Winning cloud strategies: How leading companies score
Embracing a technology convergence platform

Cloud is propelling enterprise innovation

Expanded into new industries
- 9%
- 15%
- 76%

Improved customer experience
- 7%
- 19%
- 74%

Expanded product/service portfolio
- 9%
- 20%
- 71%

Created new revenue streams
- 10%
- 19%
- 71%

<table>
<thead>
<tr>
<th>Did not achieve</th>
<th>Moderately achieved</th>
<th>Significantly achieved</th>
</tr>
</thead>
</table>

To stay ahead of the competition, visionary organizations are exploiting cloud as a technology convergence platform

65% of surveyed cloud leaders expect to be running IoT apps in the cloud within the next three years

67% of surveyed cloud visionaries say they will invest in first-of-a-kind customer experiences with the help of cloud

98% of surveyed cloud outperformers report that more than a quarter of their customer-service processes are already in the cloud

Visionaries are already using disruptive technologies in the cloud

<table>
<thead>
<tr>
<th>Technology</th>
<th>Cloud outperformers</th>
<th>Sidelined organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security</td>
<td>79%</td>
<td>21%</td>
</tr>
<tr>
<td>Mobile</td>
<td>70%</td>
<td>16%</td>
</tr>
<tr>
<td>Social</td>
<td>56%</td>
<td>14%</td>
</tr>
<tr>
<td>IoT</td>
<td>33%</td>
<td>3%</td>
</tr>
<tr>
<td>Predictive analytics</td>
<td>24%</td>
<td>2%</td>
</tr>
<tr>
<td>Blockchain</td>
<td>16%</td>
<td>1%</td>
</tr>
<tr>
<td>AI</td>
<td>8%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Keeping score? A cloud technology convergence platform can turbocharge ROI.

To learn more, visit: ibm.biz/winningcloud