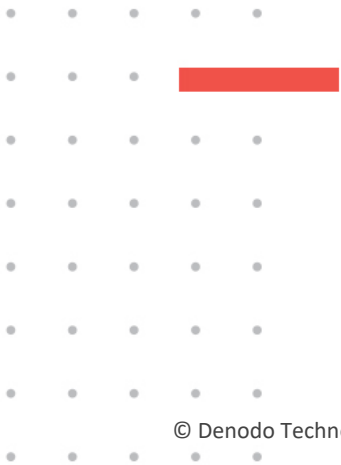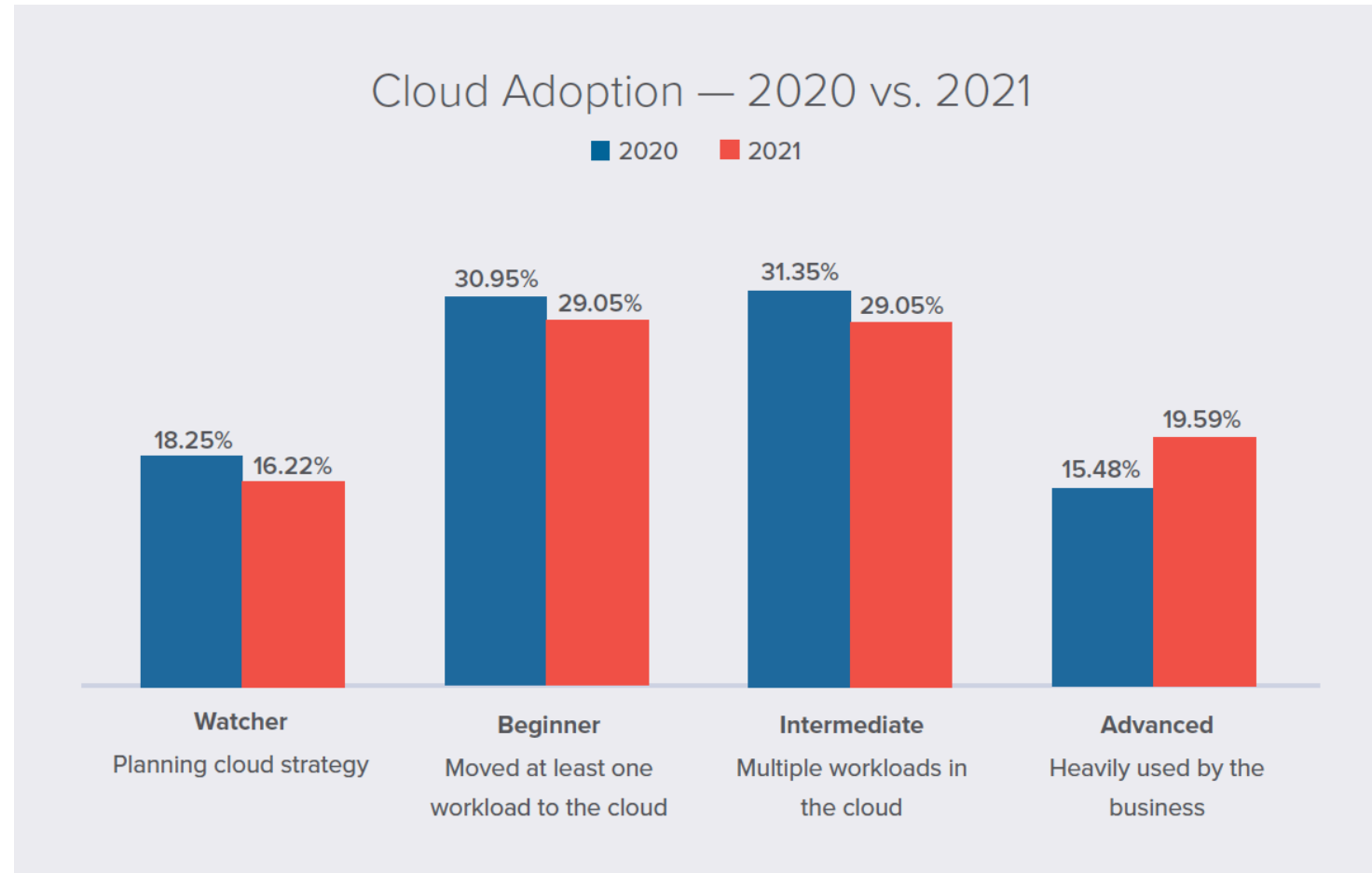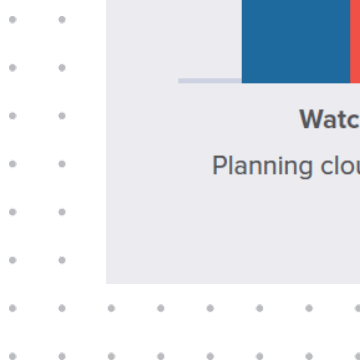# DENODO GLOBAL CLOUD SURVEY 2021

