

Cloud Adoption Accelerates

Cloud adoption is accelerating as businesses seek to improve efficiency and reduce costs. [Gartner's 2023 Cloud Adoption Survey](#) shows that 92% of organizations plan to increase their cloud spending in 2023, up from 88% in 2022.

Cloud adoption is also accelerating as businesses seek to improve their customer experience and increase their revenue. [Forrester's 2023 Cloud Adoption Survey](#) shows that 85% of organizations plan to increase their cloud spending in 2023, up from 80% in 2022.

Cloud adoption is also accelerating as businesses seek to improve their security and compliance. [PwC's 2023 Cloud Adoption Survey](#) shows that 82% of organizations plan to increase their cloud spending in 2023, up from 78% in 2022.

Cloud adoption is also accelerating as businesses seek to improve their agility and flexibility. [Deloitte's 2023 Cloud Adoption Survey](#) shows that 80% of organizations plan to increase their cloud spending in 2023, up from 75% in 2022.

“Cloud is Key”

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One of the biggest benefits of the cloud is the flexible consumption model. This provides businesses with the agility to aggressively drive modernization projects with low risk of rising costs, budget depletion, or vendor lock-in.

ROB WALTERS
GENERAL MANAGER, PURE AS-A-SERVICE™

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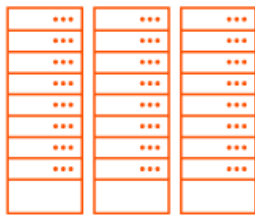
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A Foundation for Digital Transformation

Legacy Systems + Operating Models



Cloud-Capable Infrastructures + Operating Models



Rethinking IT infrastructures with modern data solutions should be a strategic first step, not an afterthought.

Hybrid, Multicloud Approach

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