2023 **CLOUD** COMPLEXITY REPORT

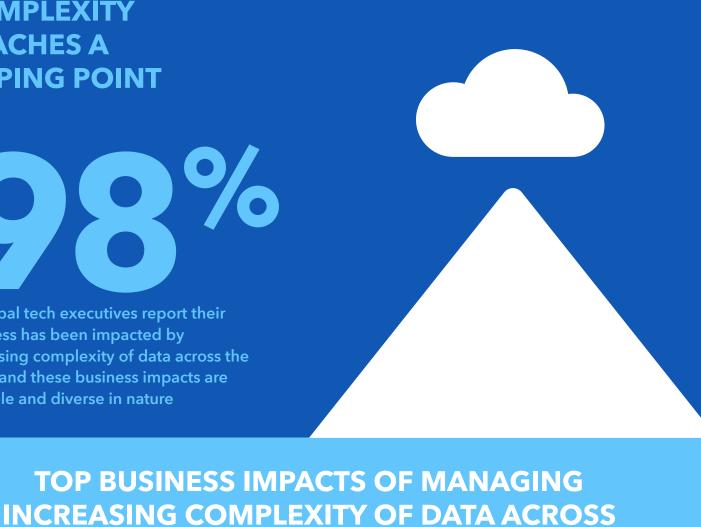
NetApp explored how technology decision makers around the globe are navigating the complexity of using multiple cloud environments, including the challenges and the best practices that enable businesses to thrive in this new reality.

COMPLEXITY REACHES A TIPPING POINT

CLOUD

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



CLOUD OR MULTICLOUD ENVIRONMENTS









TECHNICAL AND ORGANIZATIONAL



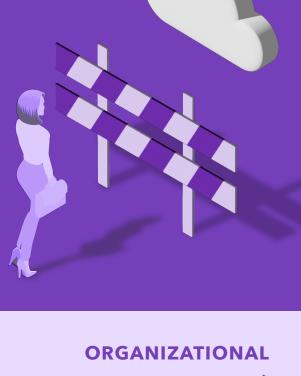


DILEMMA

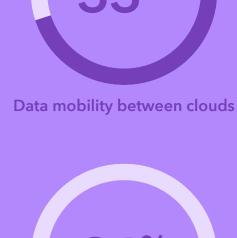
TECHNICAL

BARRIERS ADD TO THE

CLOUD COMPLEXITY



Most tech executives cite technical challenges of working across cloud environments





Interoperability between

cloud services

Half of tech executives report challenges at the leadership level



Establishing the right level of governance



of tech executives report

their CFO or other business

leaders are somewhat to extremely skeptical of seeing cost savings

TENSION INCREASES

LEADERSHIP

TECH **EXECUTIVES**



of tech executives are already expected to show returns on

their cloud investments 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

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

TECH EXECUTIVES LOOK TO AI AS A POSSIBLE SOLUTION Al is supporting cloud deployments, and this trend continues to increase. Al is also seen as critical to driving multi business benefits.

By 2023, 37% of executives report that half

or more of their cloud deployments will be

supported by Al-driven applications

say cloud strategy is very or extremely important to ESG outcomes

or all the time

By 2030, 59% of executives report that half

or more of their cloud deployments will be

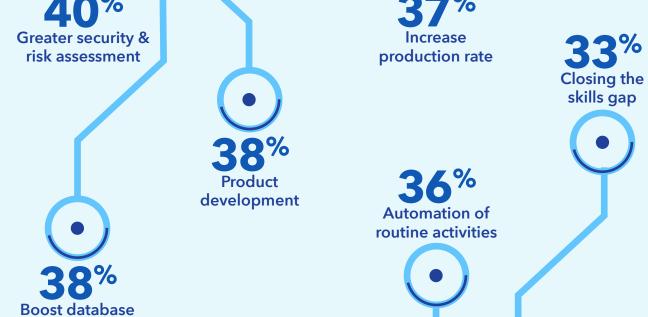
supported by Al-driven applications

prediction

Improved customer experience

TOP BENEFITS OF USING ARTIFICIAL

INTELLIGENCE IN YOUR ORGANIZATION



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■ NetApp

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query accuracy

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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