

CLOUD HOSTING AWARENESS SURVEY

Key Findings

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Key Findings

INTRODUCTION

The purpose of this research was to gain global insight into the perceptions and awareness that small- and medium-sized businesses have about Cloud Hosting. On behalf of Rackspace® Hosting, Vanson Bourne developed this study to better understand how small- and mid-sized companies understand Cloud Hosting, how this new technology can benefit these companies and how they will use Cloud Hosting in the future as part of their hosted IT services.

METHODOLOGY

The methodology for the Rackspace Hosting survey research, which was conducted between mid-October and mid-November of 2008, involved 1,500 US- and UK-based small- and mid-sized companies. Approximately 36 percent of survey recipients responded to the questions.

A FEW RACKSPACE PERSPECTIVES:

Cloud Hosting is a beneficial technology that can be utilized by companies of all sizes and IT budgets; however, current uptake trends position mid-sized businesses as adopting the cloud at a faster pace than small businesses.

- Currently, 14 percent of US mid-sized businesses and 11 percent of UK mid-sized businesses are using Cloud Hosting as part of their IT hosting mix, while only five percent of small business respondents have adopted the trend.
- Less than one-third of small businesses are even considering Cloud Hosting in the future.
- More than half of all mid-sized business respondents have plans to incorporate Cloud Hosting into their current hosting configuration, while, in the small business segment, nearly 60 percent have no plans to use cloud in the future.

Cloud Hosting continues to be one of the most cost effective and flexible hosting options available to organizations today, however, a lack of awareness and understanding for small businesses may put them at a huge disadvantage for helping their current bottom line.

- Approximately two-thirds of small business respondents are unaware of Cloud Hosting whereas over half of mid-sized respondents are familiar with this technology.
- According to the survey, a major reason that small businesses do not use Cloud Hosting is because they perceive it to be cost prohibitive, which is an unfortunate misperception, as Cloud Hosting is a price-competitive option for many hosting needs.
- Approximately half of US small businesses and one-third of UK small businesses do not understand the benefits of Cloud Hosting or how it could be used in their organization's current IT mix.

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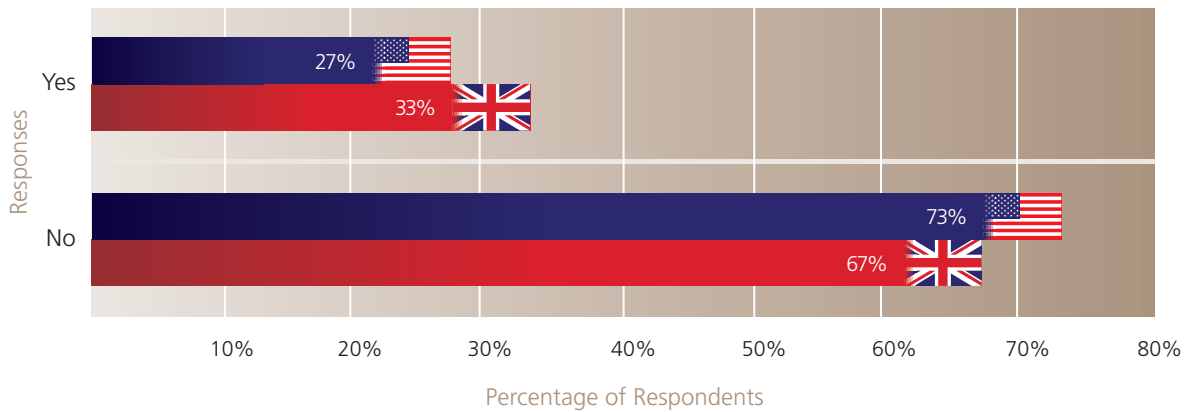
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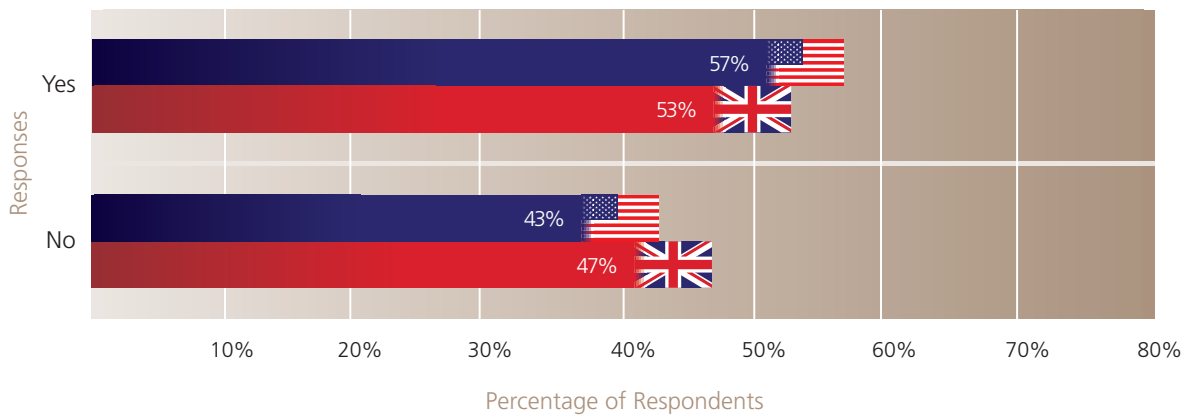
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1a. Are you familiar with the term "Cloud Hosting"?
 (Regional Comparison for Small Business Market)



