

# Case Study and Report



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**Case Study : Global IT Decision Makers Study – Cloud Adoption**

# Objective

- To evaluate awareness, adoption, and future investment intent for cloud-based IT solutions.
- To identify regional differences in ITDM priorities across North America, Europe, and APAC.



800 ITDMs across USA, UK, Germany, France, India, Singapore, Japan, Australia.

- Online surveys covering budgets, vendor preferences, and adoption roadmap.
- Depth interviews with CIOs/CTOs to gather qualitative insights on pain points.
- Competitive benchmarking analysis for top 5 cloud vendors.

# Approach

- Recruitment through verified B2B panels
- Screening included: job title (CIO, CTO, IT Head), company size (>500 employees), cloud budget authority.
- Duplicate checks via unique email/IP.
- Open-ended coding double-checked by 2 analysts.

# Quality Control

- 72% of ITDMs planned to increase cloud spending in 12–18 months.
- Security and compliance ranked as top challenges.
- Vendor choice was influenced by integration capabilities and local support presence.
- Insights guided client's go-to-market strategy, focusing on APAC where adoption intent was highest.

# Outcome



# Get in Touch

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