

64% of the Indian Organizations Expect to Increase Demand for Cloud Computing, as a Result of COVID-19, Says IDC

NEW DELHI, 2nd June 2020 – The India cloud market will witness a visible impact in the probable and pessimistic scenario in terms of heightened adoption with public cloud leading the forefront of all infra-related investments. According to IDC's COVID-19 Impact on IT spending Survey, May 2020, as a result of the spread of the pandemic 64% of the organizations in India are expected to increase demand for cloud computing while 56% for cloud software to support the new normal.

The need to work remotely is bolstering the demand for SaaS-based collaborative apps, to ensure on and off-site presence at all the times and zero-disruption to business. This will also increase the need for remote support services – both human professional services and of the cloud software – especially security/identity. VPNs, collaboration suites, end-point encryption, and cloud tools will witness an uptake. The digitally determined organizations are likely to sustain their digital plans and would be better positioned to address the situation by leveraging technologies like collaboration and cloud, for maintaining continuity. Industries like media, education, and IT/ITeS are likely to see an increased uptick primarily because of online entertainment, virtual classrooms, and increased need for collaboration as a result of increased remote working.

"We expect an accelerated adoption of cloud, as organizations explore testing of many new initiatives natively on cloud. As industries move away from infrastructure of ownership, pay-per-use models are likely to see an accelerated demand. Public cloud services will be among the few technologies that are positively impacted by the COVID-19," said [Rishu Sharma](#), Principal Analyst, Cloud and Artificial Intelligence, IDC India.

IDC's latest report, [COVID-19 Impact on India Cloud Services \(IDC # AP46332720\)](#) focuses on COVID-19's potential impact on the India cloud market and how enterprises are planning to leverage cloud as they grapple with these uncertain times. The study covers the change in cloud budgets and the technology demands to ensure business continuity. The research also covers some of the initiatives from the vendors in India to support the customers, in this hour of need.

"While the impact of COVID-19 will be clearer in the coming quarters, cloud has been a savior during the crisis. Cloud-based VDI and collaboration tools helped enterprises to stay in touch with their employees, clients, and partners. Cloud-based solutions continued to run and enable seamless business operations during the crisis and this has increased the confidence of enterprises in embracing cloud," said [Sharath Srinivasamurthy](#), Research Director, Enterprise Solutions & ICT Practices, IDC India.

For more information about this report or IDC's India research services, please contact Shivani Anand sanand@idc.com.

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