1b. Are you familiar with the term "Cloud Hosting"?
 (Regional Comparison for Mid-Sized Business Market)



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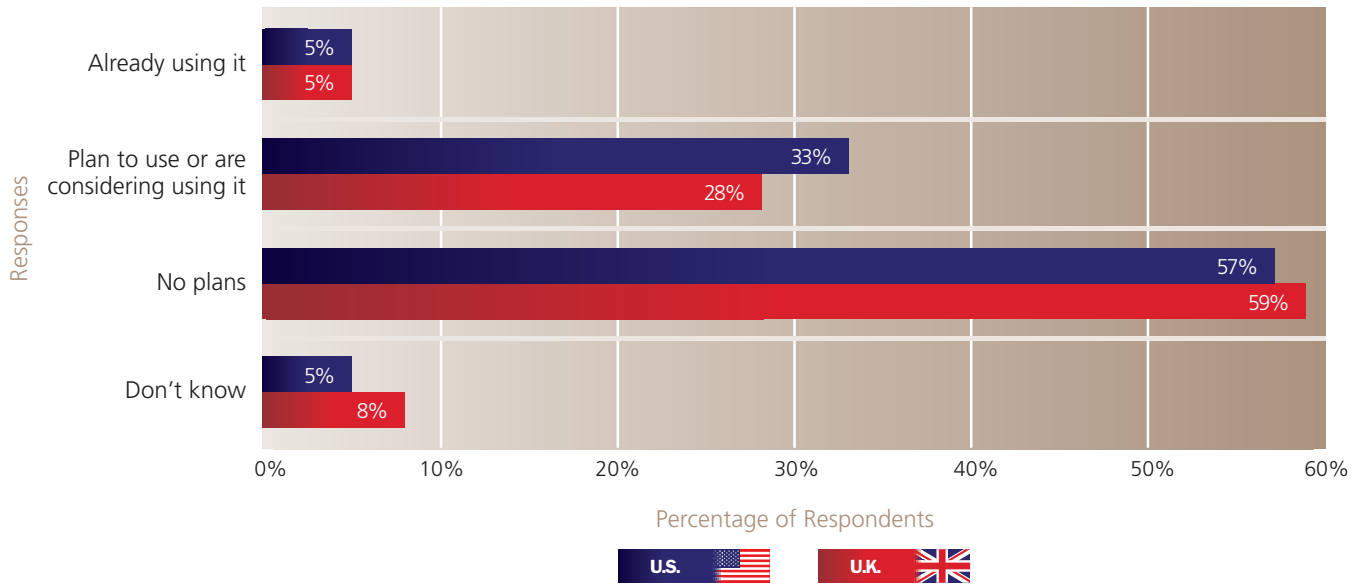
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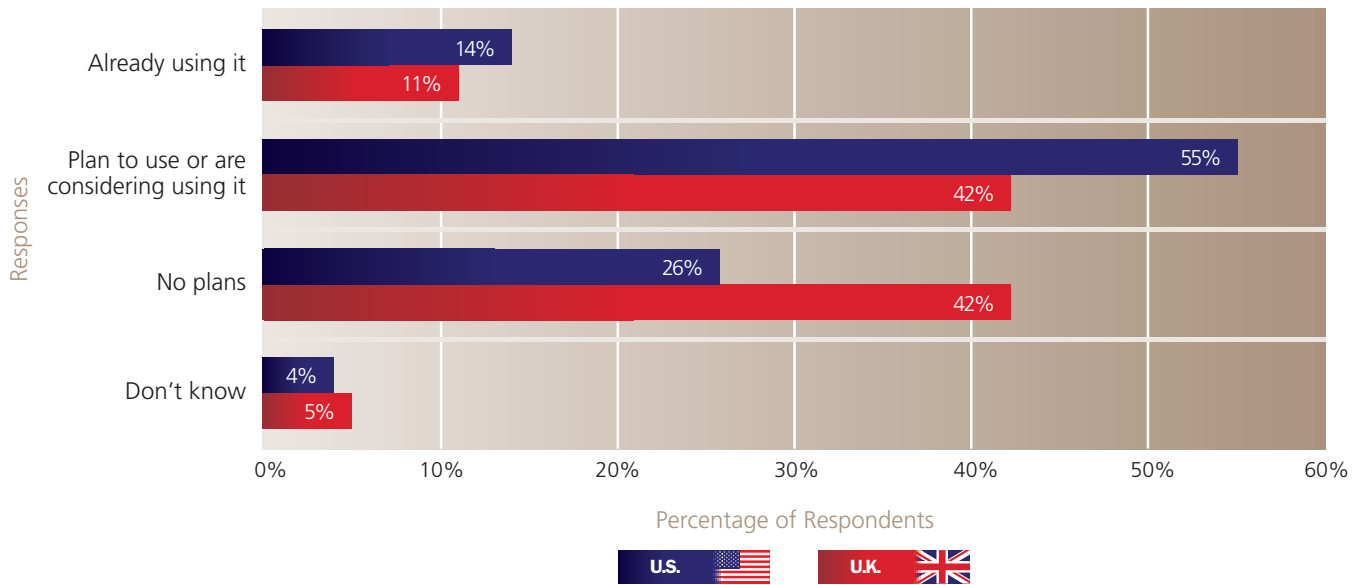
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2a. What is your standpoint on adoption of Cloud Hosting?
 (Regional Comparison for Small Business Market)



2b. What is your standpoint on adoption of Cloud Hosting?
 (Regional Comparison for Mid-Sized Business Market)



