

# LEADERS IN THE CLOUD

Identifying the Business  
Value of Cloud Computing  
for Customers and Vendors

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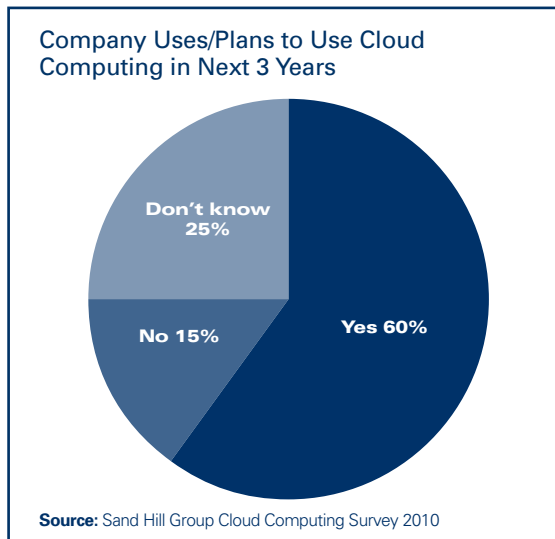
**MARCH 2010**

# Survey Findings:

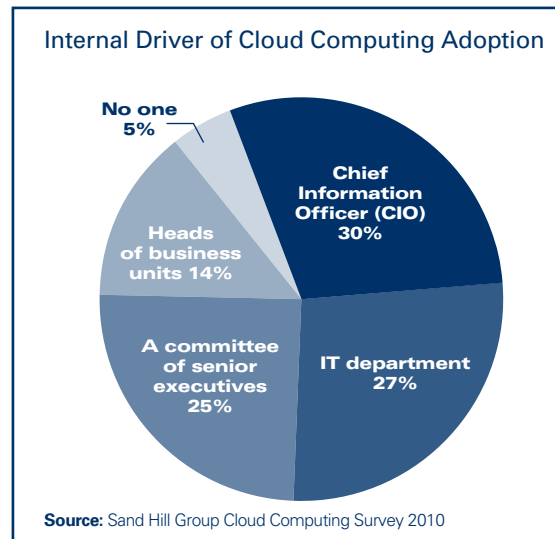
The Sand Hill Group's new study "Leaders in the Cloud" conducted in-depth interviews with forty CIOs and tech leaders and surveyed more than 500 IT executives. The combination of these two research efforts provides unparalleled insight into customer perceptions of cloud computing, current and planned cloud initiatives, adoption drivers, business and technological benefits. The following pages contain a summary of selected findings from the survey of IT executives.

The "Leaders in the Cloud" report also contains more than a dozen use cases from a diverse group of industries which demonstrate the real business value being achieved, as well as the latest best practices and lessons learned from real-world cloud projects. To find out more information and/or purchase the report, visit <http://www.sandhill.com/research>.

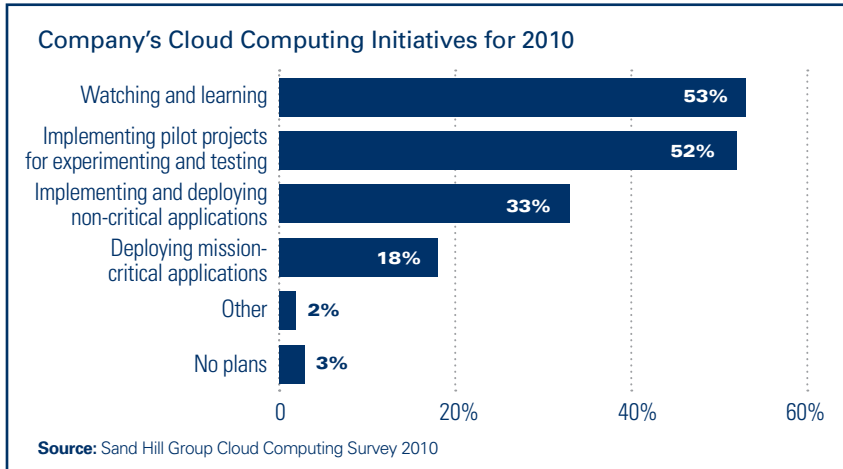
## Does your company use or plan to use cloud computing in the next three years?



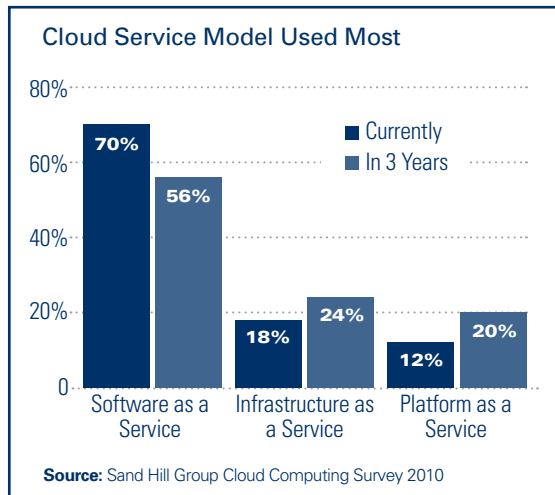
## Who, if anyone, is driving the adoption of cloud computing in your business?



