

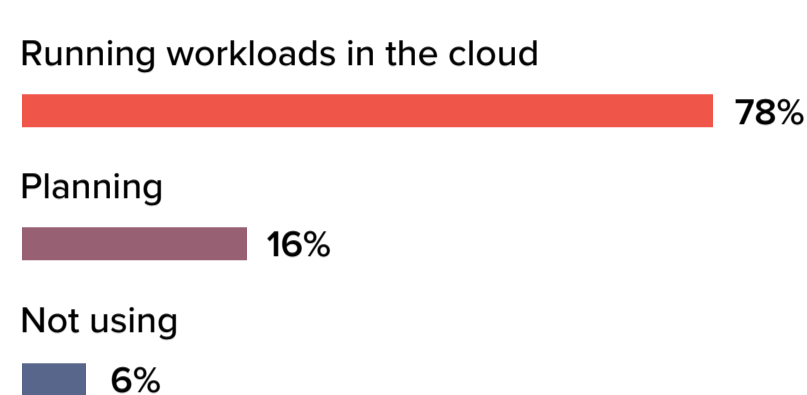
# Key Insights from the Denodo Global Cloud Survey 2021

Denodo Global Cloud Survey 2021 results are out with the leading cloud trends. In 2021, enterprises are embracing a multi-cloud or hybrid cloud configurations that offers the best out of each platform.

## 1 / Cloud Adoption and challenges

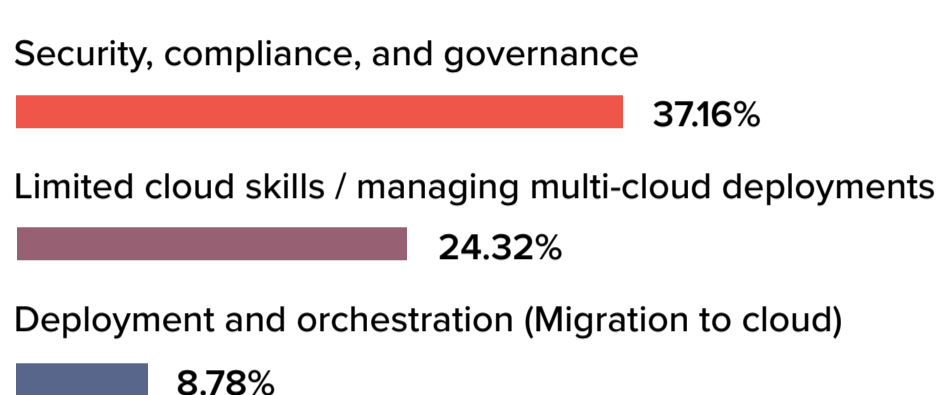
### Cloud Adoption

Even though the number of organizations with some level of cloud adoption remained steady year-over-year, the percentage of organizations that are moving advanced workloads to the cloud has **increased by 25 percent!**



### Cloud Challenges

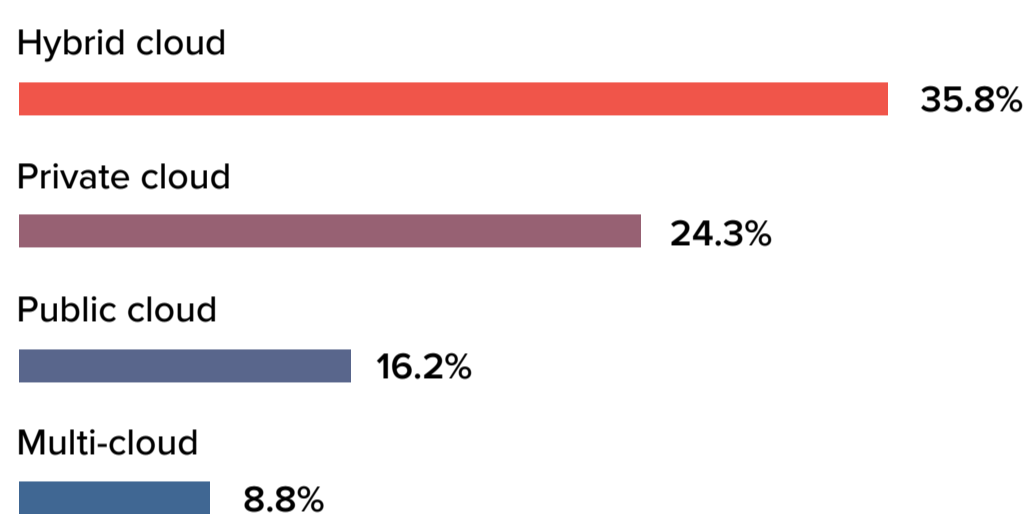
**Security / governance and cloud / multi-cloud** skills still remain the top two challenges for more than 60% of participants.