Running advanced workload in the cloud accelerated, demonstrating growing user confidence

Close to 80% users are running some workload in the cloud.

25% growth in the number of advanced users clearly indicates an upward trend in cloud usage and adoption.

Cloud Adoption — 2020 vs. 2021

■ 2020 ■ 2021

	Watcher	Beginner	Intermediate	Advanced
2020	18.25%	30.95%	31.35%	15.48%
2021	16.22%	29.05%	29.05%	19.59%

Watcher
Planning cloud strategy

Beginner
Moved at least one workload to the cloud

Intermediate
Multiple workloads in the cloud

Advanced
Heavily used by the business

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While there are many motivating factors to move to the cloud, performance and scalability rank the highest

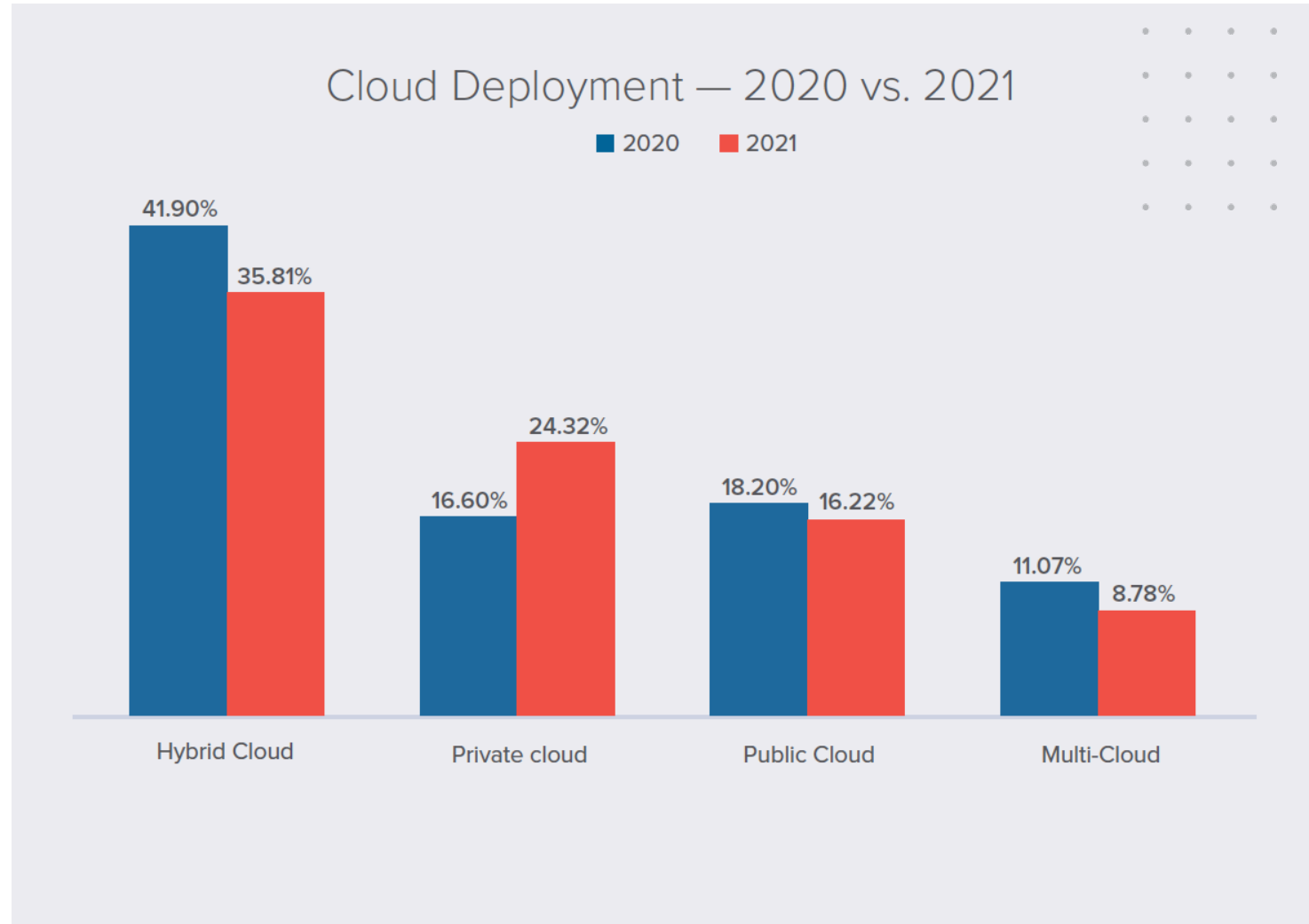Key motivating factors for cloud adoption

