

TOP 3 C-SUITE CONCERNS FOR A CLOUD MIGRATION

In the rush to 'digitally transform' some businesses are jumping the gun and investing in the wrong strategy or technology.

97%



of CxOs said they would have made different strategic decisions during their first cloud migration

The findings indicate the Top 3 C-suite concerns for a cloud migration are:

#1



70%

security & privacy

#2



39%

loss of control to a 3rd party

#3



33%

IT performance + cost + finding the right partners + business disruption

At the heart of these concerns appears to be the lack of communication. The cultural shift can often be the hardest and in order to truly understand digital transformation, you have to prioritise the cultural shift that needs to happen to make it a success. Communication is a key part of that.

"MOST OF THE WORK WAS UNDERTAKEN BY THE IT DEPARTMENT BUT WAS NOT EFFECTIVELY COMMUNICATED TO MANAGEMENT"

CEO

"THE PROCESS WAS NOT COMMUNICATED WELL ENOUGH"

COO

"INTERNAL COMMS WAS LACKING"

COMPANY DIRECTOR

With thousands of cloud migrations under their belt, a Managed Service Provider can pre-empt the concerns of C-suite stakeholders and assist you supporting your overall migration communication plan.

For more insights, download the Rackspace study "**How to sell your cloud migration strategy to your biggest critics**" at bit.ly/SellingACloudMigration.

About the Research

200+ Australian C-level executives from organisations with more than 20 employees and over \$5M in revenue across a broad range of industries were interviewed in February 2018. Comprising CEO 34%; CFO 14%; CIO 6%; CMO 11%; COO 17%; Other 19% at varying stages of cloud migration in their business (planning to migrate 9%; initial stage of migration 14%; mid-stage of migration 44%; completed migration 17% - remaining 17% were not migrated). The research was independently commissioned by Rackspace and was conducted by AMR Research.