Google Cloud

Solving for Innovation in the Modern Era

New research commissioned by Google Cloud in partnership with IDG reveals the current state of digital transformation, the impact of the global pandemic on core IT initiatives, and the capabilities organizations want from their cloud providers, based on a survey of 2,000 IT leaders in 14 countries across 5 industries.

For more information, download the reports

A Fundamental Shift

Digital transformation was supposed to be an ongoing journey – not the turn-on-a-dime situation most businesses were thrust into when COVID-19 first took hold around the globe.

Organizations further along in their digital transformation journey were able to adapt more quickly, and what could have been disastrous instead became a case study on the promise of digital transformation.

As leaders turn to recovery and growth, they can apply lessons learned about the value of digital transformation to new initiatives, across more parts of the business, leading to more innovation.

The State of Global Innovation Today & How Google Cloud Can Help

Impact of COVID-19

59% of companies have accelerated or newly added capabilities to improve remote working and collaboration, making it the top new initiative by far.

Overnight many companies shifted to remote work; Google Workspace provides all the digital tools your workforce needs to do their best work.

Open and Hybrid Cloud

78% of companies say that multi/hybrid cloud support is a top consideration right now.

A hybrid solution is the only path to resilience; Google Cloud's commitment to multi-cloud, hybrid-cloud, and open source enables you to use your data and run your apps on your cloud vendor of choice.

Data Analytics

78% of respondents said that big data analysis capabilities are a must have or major consideration for the cloud provider they choose.

On the journey to innovation, intelligent data analytics remains a top priority: Google Cloud's machine learning and advanced analytics capabilities enable you to maximize insights from your data.

Advanced Security

84% of IT leaders believe their cloud infrastructures are as or more secure than their on-premises infrastructure.

Google Cloud helps protect your data, applications, infrastructure, and customers from fraudulent activity, spam and abuse, so you never have to trade-off between ease of use and advanced security.

Sustainability

90% of IT leaders say sustainability is a priority for their IT department.

Environmental stability is increasingly important in our new reality; Google creates tools and invests in tech to foster a carbon-free future for everyone.

A Closer Look

What do regions want from their cloud providers?

North America: The top consideration factor is the providers' ability to source developers trained on their platform and IT (83%).

JAPAC: Help with big data analysis (79%) and multi/hybrid cloud support (77%).

LATAM: Always on encryption and cutting edge technology is a major consideration (83%)

EMEA: Data sovereignty & control (81%), cost transparency and IT skills (77%) were the highest ranked consideration factors.

What do industries want from their cloud provider?

Financial Services & Insurance:

Data sovereignty and control (80%) is the most important consideration factor, followed by big data analysis (78%), and then cutting-edge technology, multi/hybrid-cloud support, and cost transparency (76%).

Manufacturing: is leading the digital transformation journey.

Operational transparency and control, multi-cloud support and big data analysis were all considered must have or major consideration by 80% of respondents.

Communications Service Providers (CSPs)

73% of CSPs view multi-cloud or hybrid cloud management as an important consideration for cloud provider selection and 76% cite cutting edge technology.

Healthcare:

Nearly two-thirds (65%) want support from cloud vendors on shaping business objectives and 79% say big data analysis and data sovereignty & control are top consideration factors.

Retail:

Multi/hybrid cloud is the top consideration (81%) followed by big data analysis and availability of trained developers and IT (79%).

Learn More

For a deeper look into regional and industry trends and to learn more about the state of digital transformation and how Google Cloud can help improve how your business operates, please visit our research microsite

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