

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%

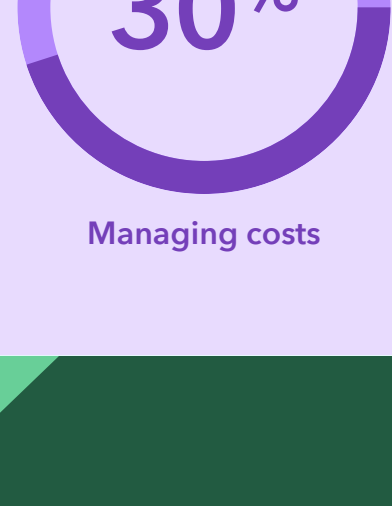
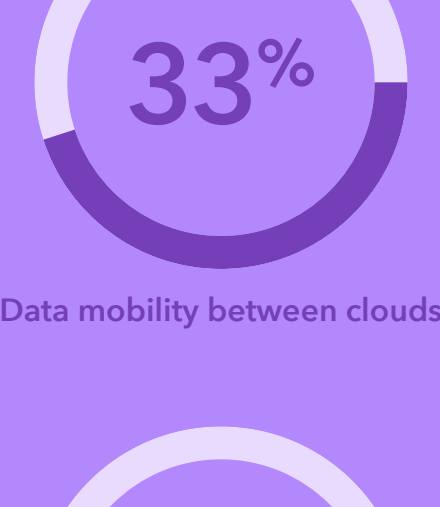
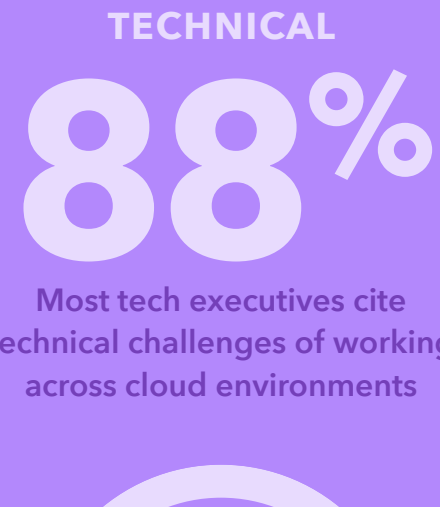
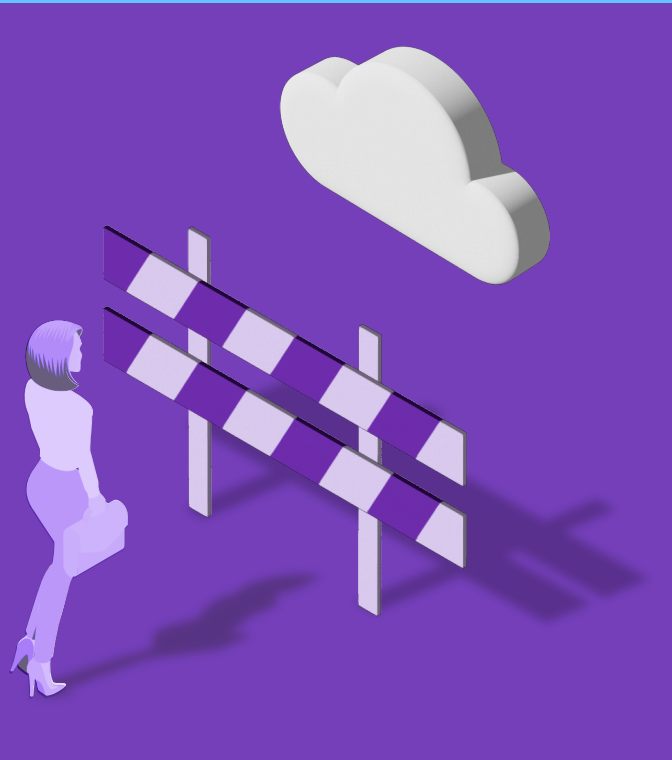
of global tech executives report their business has been impacted by increasing complexity of data across the cloud and these business impacts are multiple and diverse in nature