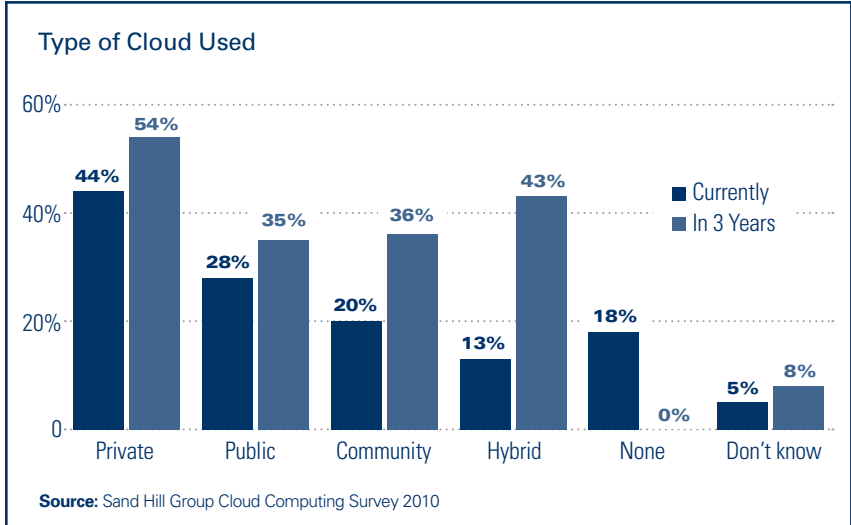
**How, if at all, are you using or evaluating cloud computing in your organization in 2010?**



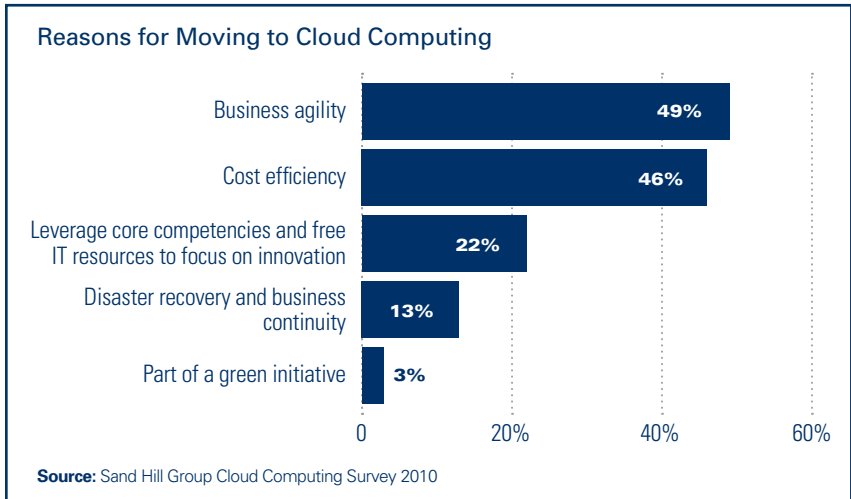
**Which, if any, of the following cloud service models does your company use the most? (SaaS, PaaS, IaaS)**



**Which, if any, of the following deployment models is your company using? (Community, Hybrid, private, public)**



**What are your company's the most important reason for moving to cloud computing?**



**Which of the following titles best describes your role?**

Survey Respondent Profile

Title/Position	Percent of Respondents
Board member/CEO	14%
CIO/CTO	13%
Other C-level executive	6%
Senior IT executive	18%
Other senior executive	10%
IT manager	7%
Other manager	6%
Staff	6%
Consultant	15%
Other	5%

**Which of the following ranges best describes your company's annual revenue? (Select one)**

Company Revenue	Percent of Respondents
\$10 billion or more	12%
\$1-\$9 billion	19%
\$250 - \$999 million	13%
\$10 - \$250 million	24%
Less than \$10 million	32%

**Which of the following industries most accurately describes the majority of your organization's business?**

High technology	27%
Financial services	19%
Manufacturing	10%
Health care, pharmaceuticals	7%
Government	6%
Telecommunications	5%
Energy	4%
Consumer packaged goods	4%
Retail	4%
Arts and entertainment	3%
Construction	2%
Transportation	2%
Other	6%

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**Gary S. Washington**- Policy Lead, Cloud Computing,  
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With more than 20 years of experience in the tech industry, Kamesh specializes in bringing cutting-edge technology products to market, security and quality consulting and operations. He has held global VP and Director of Engineering and Quality positions at Apani Networks, Solidworks, and Pegasystems. He has brought to market several leading technology products in Enterprise Security, 3D-CAD, High-Transaction websites, and Enterprise BPM. Kamesh has consulted on Technology, Security, and Quality strategies at Fortune 1000 companies including GE, GM, Motorola, HP, Microsoft, NASD, Sun Microsystems and Siemens. He holds a MS in Computer Science and Automation from the Indian Institute of Science and a BS in Electronics and Communications Engineering from JNT University, Hyderabad. Contact Kamesh at [kamesh@sandhill.com](mailto:kamesh@sandhill.com).

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M.R. co-founded Sand Hill Group LLC ([www.sandhill.com](http://www.sandhill.com)), and has been a strategic advisor to fast-growing companies such as Aspect Development and i2 Technologies. He has held global VP marketing positions at Baan Company, Avalon Software, and Oracle Corporation. M.R. was profiled on the front page of the Wall Street Journal and was named to Forbes' "Midas 100 List" as one of the most influential investors in technology. He holds an MBA from Kent State University and a bachelor's degree from the University of Madras.

### About Sand Hill Group

Sand Hill Group provides strategic management, investment and marketing services to emerging market leaders. Sand Hill Group is best known for its work in the \$600-billion software and services market. As founder of the "Enterprise" and "Software" conference series, Sand Hill Group has been credited with uniting the software business ecosystem of executives, entrepreneurs, investors and professionals. The firm is also the publisher of SandHill.com, the premier online destination for strategic information on the software business. The site and its newsletters are read by thousands of top software industry executives every week. Sand Hill Group also funds primary research into key technology and business model trends that impact the software business. Find out more at [www.sandhill.com](http://www.sandhill.com).

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