Performance and scalability, ease of data access, and minimization of overall cost take top spots.

Cloud Motivation

Factor	Value
Performance and scalability	31.08%
Ease of data access and management (cloud data warehouses and data lakes)	20.27%
Minimize overall costs (including egress costs)	16.89
Time-to-market (faster analytics)	13.51%
Leverage new cloud capabilities	12.16%
Avoid vendor lock-in by leveraging multi-cloud architecture	6.08%

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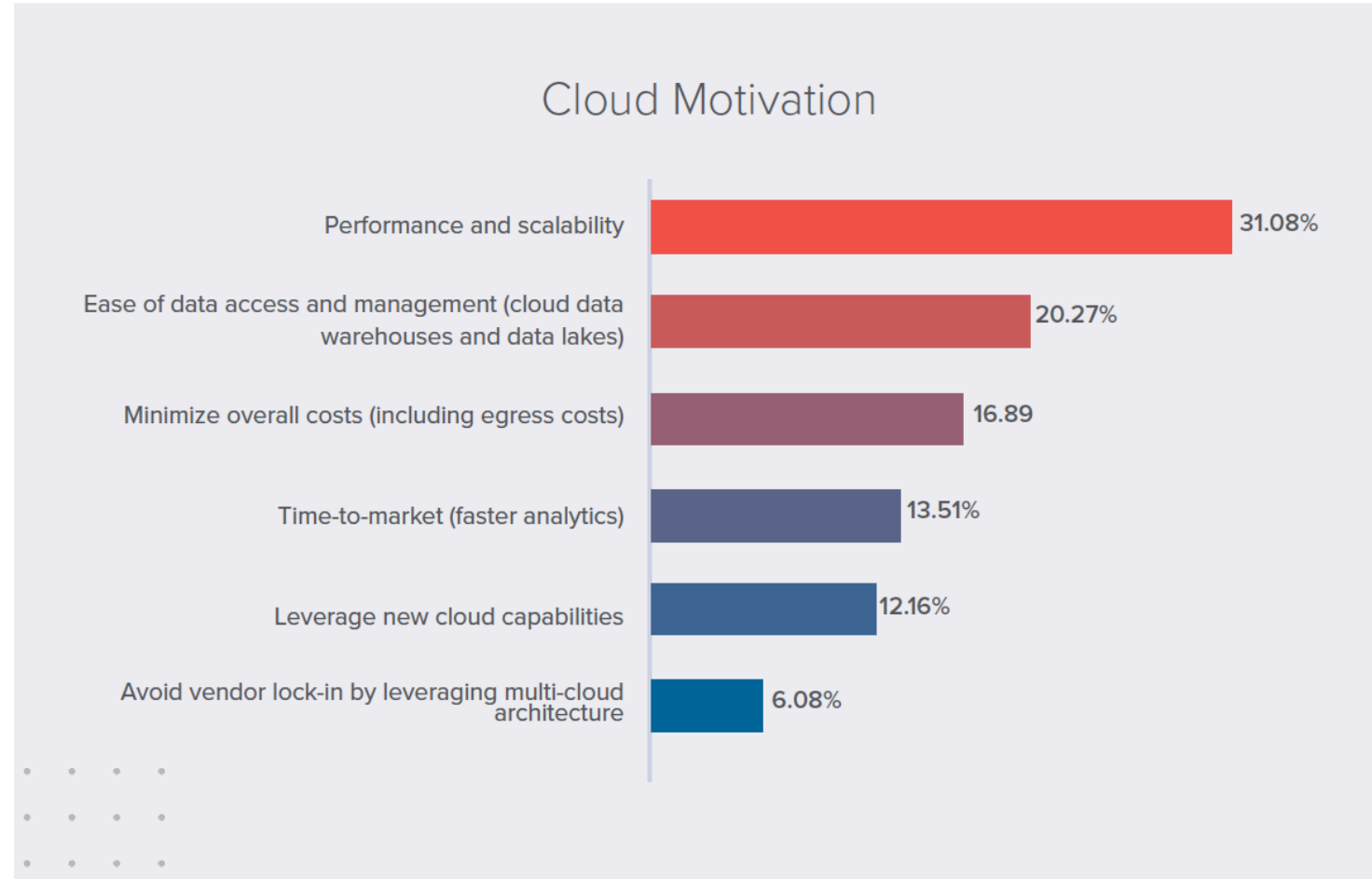
As organizations move to the cloud, having a clear idea about deployment model makes the journey easier

