

# Winning cloud strategies: How leading companies score

## Embracing a technology convergence platform

### Cloud is propelling enterprise innovation

Expanded into new industries



Improved customer experience



Expanded product/service portfolio



Created new revenue streams



■ Did not achieve ■ Moderately achieved ■ Significantly achieved

### 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%**

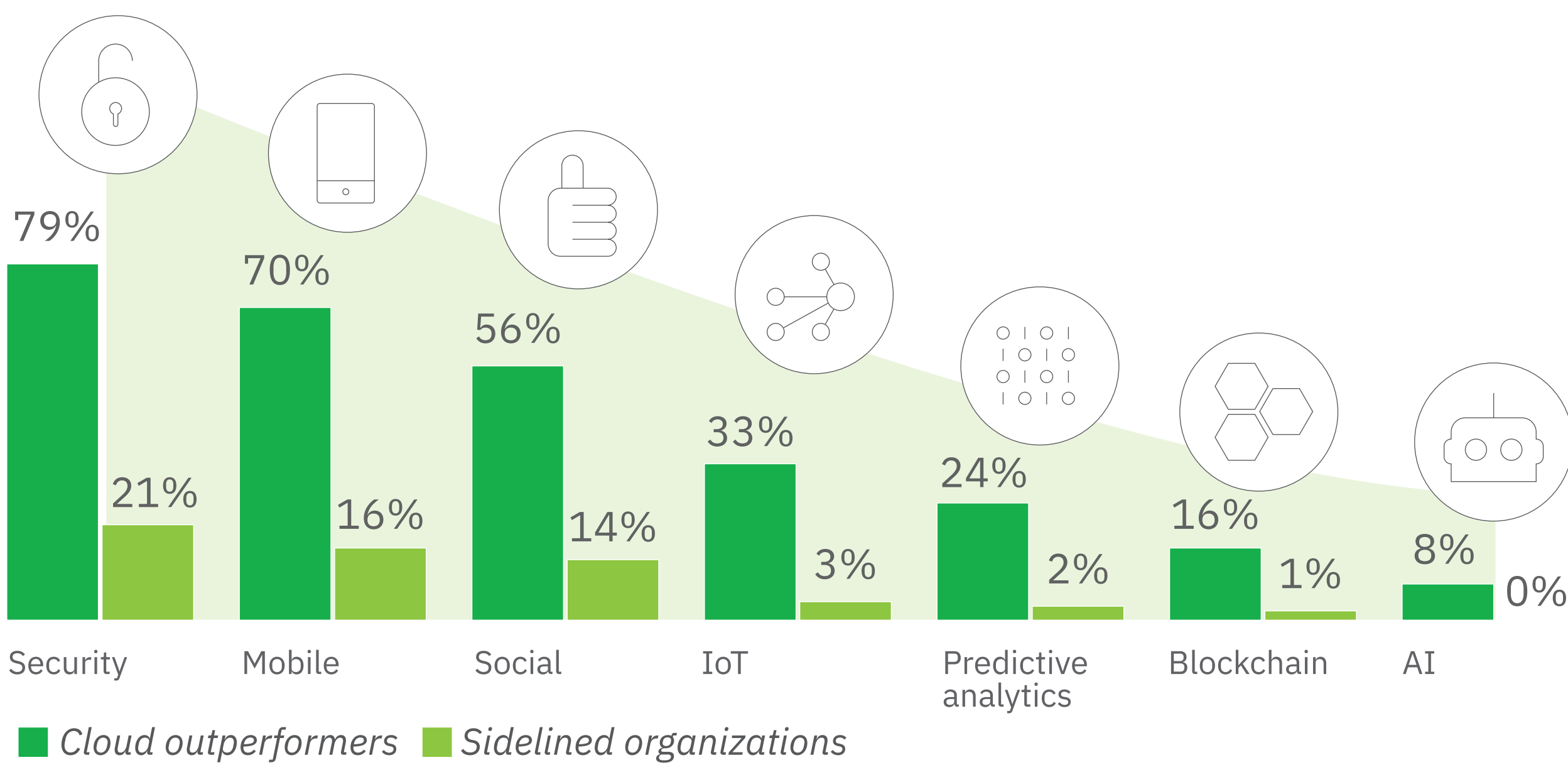
of surveyed cloud visionaries say they will invest in first-of-a-kind customer experiences with the help of cloud



**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



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

To learn more, visit:  
[ibm.biz/winningcloud](http://ibm.biz/winningcloud)