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



TECHNICAL AND ORGANIZATIONAL BARRIERS ADD TO THE CLOUD COMPLEXITY DILEMMA



LEADERSHIP

TECH EXECUTIVES

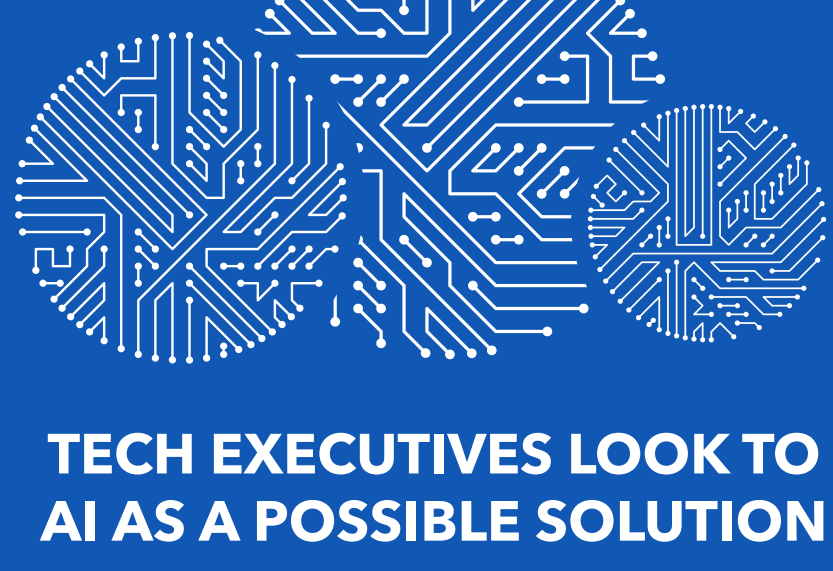
TENSION INCREASES BETWEEN TECH EXECUTIVES AND LEADERSHIP AROUND CLOUD ROI

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



KEY DRIVERS THAT CONTINUE TO MAKE CLOUD ESSENTIAL

Cloud strategy is driven by data sovereignty requirements and ESG outcomes

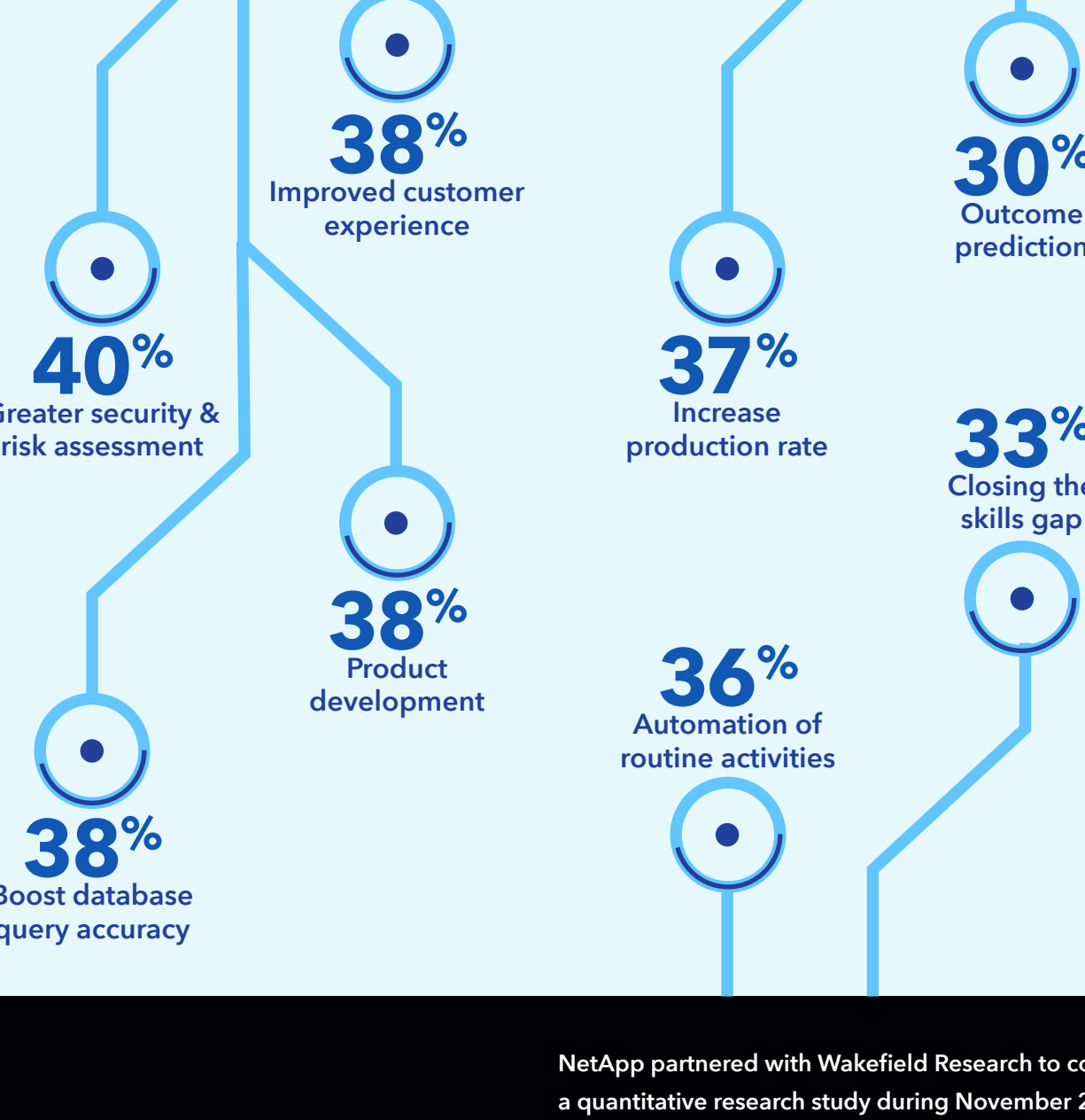


TECH EXECUTIVES LOOK TO AI AS A POSSIBLE SOLUTION

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



TOP BENEFITS OF USING ARTIFICIAL INTELLIGENCE IN YOUR ORGANIZATION



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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