Pacesetters have a broad base of cloud adoption and are gaining competitive advantage through cloud.

Challengers are on par with Pacesetters in achieving greater efficiency through cloud, but lag on differentiation and market responsiveness.

Chasers are a cautious bunch. They’re in the early stages of adoption, but not yet using cloud to drive competitive advantage.

More Pacesetters also use cloud to apply and integrate key technologies

- **Analytics**: 66%
- **Mobile**: 63%
- **Big Data**: 56%
- **Social Business**: 50%

More likely to:

- **Deeper Collaboration**: 79%
- **Strategic Reinvention**: 136%
- **Better Decisions**: 170%
- **Better, Smarter, More Connected**

And More Importantly, Who’s Gaining Competitive Advantage?

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