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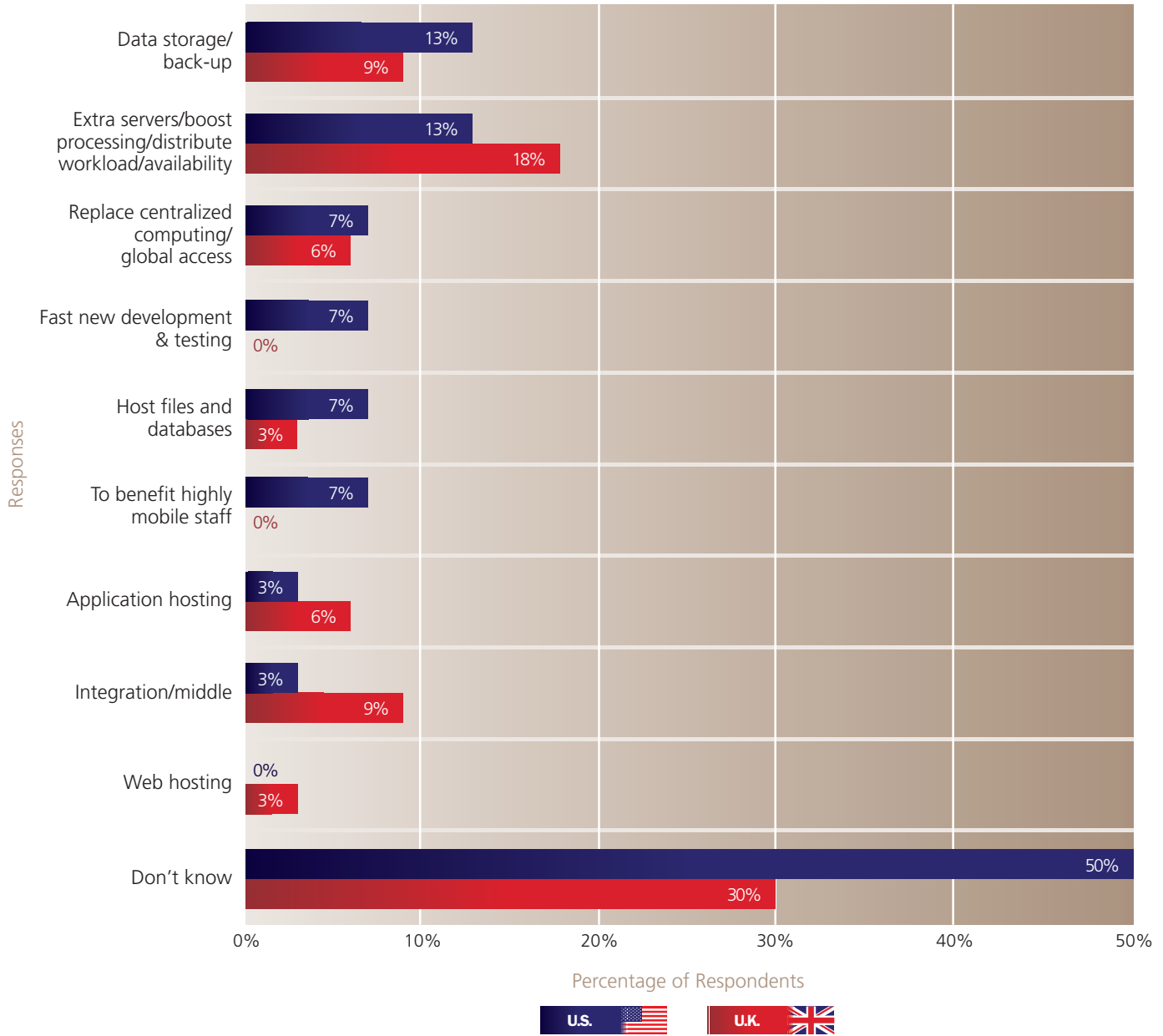
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3a. How does/would your organization use Cloud Hosting as part of its IT mix?
 (Regional Comparison for Small Business Market)