Private cloud is showing some vibrant usage

However, hybrid cloud has become somewhat of a standard for cloud deployments, with more than one-third of participants leading
with it.

Cloud Deployment — 2020 vs. 2021

■ 2020 ■ 2021

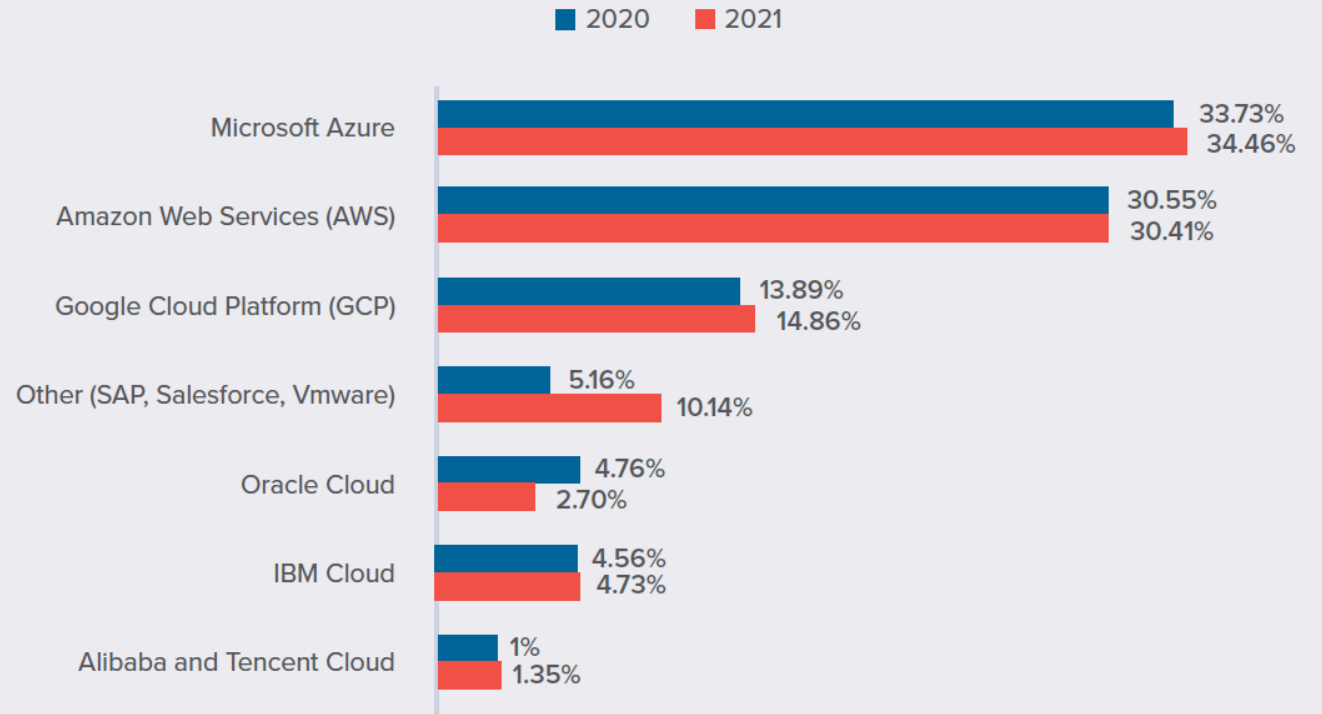| Category	2020	2021
Hybrid Cloud	41.90%	35.81%
Private cloud	16.60%	24.32%
Public Cloud	18.20%	16.22%
Multi-Cloud	11.07%	8.78%

