

Key Findings

Multicloud complexity is on the rise. Business data moves and lives among a mess of clouds and is subject to the friction brought by poor communication among them.

- A majority (82%) of respondents already use 2+ public cloud infrastructure service providers (excluding Software as a Service, or SaaS). This figure is expected to increase to 93% in two years.
- A great deal of momentum is taking place among those using 4+ cloud infrastructure providers: 30% of respondents today. The Multicloud Maturity survey shows that this number will more than double in two years, rising to 63%.
- More than half of the respondents (53%) represent organizations currently managing 100+ intercloud integrations. The estimated mean among digital native organizations is ~145, and among other organizations ~107 (i.e., digital natives manage 36% more integrations).
- Not surprisingly, 76% of survey takers say monitoring, measuring, and ensuring service-level agreement (SLA) adherence for applications that rely on intercloud integrations is challenging.

Data costs further exacerbate the ecosystem's complexity. They contribute to data lock-in and, ultimately, impede innovation.

- 84% of respondents agree the opportunity exists for their organization to better leverage its existing data to create business value.
- But 73% report that their organization is hampered by data retention costs, which limits their ability to maximize data value.

The friction built into today's multicloud need not be the status quo: the survey points to a way out.

- The survey that informed this report constructs a Multicloud Maturity Model. The model examines how companies score on two fronts—minimizing data costs and maximizing data-driven innovation. The survey aggregates the two scores into a macro maturity model.
- The model is one of a kind in considering data-driven costs and innovation in the multicloud and to relate performance on these fronts to business outcomes.
- The high-level question that ESG and Seagate asked is this: *Do organizations that control data-related costs and scale data-driven innovation in the multicloud see meaningful business value as a result?*

The higher the total multicloud maturity, the better the business rewards. The answer to the above question is a resounding yes. Organizations that score high on both fronts produce measurably better business outcomes.

- Companies that are most adept at navigating the multicloud in terms of costs and innovation are 5.3x more likely than their peers to beat revenue goals by 10%.
- Organizations scoring high on multicloud maturity are 6.3x more likely to go to market months or quarters ahead of their competition.

The survey ties the data cost and innovation stories to forward-looking valuation—the aggregate value of what a company is worth. By excelling at data costs and innovation in the multicloud, organizations are much better positioned to win more business value.

- Leaders in multicloud maturity were 3.2x more likely to forecast their valuation 3 years from now will be 5x or greater than it is today.

The report spells out how to get to higher maturity. Last but not least, the survey also asked: What are the multicloud maturity leaders doing with their data that others can learn from? The report lists specific steps that companies can take no matter where they place on the multicloud maturity spectrum.