

REGION FOCUS: NORTH AMERICA

# On-Demand Infrastructure Critical to a Hybrid Multicloud Future

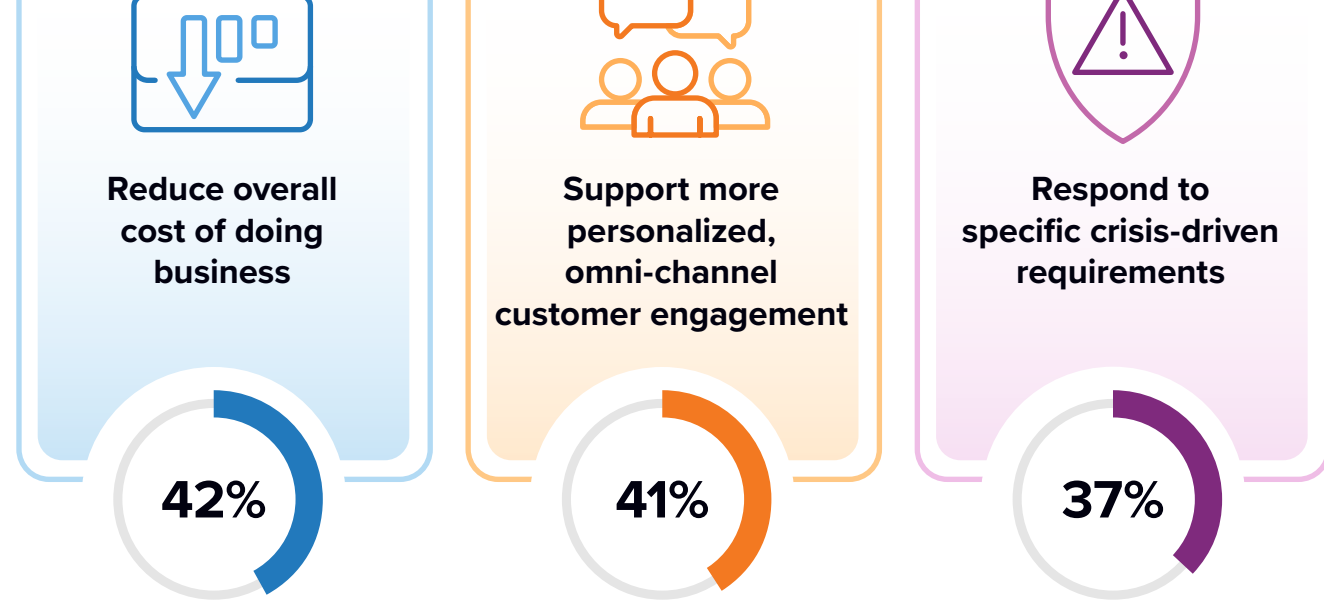


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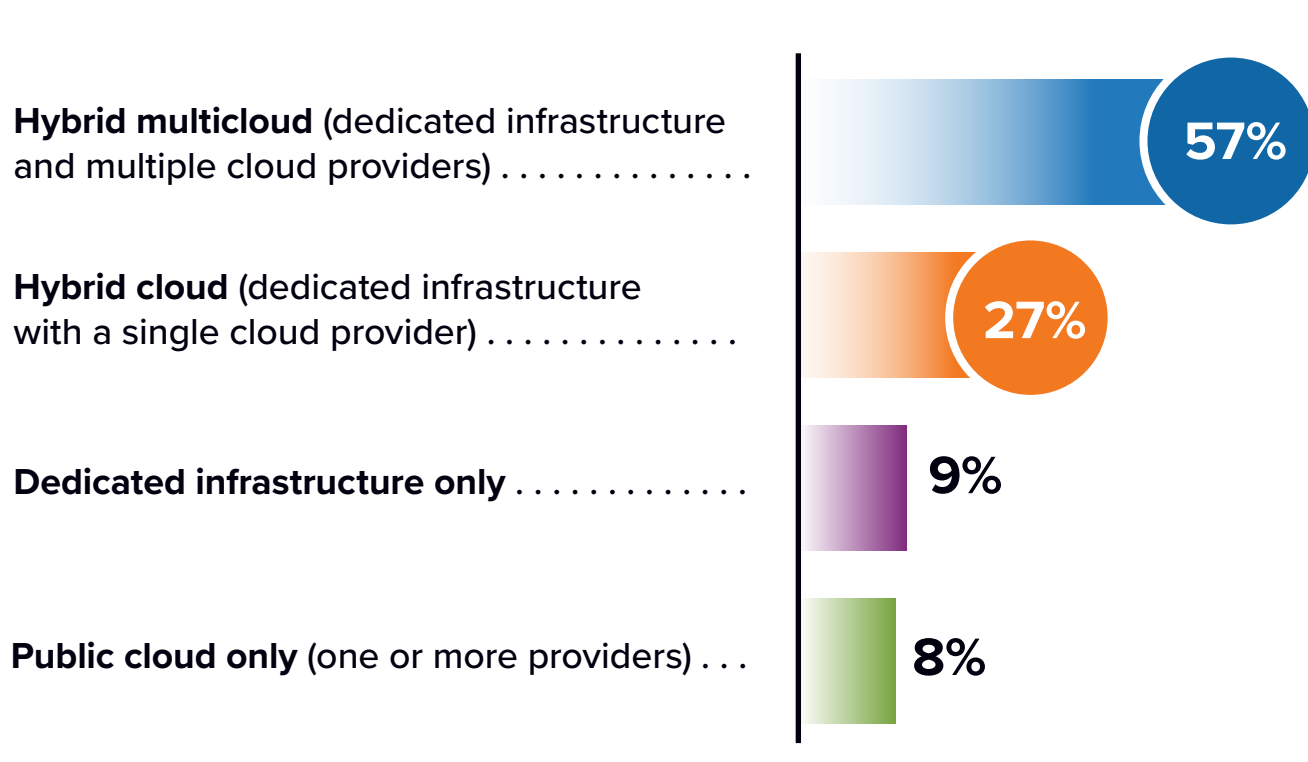
## Top 3 Business Outcomes Shaping Digital Strategy



n = 491; Source: IDC's Canada's IT Advisory Panel (ITAP) n5 2022 Survey, August 2022