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A concentrated market: Top three cloud service providers have 80% market share

80% of market share is still with AWS, Azure and GCP

There are no surprises in terms of top cloud service providers, while there may be some regional influences.
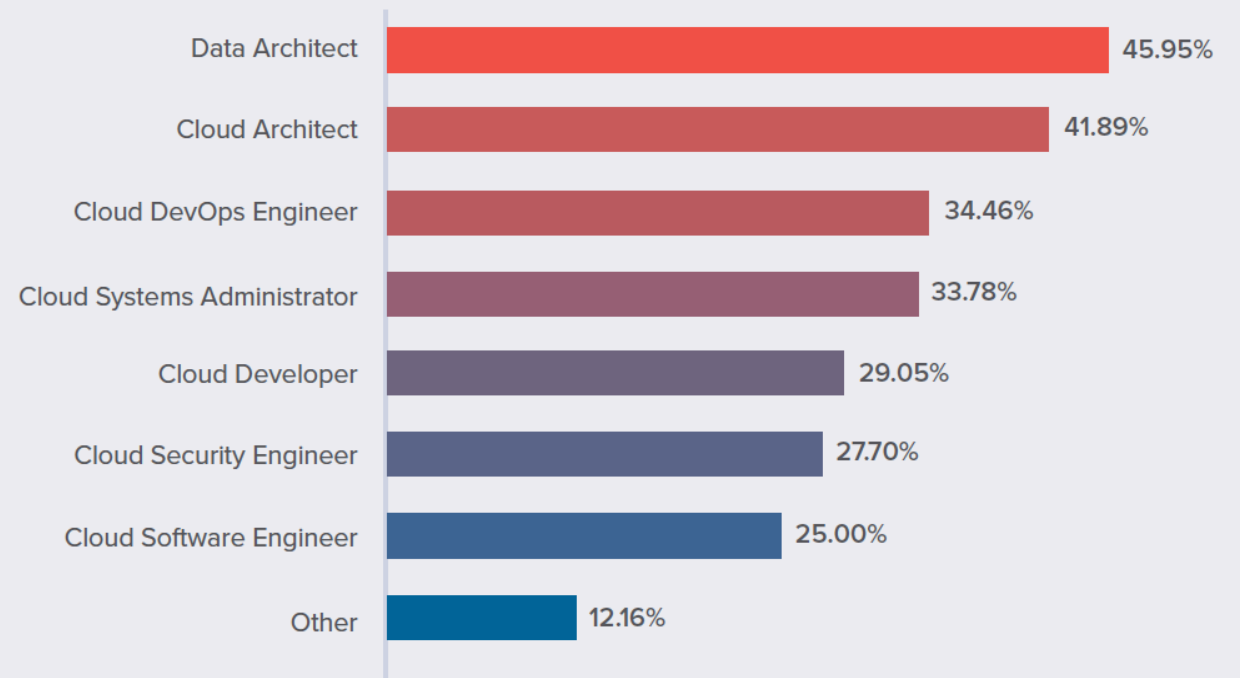
Cloud Provider — 2020 vs. 2021