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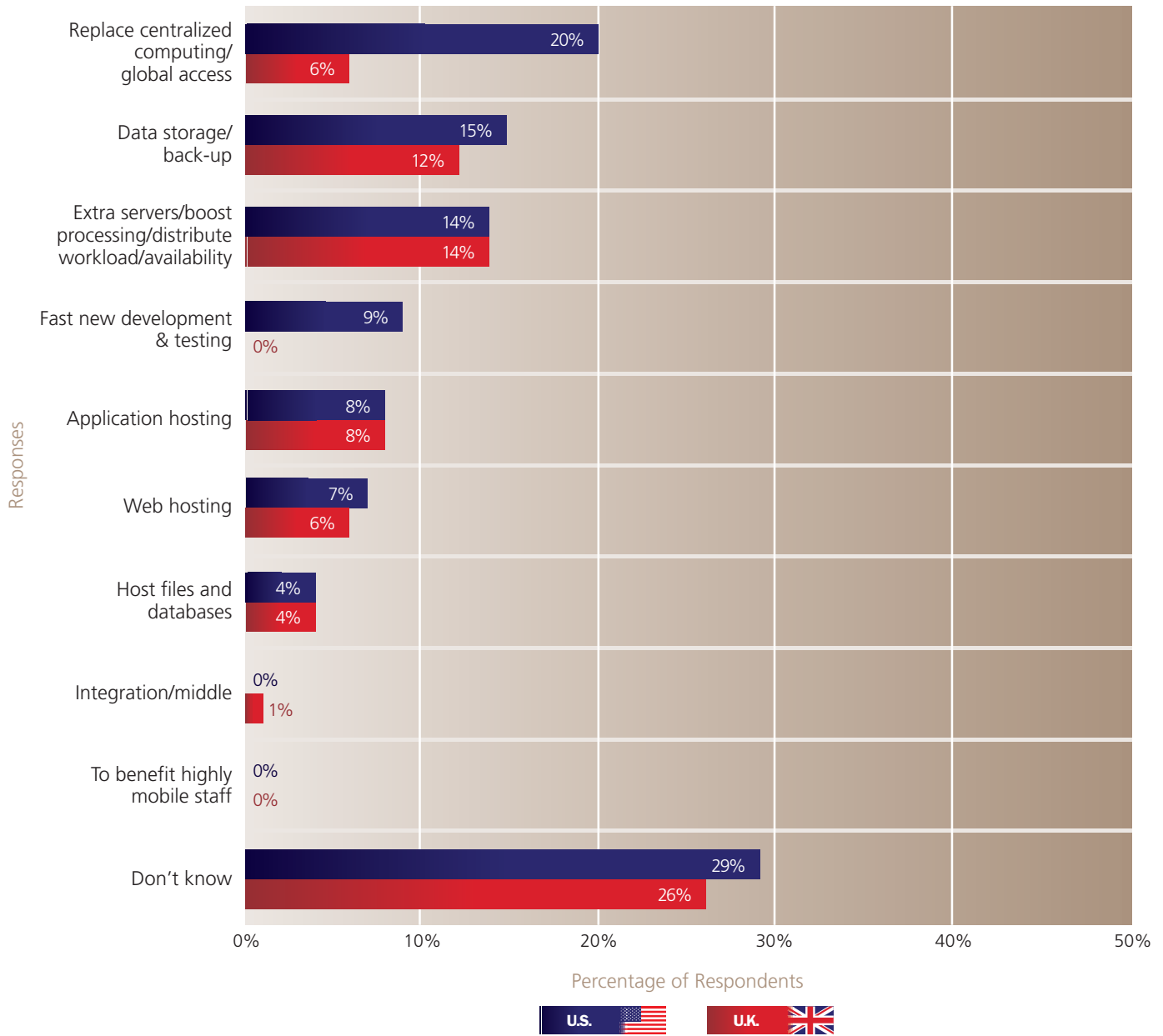
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3b. How does/would your organization use Cloud Hosting as part of its IT mix?
 (Regional Comparison for Mid-Sized Business Market)



