

DIGITAL TRANSFORMATION GUIDE: WHY CLOUD IS DRIVING CHANGE

Organizations are transforming before our eyes. But all the buzz about transformation can get confusing. One thing is for certain: Cloud technologies are driving the need for transformation.

Which Transformation?

10101
01010
01001

Digital Transformation:

> The tools and processes implemented to support business transformation



Business Transformation:

> Encompasses the cultural shift and business processes.
> Driven by changing market demands



IT Transformation:

> Reassessment and overhaul of information technology to support Digital Transformation.

Focus on: Digital Transformation

▶ Digital Transformation is the starting point that drives business and IT transformation.

☁️ Cloud computing is the foundation of digital transformation.

Cloud Makes The Digital World Go Round



In the next five years, CIOs expect digital revenues to grow from **16% to 37%**



Public-sector CIOs predict a rise from **42% to 77%** in digital processes.

Senior leaders are prepared for changes, and expect boosts to innovation, performance, and agility from the cloud. Of those senior leaders...



57%

say: The cloud is helping my organization be more agile



46%

say: My organization has a clear picture of what it means to live in the cloud

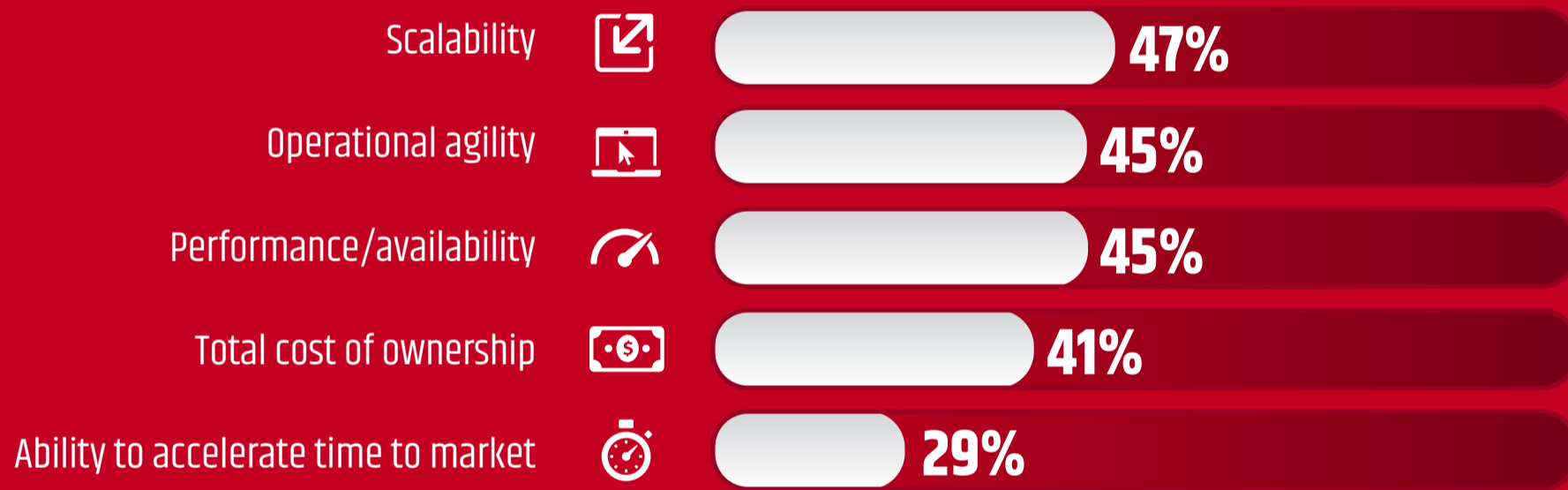


41%

say: My organization has seen a positive impact from cloud computing

The scalability, agility, and performance offered by cloud technology have thus far blown away expectations.

EXPECTATIONS OF CLOUD INVESTMENTS



Cloud: the most transformative new technology

TECHNOLOGY'S ABILITY TO CHANGE THE WAY YOU WORK AS A BUSINESS (OUT OF 100)



Cloud services as a category is expected to see the greatest increase in IT budget allocation in 2017 -

69%

- (IDG Enterprise Topic Center - Cloud 2016)

CIOs Need To Lead Transformation

CIOs are clearly being given the opportunity to lead transformation



Nearly 40%

of CIOs are leaders of digital transformation in their enterprise

34%

are the innovation leaders

No matter which transformation is your focus: Digital, Business, or IT – your organization is transforming. And now forward-thinking organizations are using cloud to achieve business goals, not just to keep the lights on.



YOUR CLOUDS. OUR EXPERTISE.™

[Download the CIO's Survival Guide](#)

SOURCES:

IDG/Rackspace research: "Rackspace Solve – Cloud as the underpinning for business transformation," Aug. 2016.
"Building the Digital Platform: Insights From the 2016 Gartner CIO Agenda Report,"
IDG Research: "State of the CIO 2017;" "Computerworld Forecast 2017;" "State of the Network, 2017;" "IDG Enterprise Topic Center: Cloud, 2017"