

Cloud Pulse 2022: Platinum

AN IDC SPECIAL INTELLIGENCE SERVICE

IDC's *Cloud Pulse 2022: Platinum* provides an overview of cloud adoption and cloud trends among IT buyers. *Cloud Pulse 2022: Platinum* investigates customers' current and future cloud investments and adoption rates, the impact of macroeconomic trends on cloud, multicloud and hybrid cloud behaviors, cloud applications and workloads, cloud economics, vendor perception as well as innovative use of technologies for and in the cloud. Delivered quarterly, Cloud Pulse surveys are focused on providing a better understanding of what drives customer behavior for cloud on a worldwide basis across different buyer personas.

Markets and Subjects Analyzed

- Public cloud, private cloud, multicloud, and hybrid cloud adoption
- Spending and investments by cloud type
- Cloud drivers and inhibitors for public and private clouds
- Cloud applications/workloads/data strategies, migration and use cases
- Product bundling
- Customer playbooks and journey to cloud
- Cloud tension and early warning signals
- Cloud economics, churn, and customer lifetime value
- Macroeconomic impacts on cloud investment
- Cloud innovation, digital transformation, disruptive technologies (Edge/ HPC/ AI etc)
- Top vendor loyalty scores and emerging vendors
- IT staff skills and reskilling

Core Research

- Overview, Investments, Multicloud, and Multiplied Innovation
- Survey Findings
- Banner Book
- Worldwide Quarterly Summary
- Worldwide Quarterly Summary and Webinar
- Cloud Workloads, Playbooks, and Personas
- Cloud Vendors, Loyalty, and Trade-Offs
- Cloud Economics, Customer Value, and Staffing
- Quarterly Summary
- Annual Summary Report and Webinar

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Cloud Pulse 2022: Platinum](#).

Key Questions Answered

1. How are enterprises using cloud to overcome current macroeconomic events such as inflation, supply chain challenges from conflict in Ukraine and the ongoing business shifts resulting from COVID-19?
2. What are customers thinking, planning, and investing in public and private cloud technologies? What trade-offs do they make? Are private and public clouds competitive or complementary? What workloads are most likely to remain on-premises?
3. What are the major drivers and inhibitors for cloud adoption based on different buyer personas?
4. Which financial metrics will matter in cloud, and how will cloud economics evolve?
5. How will cloud intersect with other disruptive technologies such as AI, HPC and edge strategies?
6. How will cloud economics and business metrics evolve with the mainstream buyer?

Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the cloud market including:

Alibaba, Amazon, Baidu, Cisco, Dell, Google, HPE GreenLake, Huawei, IBM, Intel, Microsoft, Oracle, Rackspace, Red Hat, SAP, Tencent, and VMware.