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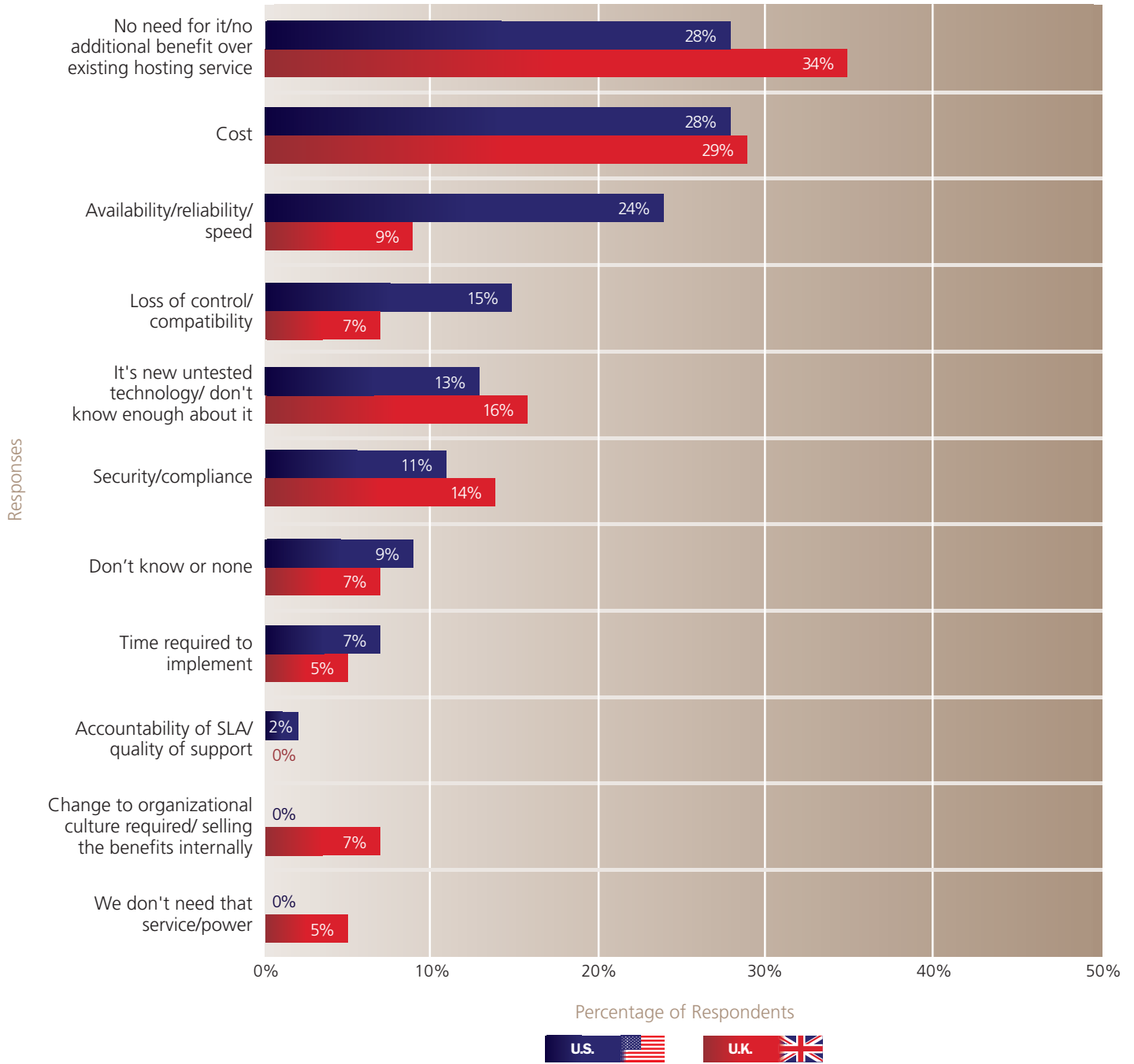
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4a. What do you see as the impediments to adopting Cloud Hosting?
 (Regional Comparison for Small Business Market)



