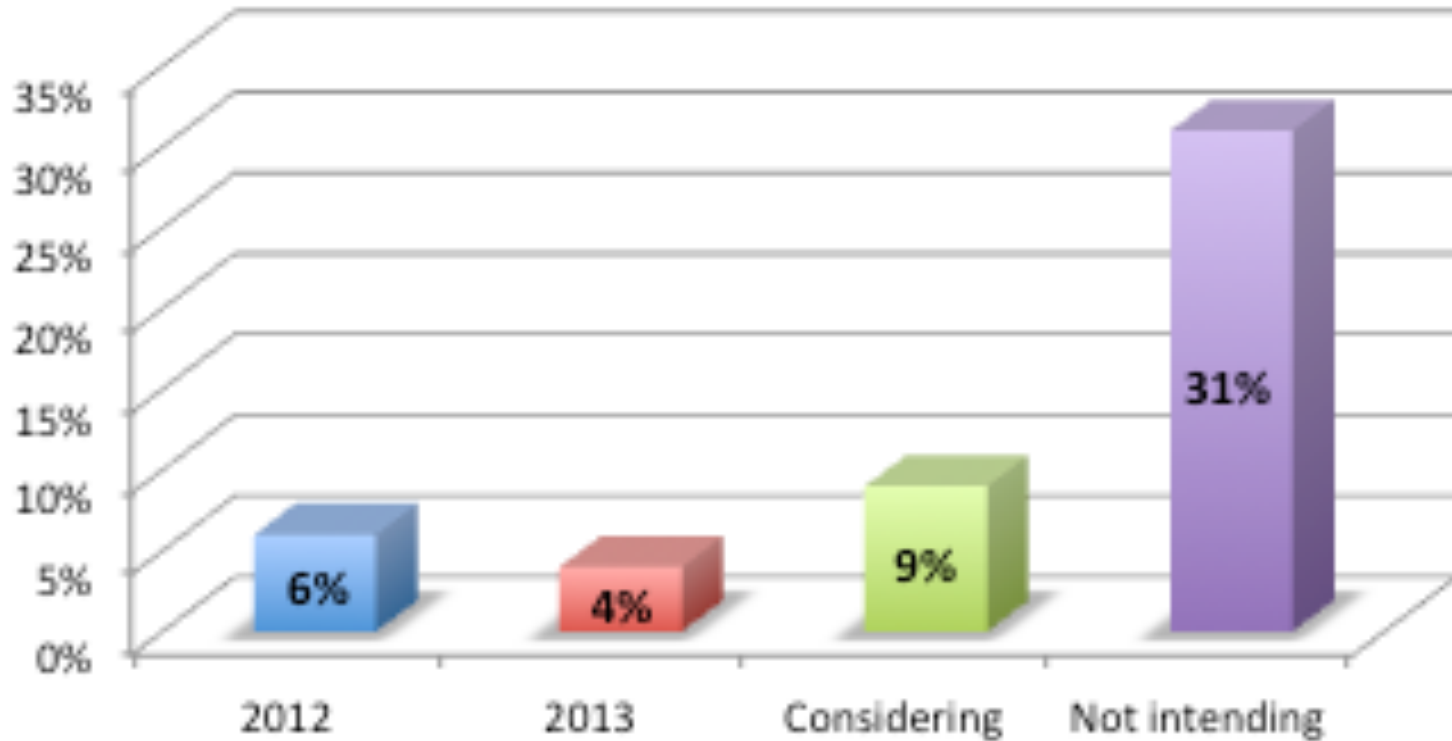
## Satisfactor with Cloud Computing



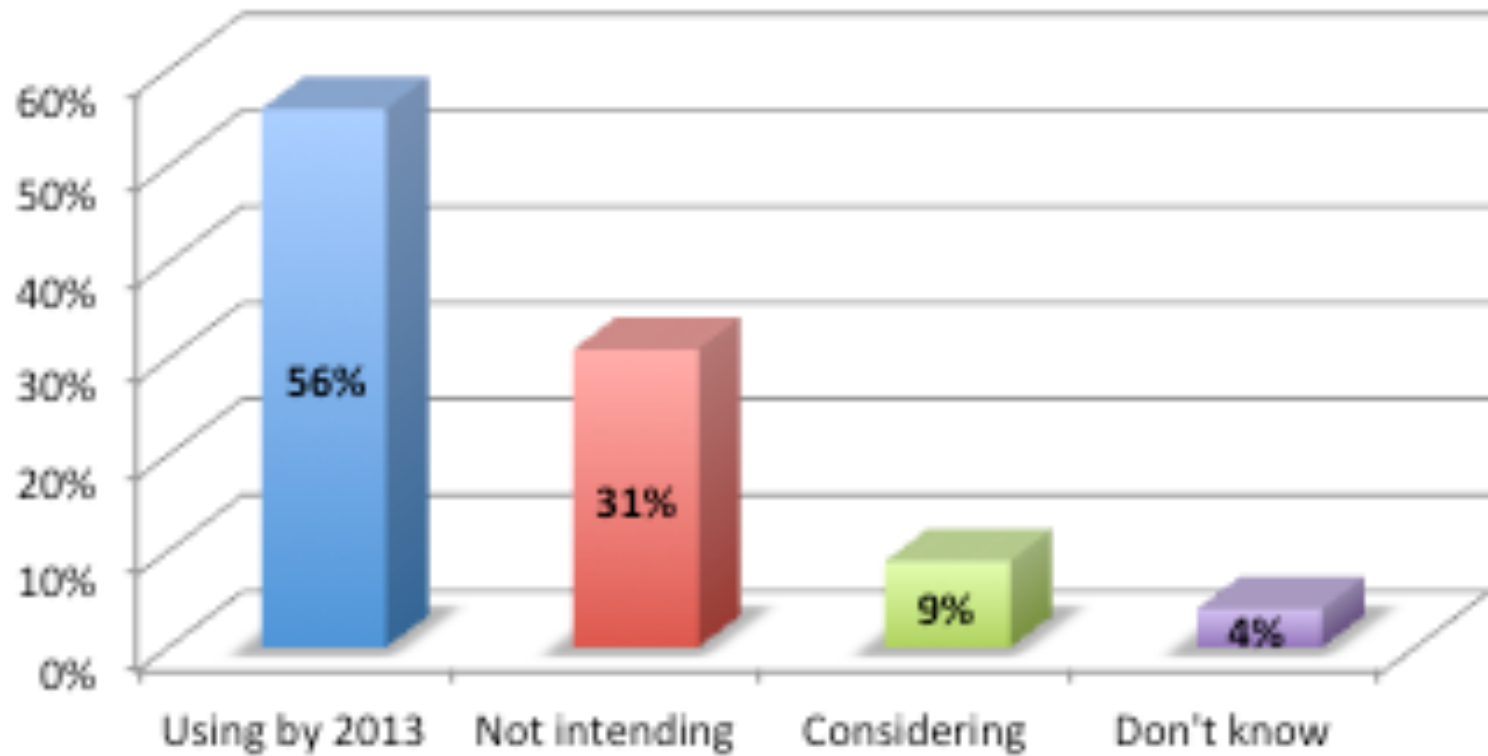
## Satisfaction among those using Cloud



## Intending to use Cloud Computing

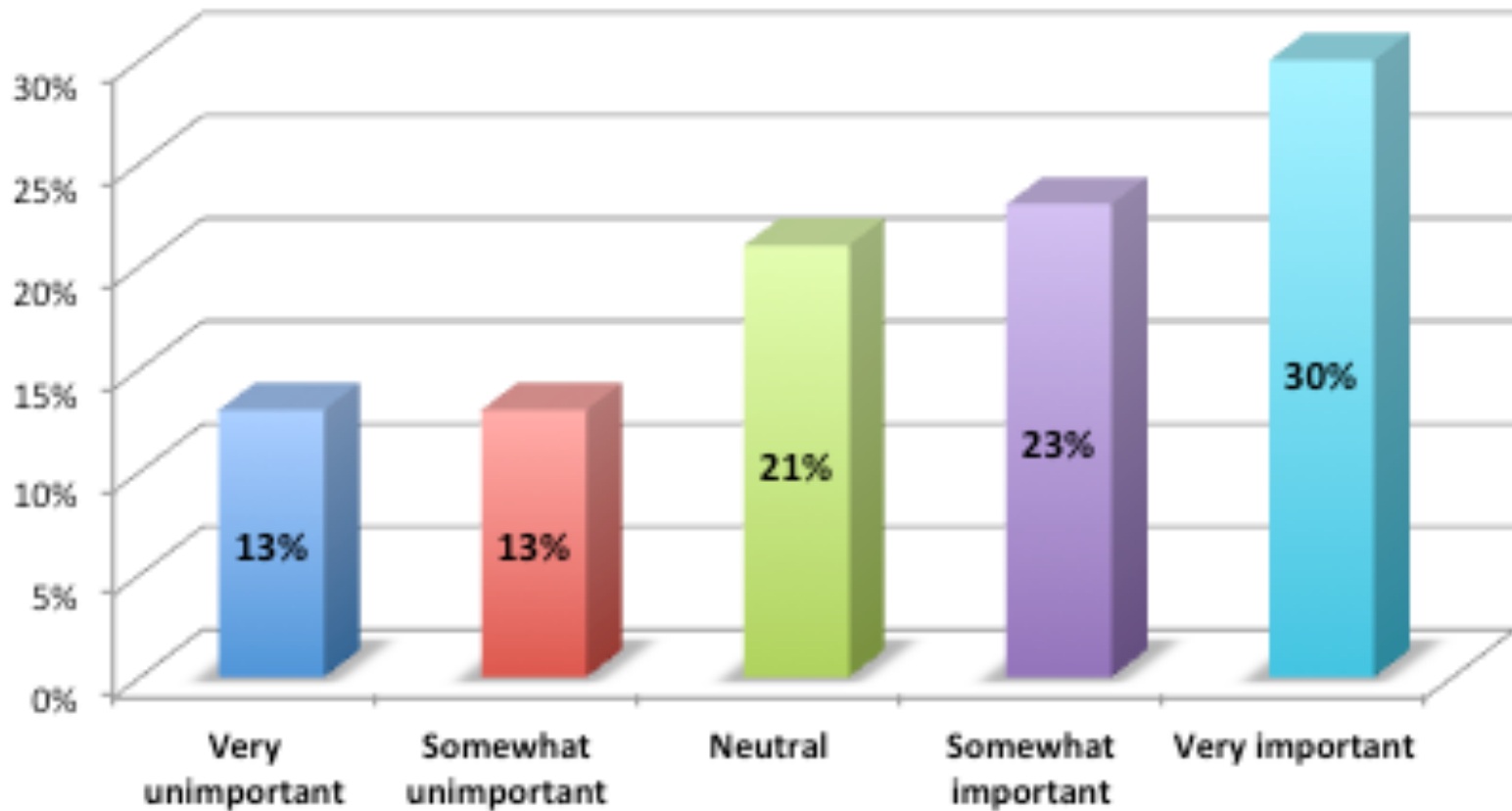


## Using Cloud Computing by 2013





## Importance of Cloud Computing



**No herd  
mentality in the  
Corporate Cloud**

**IT decision-  
makers are  
outside their  
comfort zone**

**But after careful  
consideration,  
they adopt what  
works for them**

**Very little  
awareness of  
definitions**

**Only 12% define  
type of Cloud in  
use** (Private, Public, Hybrid)

**Those who don't  
intend to use it:**

- 1. Don't see benefit**
- 2. Don't understand it**
- 3. Are nervous**

**Cloud adoption  
will depend on:**

**1. Education**

**2. Business case**



# Thank you

**Arthur Goldstuck**

**(011) 7827003**

**arthur@worldwideworx.com**

**www.worldwideworx.com**

**Twitter: art2gee**