■ 2020 ■ 2021

Provider	2020	2021
Microsoft Azure	33.73%	34.46%
Amazon Web Services (AWS)	30.55%	30.41%
Google Cloud Platform (GCP)	13.89%	14.86%
Other (SAP, Salesforce, Vmware)	5.16%	10.14%
Oracle Cloud	4.76%	2.70%
IBM Cloud	4.56%	4.73%
Alibaba and Tencent Cloud	1%	1.35%

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Architects are the most demanded role in the cloud

Close to 50% of participants expressed a demand for data and cloud architect roles, closely followed by the demand for a DevOps and Cloud administrator, at 33%.
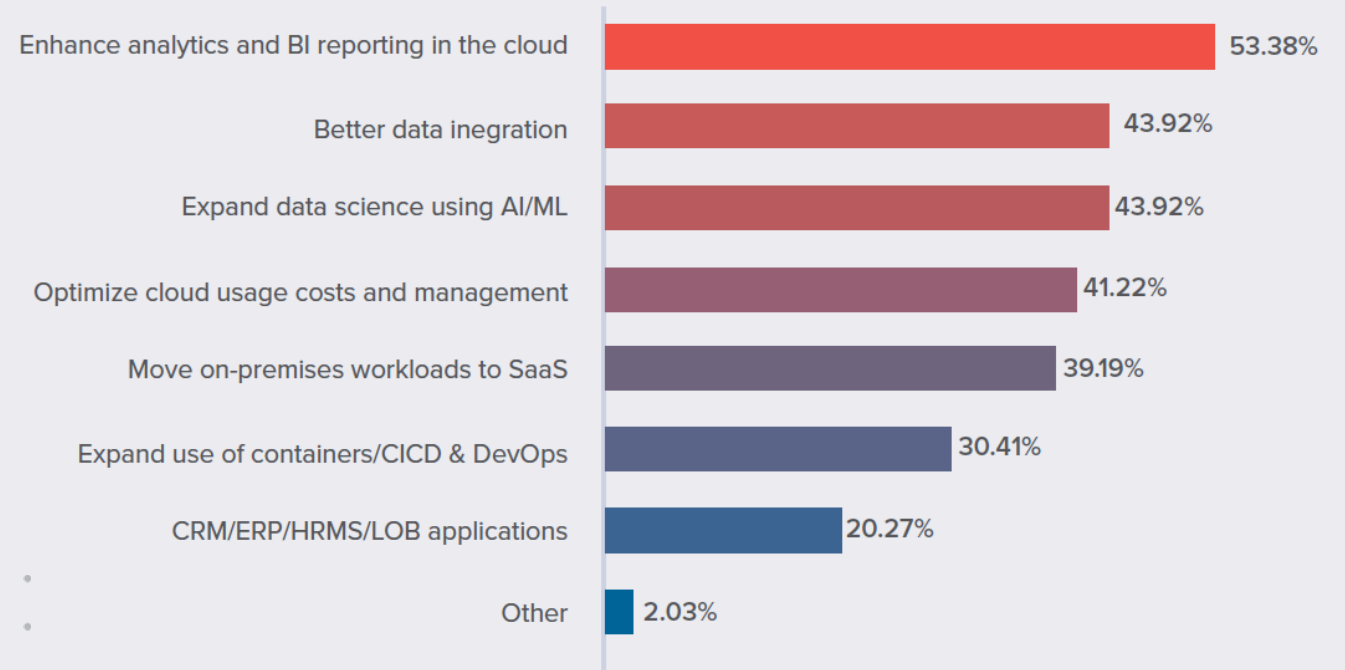
In-Demand Cloud Role

Role	Percentage
Data Architect	45.95%
Cloud Architect	41.89%
Cloud DevOps Engineer	34.46%
Cloud Systems Administrator	33.78%
Cloud Developer	29.05%
Cloud Security Engineer	27.70%
Cloud Software Engineer	25.00%
Other	12.16%

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BI and data integration are the top cloud use cases

BI and analytics remain the top cloud initiative, while establishing better data integration and expanding data science using AI/ML are tied as the runner up.