## Organizations Are Choosing Hybrid Deployments to Support Digital

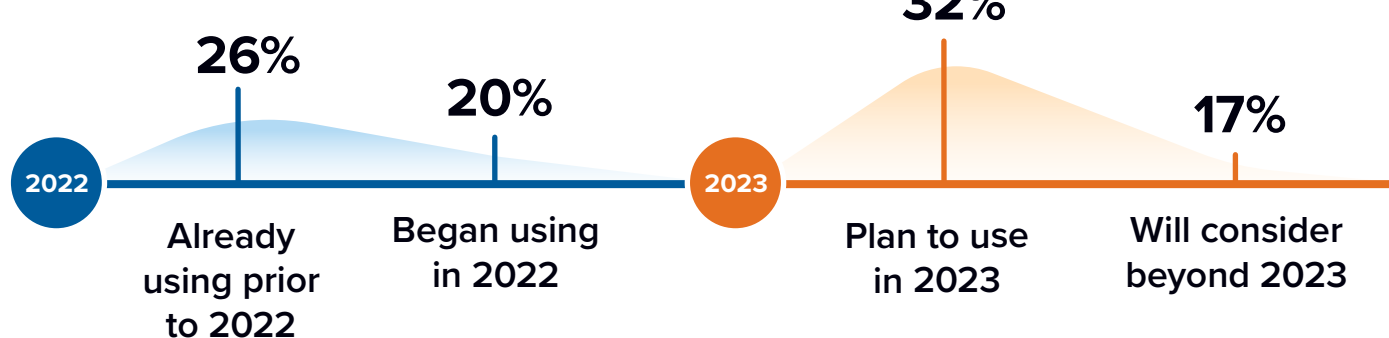
What best describes organizations' approaches to data infrastructure?



n = 600; Source: IDC's IT Infrastructure for Storage and Data Management Survey, January 2023

## As-a-Service Infrastructure Attractive to Buyers

Organizations are receptive to storage-as-a-service (STaaS) models that provide a cloud-like experience for dedicated infrastructure.