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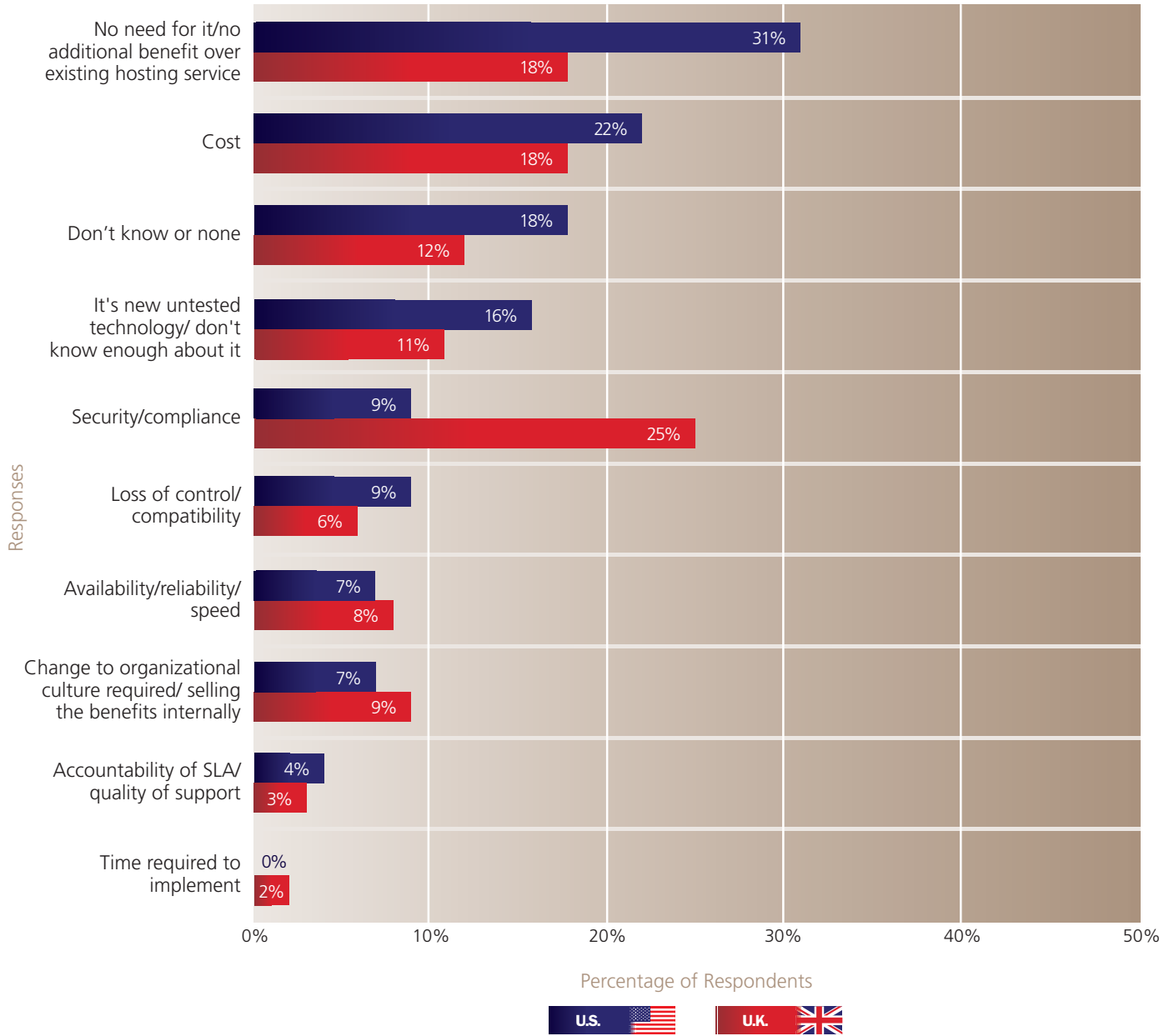
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4b. What do you see as the impediments to adopting Cloud Hosting?
 (Regional Comparison for Mid-Sized Business Market)



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