Top Cloud Initiatives/Use Cases

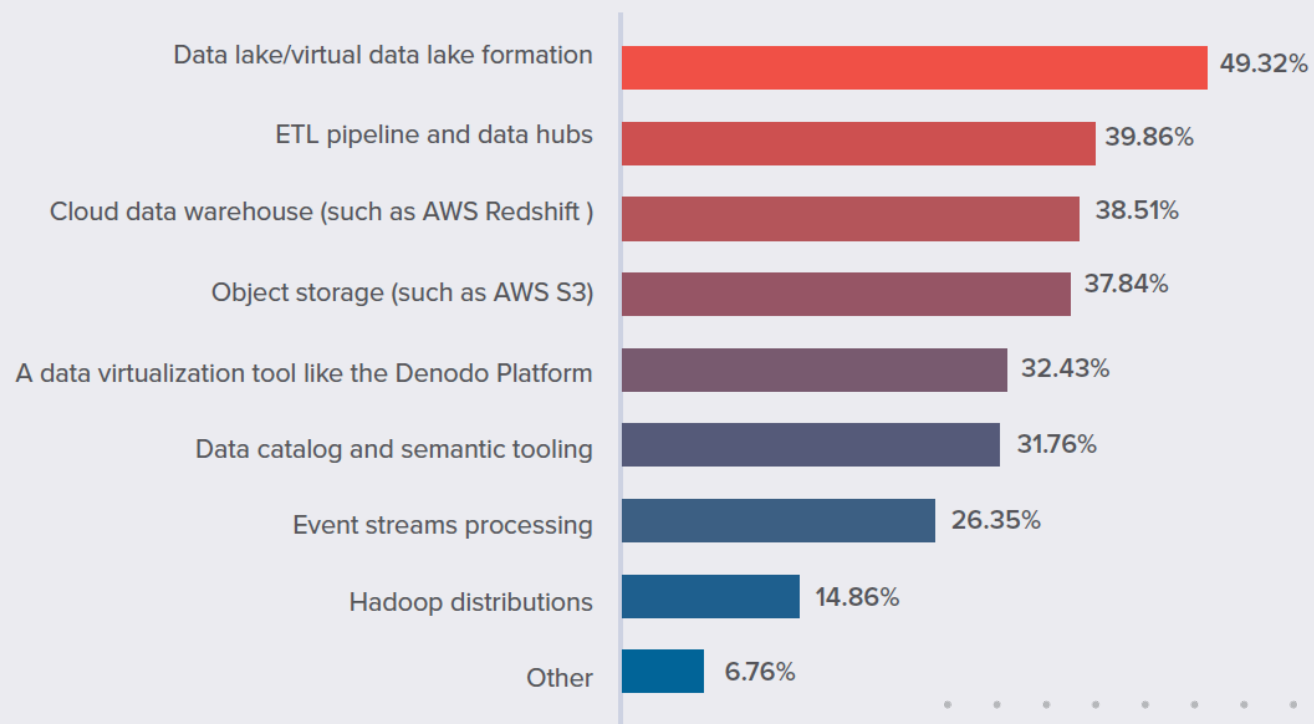| Initiative	Percentage
Enhance analytics and BI reporting in the cloud	53.38%
Better data inegration	43.92%
Expand data science using AI/ML	43.92%
Optimize cloud usage costs and management	41.22%
Move on-premises workloads to SaaS	39.19%
Expand use of containers/CICD & DevOps	30.41%
CRM/ERP/HRMS/LOB applications	20.27%
Other	2.03%

