

The Cloud Opportunity Today

Current Landscape



The global cloud computing market is worth **\$180b** in vendor revenues for SaaS/PaaS/IaaS with the market still **growing by 24% annually**



Businesses which take advantage of productivity-enhancing cloud services grow **19.6%** faster than their counterparts

57%

of European enterprises rate cloud services as "very important" to **digital transformation**



In 2020, the cloud services segment* in **Germany** is forecasted to amount to

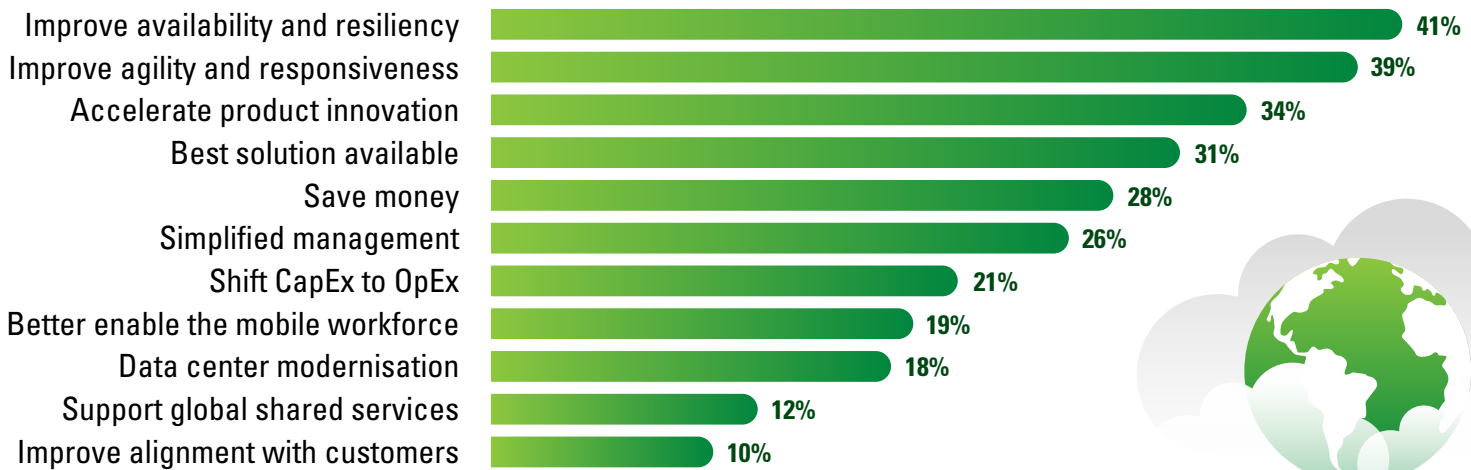
\$20.4b

*SaaS / PaaS / IaaS

There is a great growth opportunity in **France & Germany** for cloud computing services with low adoption rates of 11-12%



Reasons for Using Cloud Technology Worldwide



Use of Multi-Cloud

A multi-cloud environment helps to simplify the management of cloud services. CenturyLink is cloud agnostic, **offering full management** across the major cloud providers



85% of enterprises have a multi-cloud strategy

Increasingly companies are using more than one cloud. Users expect a platform that can manage all of their **infrastructure services from one place**



Top 5 Areas to Consider in a Multi-Cloud Strategy



Cloud competency



Incorporating complexity into design



Cost optimisation



Security benefits



Controlling scope & growth