n = 600; Source: IDC's IT Infrastructure for Storage and Data Management Survey, January 2023

## Driving the Adoption of Consumption-Based Subscription

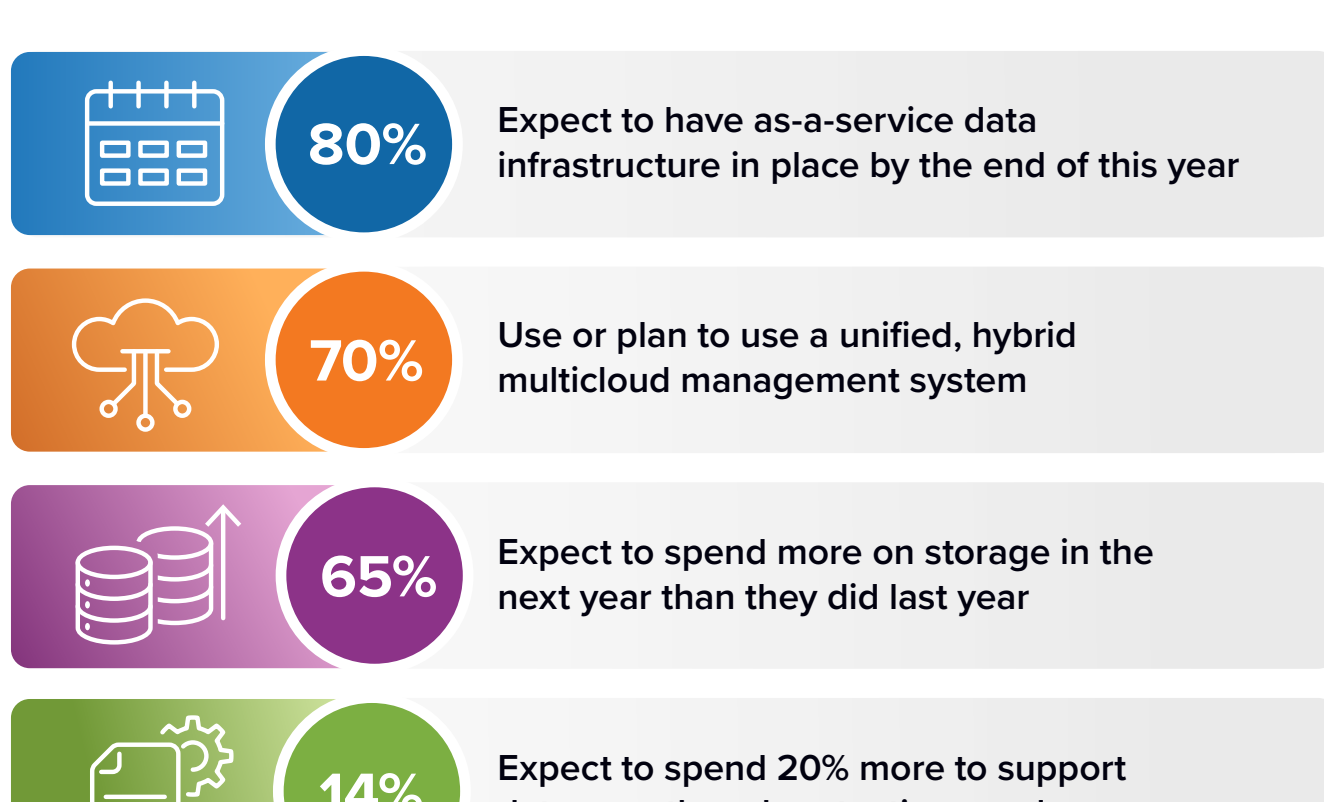
Factors driving the use of dedicated digital infrastructure as a service:



n = 491; Source: IDC Canada's IT Advisory Panel (ITAP) n5 2022 Survey, August 2022

## Now Is the Time for As-a-Service Infrastructure

Opex economics, cloud-like flexibility, unified management lead to better digital business outcomes.



n = 600; Source: IDC's IT Infrastructure for Storage and Data Management Survey, January 2023

## Message from the Sponsor



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