## 2 / Cloud Deployment and Providers

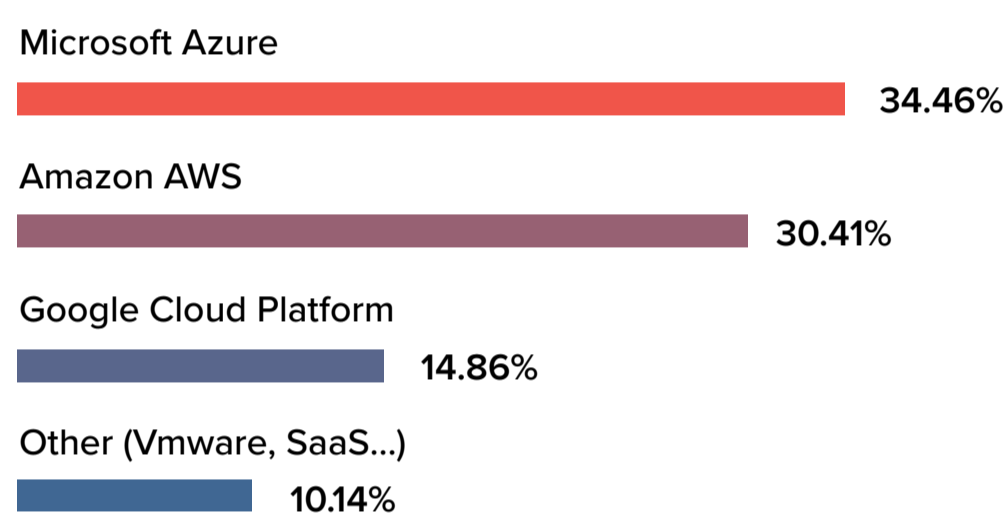
### Cloud Deployment

More than one-third (36%) of participants are leveraging hybrid cloud, while private cloud is still the go-to deployment model for privacy-bound applications or those that **safeguard mission critical operations**.



### Cloud Provider

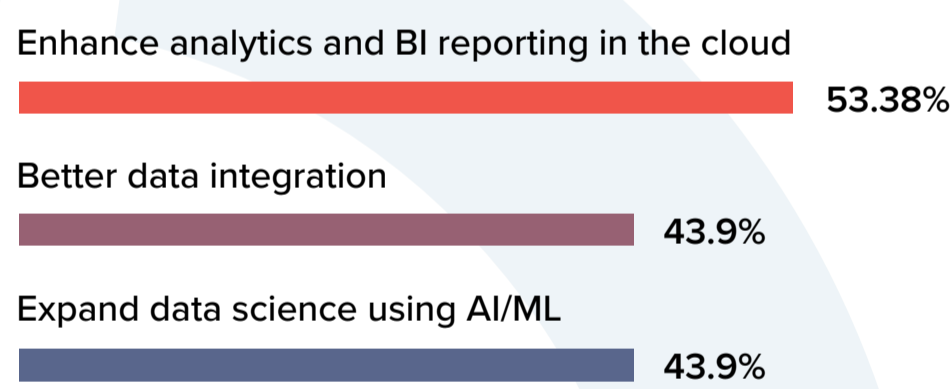
**AWS, Azure and GCP** still hold the lion's share of the cloud market (80 percent combined), while others are slowly growing in market share.



