



Desired Business Outcomes are Driving Canadian Organizations' Data Strategies: CDW Canada Report

CDW Canada's latest Cloud Report reveals Canadian organizations are seeing more value in investing in and maturing hybrid cloud processes, technologies and services to propel their business forward

Toronto, ON – February 22, 2022

Today, [CDW Canada](#), a leading provider of technology solutions and services for Canadian organizations is pleased to announce the launch of its second annual Cloud Report, [Accelerating and Enhancing Business Digitization with Hybrid Cloud](#). This year's report, conducted with additional support and analysis by IDC Canada, provides an evaluation of the latest cloud-based trends and insights and explores how Canadian organizations can advance their hybrid cloud strategy.

Canadian Organizations get IT

According to the report, organizations across Canada are using desired external outcomes to help drive their digital strategy. Leading areas of focus include productivity, efficiency, experience and engagement, responsiveness to the market, resilience and security. This indicates that Canadian organizations understand the importance of investing in IT and integrating digital strategy into the business planning process.

- 90 percent of organizations are using external outcomes to help drive their digital strategy.
- Half (50 percent) of respondents cite reducing the cost of business as the top business outcome shaping their digital infrastructure strategy over the next two years.
- Over one-third (36 percent) of respondents cite speeding new applications to market as the top business outcome shaping their digital infrastructure strategy over the next two years.

The Age of Containerization, DevOps and Zero-trust

When it comes to cloud adoption, digitization and digital transformation, containerization and microservices, DevOps and zero-trust architecture are the top cloud trends enhancing business operations. These key trends allow organizations to streamline workload and application portability, enhance the agility of their infrastructure and deployment automation and maintain a healthy security position in today's virtual landscape.

- Over half (61 percent) of Canadian organizations are planning to or have already started implementing DevOps and agile development methodologies.
- Over one-third (37 percent) of Canadian organization are planning to or have already adopted zero-trust architecture across their entire IT environment.
- Nearly one-in-five (18 percent) of Canadian organizations of all sizes believe container-based workloads will quickly become their primary infrastructure platform.

"As hybrid and remote work models continue to dominate the Canadian business landscape, the benefits of hybrid cloud solutions cannot be understated," said KJ Burke, principal technology strategist, hybrid cloud, CDW Canada. "Our research demonstrates that organizations understand the importance of tapping into the agility, scalability and specialized tools of public cloud while preserving the optimization and control ownership of the traditional data centre. While many Canadian organizations are still in the early stages of their cloud journey, those that adopt a mature cloud practice will be poised to come out ahead and remain agile in the evolving digital landscape."

"Containerization, microservices, infrastructure as code adoption – it all tells us digitization and cloud native are a quickly ramping reality," said Warren Shiau, research vice president, IDC Canada. "Being prepared to operate in a hybrid model with the appropriate cloud capabilities and skillsets is the most important thing Canadian organizations can do to bring traditional data centre investment forward through digital transformation," Warren added.

About the CDW 2022 Cloud Report

This report is based on existing IDC research, both current and in time-series, and is drawn from multiple IDC market surveys. The report was written with additional

support and analysis from IDC Canada and includes insights on data centre challenges, migration trends and more. The full report is available [here](#).

About CDW Canada

CDW Canada is a leading provider of technology solutions for business, government, education and healthcare. CDW Canada helps customers achieve their goals by delivering integrated technology solutions and services that help customers navigate an increasingly complex IT market and maximize the return on their technology investment.

Areas of focus include software, networking, unified communications, data centre and mobility solutions. CDW Canada is ranked No. 1 on the 2021 Channel Daily News Top 100 Solutions Provider list, and is a wholly owned subsidiary of Vernon Hills, Illinois-based CDW Corporation, a Fortune 500 company. For more information, visit www.cdw.ca.

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