

How Cloudy Does It Look?

Obviously there is a lot we're still learning and understanding about Cloud Computing, but we decided to call up 20 random, non-tech companies and ask them some questions. The reason for focusing on companies who were outside the IT Sector but had a fair amount of dependency on technology to run their business, was to assess just how much of an impact the IT departments have on the core business. If the IT department in a non-tech organization is aware of trends such as Cloud Computing and can successfully communicate that need to the top level management, then business is truly converging with technology's offerings.

As it turns out, the majority of the people we spoke with were not familiar with Cloud Computing. For those who did know, held a strong opinion about it and had plenty to share beyond the questions we had prepared for them. They were, of course, a little surprised that a survey on the subject was being conducted. When answering questions, the executives were actually quite pleasant to speak with and cooperative in taking a few moments out to respond to the questions. Consistent with what has been the general reaction to CIO Pakistan surveys, most of the IT heads or CIOs were easily accessible and responsive.

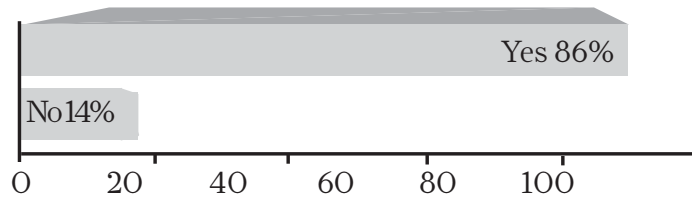
We spoke with 20 companies and asked them questions which they could respond to over the phone. Amongst other areas, we were, for example, interested in figuring out by what parameters would a company considering reaching into the Cloud for its existing operations. And along side security, the hot topic of discussion these days is privacy. Hence, we asked the respondents if they thought that privacy was actually a matter of grave concern to their customers. 95% responded in the affirmative. A surprising 86% thought that the Cloud would increase the level of security of their data, as compared to how it was being managed presently.

When considering to make the shift from offline to online, Security was an average concern for 57% of the companies while performance or the fact that the Cloud would improve their efficiency and data retrieval was an important reason for almost 62% of the respondents. Before making the switch, 71% of the respondents would take a close look at how dependable the solution was for them. One of the biggest criticism of why Cloud Computing may not pick up speed quickly in Pakistan is the lack of infrastructure. The sad story of KESC tops any other concern right now, which is why the high percentage of people would probably monitor the dependability, very closely.

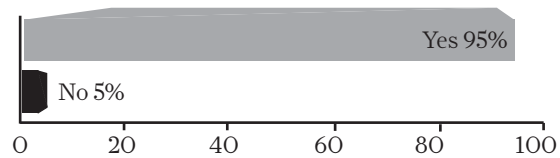
Only a surprising 48% said that they would first need to assess whether or not the solution they opt for, is easily integrated with the existing parts of their network or technology infrastructure. A whopping 43% were only relatively worried about the lack of expertise available for any support they may need since they were unsure of what skilled manpower was needed for this to begin with. 38% of the companies who were already looking into related solutions expressed a great deal of concern at the lack of relevant HR to customize their solutions to meet their precise needs.

Interestingly enough, only 5% were concerned with cost, 48% would switch over if they were comfortable with the level of security, 33% would make a move upwards if they were convinced that it would actually bring in operational efficiency and well, as trendy as IT people can be, 5% of the respondents even admitted that they could make the switch just to be able to talk about it and be 'hip'.

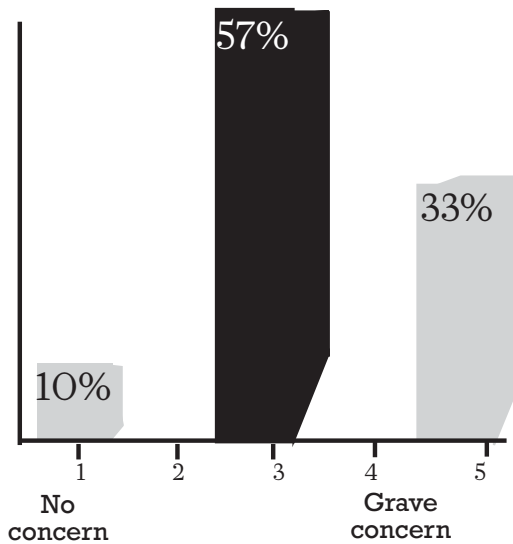
Do you think Cloud Computing increases the security of your data?



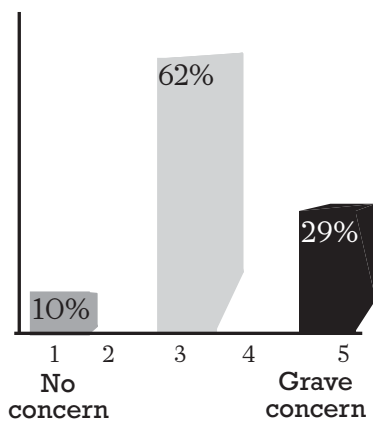
Do you think privacy is a matter of grave concern to your customers?



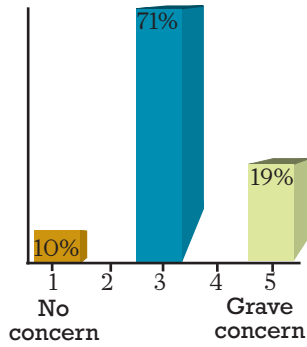
How would you rate the following in terms of your concern for moving to the Cloud? Security?



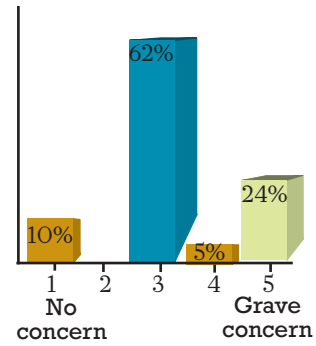
Performance?



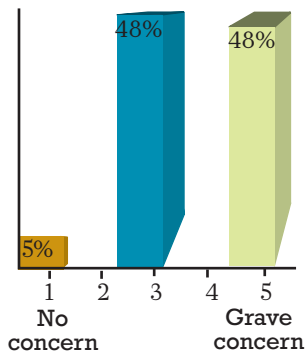
Dependability?



Regulatory requirements



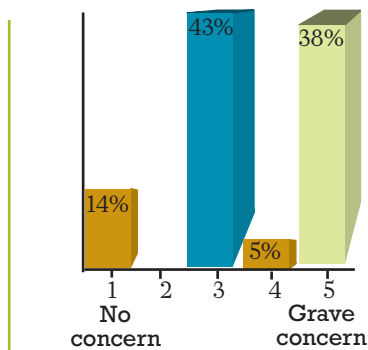
Reliable integration with existing ERP or network?



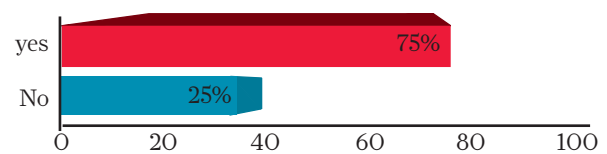
If you consider Cloud Computing for any part of your Business, what would you consider the MOST?

Cost	5%
Security	48%
"Hip" factor	5%
Efficiency	33%
Available local tech support	10%
Other	0%

Lack of available expertise to customize the Cloud to your specific needs?



Have you heard of CIO Pakistan?



You can download the PDF of this survey and others from ciopakistan.com - if you are interested in having custom research conducted, please write to info@ciopakistan.com