## 3 / Cloud Use Cases and Services

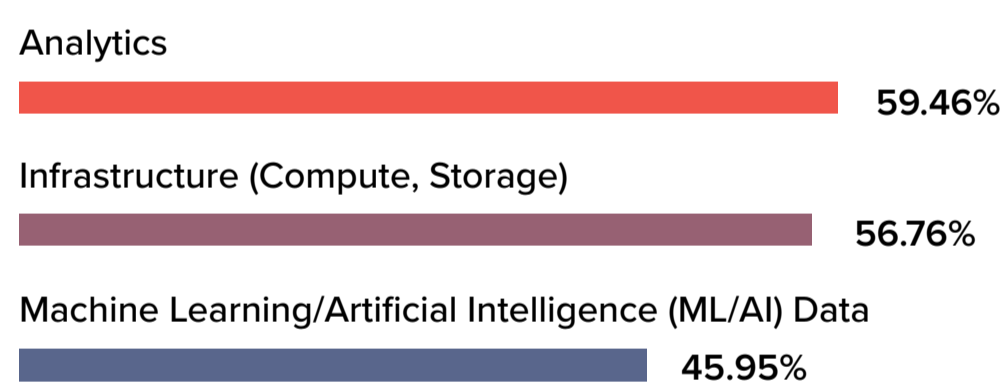
### Top Cloud Initiatives/Use Cases

Enhance analytics and BI reporting in the cloud remains the key use case initiative (54%) and **establishing better data integration techniques to facilitate AI/ML projects** are complementary initiatives of parallel importance.



### Infrastructure and Cloud Services

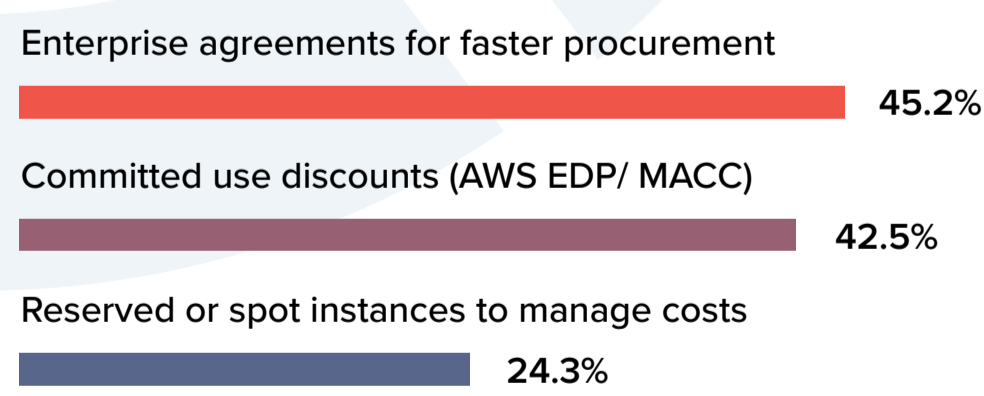
Analytics services (60%) represent the biggest share of investment from a cloud initiative perspective. **Data lakes, DWaaS, and DBaaS** constitute fairly good adoption and usage (close to 40%) when it comes to cloud services.



## 4 / Cloud Marketplaces

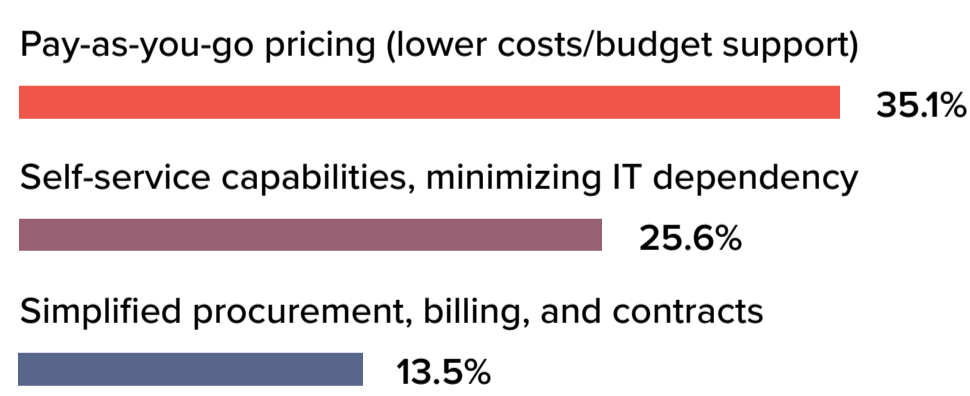
### Cloud vendor benefits

45% of participants see a strong value in leveraging enterprise agreements via marketplaces to **close deals faster**, and a similar percentage value discount programs, which help exploit budgets from a procurement perspective.



### Why Cloud Marketplaces?

Over 35% of participants consider pay-as-you-go pricing as an attractive way to manage their budgets and a way to **start small and grow** at their own pace.



To learn more about the latest cloud trends

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