

Proactivity Drives Cloud Initiatives Towards a Digital Economy

Business after COVID

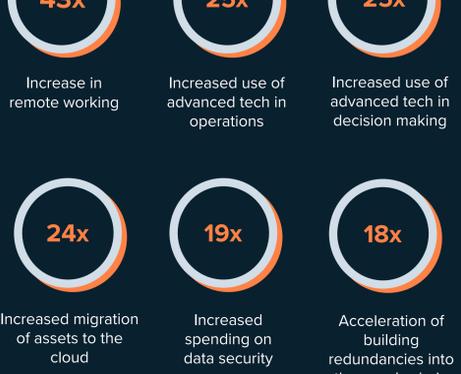
The crisis has accelerated the digitisation of customer interactions by several years.



Global Acceleration: 3 years

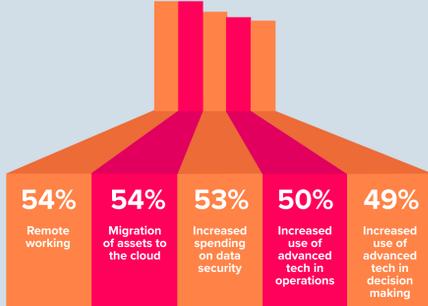
APAC Acceleration: 4 years

To respond to a range of COVID-19-related challenges, companies reacted much more quickly than they thought possible before the crisis.



The largest shifts during the pandemic are most likely to stick

Experimentation with and investment in digital technologies played a key role in helping companies navigate successfully through the crisis

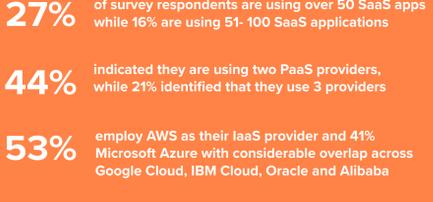


Source: How COVID-19 has pushed companies over the technology tipping point—and transformed business forever, McKinsey & Company

Cloud consumption is on the rise



Organisations are using multiple providers for infrastructure as a service (IaaS)



53% employ AWS as their IaaS provider and 41% Microsoft Azure with considerable overlap across Google Cloud, IBM Cloud, Oracle and Alibaba

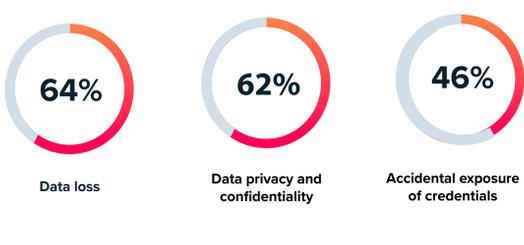
Source: Thales Group Thales Data Threat Report 2021

...but cloud security remains a key issue for organisations

While cloud providers offer increasingly robust security measures as part of their cloud services, it is the customer who is ultimately responsible for securing their workloads in the cloud.



The most significant cloud security challenges



Source: Cloud Security Report 2021, Cybersecurity Insiders

Multi-factor Authentication

plays a key role in providing strong access security!

Adoption rates:



Business use cases:



Cloud VS On-premise

In addition, MFA was utilised more often by users of cloud applications than those on-premises, and more cloud-based applications were protected by MFA than those that were hosted on-premises.

Source: Thales Group 2021 Thales Access Management Index

Head(aches) in the cloud...

Q: What are your biggest operational, day-to-day headaches trying to protect cloud workloads?



Q: What are the biggest barriers holding back cloud adoption in your organisation?



Source: Cloud Security Report 2021, Cybersecurity Insiders

Technology has come a long way

...but the reality is that most internal IT services aren't equipped to keep up with the pace of innovation. As a result, many organisations find their IT to be reactive rather than proactive, and that their systems struggle to keep up with the demands of a growing business in a digital world.

The global demand for managed services has grown exponentially in recent years.



Source: The Importance of Managed Services: 8 Reasons to Partner With an MSP