

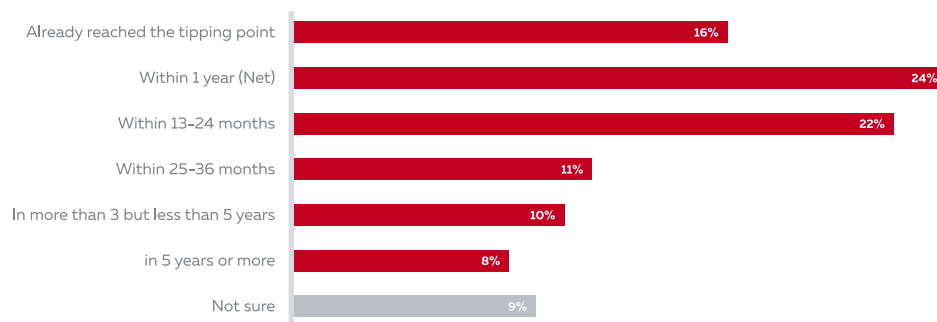
WHAT'S YOUR CLOUD TIPPING POINT?

Everybody it seems is eager to declare that we're at the cloud adoption tipping point...or we're just past the tipping point...or it's fast approaching. In fact, all of these claims are true, depending on your perspective. The generally accepted definition of the "cloud tipping point" is when an organization's IT resources running in the cloud exceed those running locally, or on-premises.

It doesn't really matter where you find yourself on the cloud journey. What matters is maximizing the benefits and minimizing the pain of cloud – and on a timetable that avoids ceding ground to competitors, or disappointing customers.

Every organization's cloud journey milestones are different. An IDG Research Services poll conducted for Rackspace in late summer 2016, found 16% had already reached the tipping point, 24% expected to do so within a year, and 22% projected it would be 13-24 months. That still left 38% with a longer time horizon, or an uncertain timeframe.

ALMOST HALF OF ORGANIZATIONS EXPECT TO REACH THE CLOUD DEPLOYMENT TIPPING POINT WITHIN TWO YEARS



SOURCE: "RACKSPACE SOLVE" – CLOUD AS THE UNDERPINNING FOR BUSINESS TRANSFORMATION, AUG. 2016

WINNING HEARTS AND MINDS OF IT

Cloud computing expert and commentator Bernard Golden believes that cloud has passed the tipping point in the sense of winning over the hearts and minds of IT. "Cloud computing is now established as the default choice for application deployment," Golden blogs. "More important, the IT disciplines that accompany application design and operation are now cloud-centric."

Golden says that while it's true some IT assets can't be moved to the cloud right away, and some may never be moved, too many are using these issues to justify a go-slow approach. "Your job is to figure out how to reduce the on-premises legacy portion of the hybrid as much as possible, as fast as possible," he urges.

The IDG Research survey found that the results of cloud investment in the areas of scalability, operational agility, and performance have exceeded expectations for many more of those surveyed, compared to those who say it has fallen short. Results remain positive, though closer, in the areas of total cost of ownership and ability to accelerate time to market. Results are closer still in areas such as security (27% positive, compared to 23% negative), reduced risk (23% to 24%), improving timeliness and accuracy of decision-making (23% to 22%), and compliance (19% to 22%).

THOSE FURTHER ALONG REAP REWARDS

In most cases, according to the survey, the further along companies are on their cloud journey, the more likely their cloud experiences will exceed expectations.

Those who rely only on internal staff for managing public and/or private cloud deployments are now in the minority – 45% of the total surveyed. The rest use outsourcing or managed services in some manner although only 13% rely entirely on outside services. But no matter a company's stage of adoption, the survey indicates that finding the right strategic partner for cloud services is frequently a significant challenge.

Evaluating where you are in your [cloud journey](#) is a key element in gauging the task ahead and assessing whether the current pace is acceptable. If you're not yet on the other side of the cloud tipping point, you might need to pick up the pace. For insights into how to speed up that pace, click [here](#) to view a video on Six Steps to a Successful Cloud Journey.