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Demand for data integration in the cloud is driven by data lakes and cloud data warehouses!
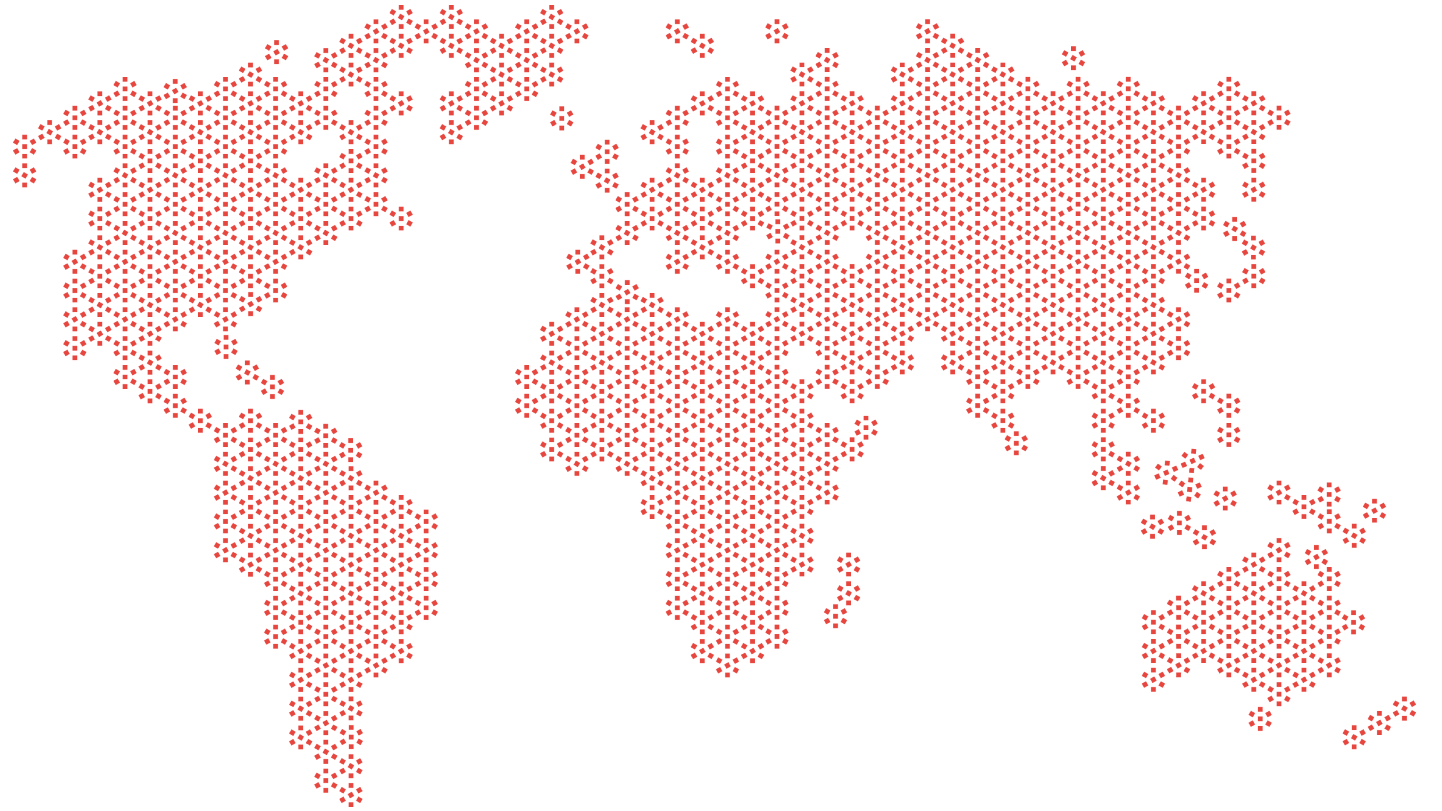
Close to 50% of participants leverage multiple solutions such as data lakes and data warehouses for data management in the cloud.

Data virtualization can nicely support data infrastructure modernization while providing core capabilities such as data catalogs and support for handling streams.

Data Integration in the Cloud

Category	Percentage
Data lake/virtual data lake formation	49.32%
ETL pipeline and data hubs	39.86%
Cloud data warehouse (such as AWS Redshift)	38.51%
Object storage (such as AWS S3)	37.84%
A data virtualization tool like the Denodo Platform	32.43%
Data catalog and semantic tooling	31.76%
Event streams processing	26.35%
Hadoop distributions	14.86%
Other	6.76%

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Thanks!

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