

REGION FOCUS: NORTH AMERICA

On-Demand Infrastructure Critical to a Hybrid Multicloud Future

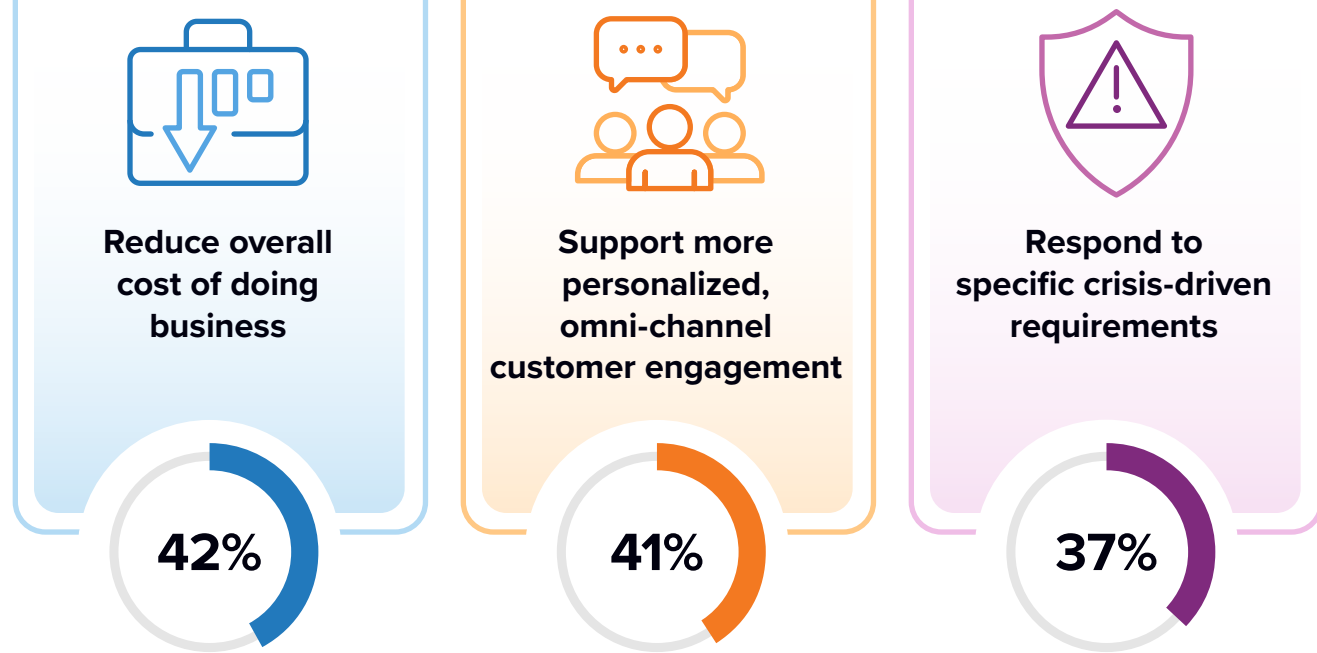


Dave Pearson
 Research Vice President, Infrastructure Systems, Platforms and Technologies Group, IDC



Henry Arzumanian
 Research Analyst, Networking and Security, IDC

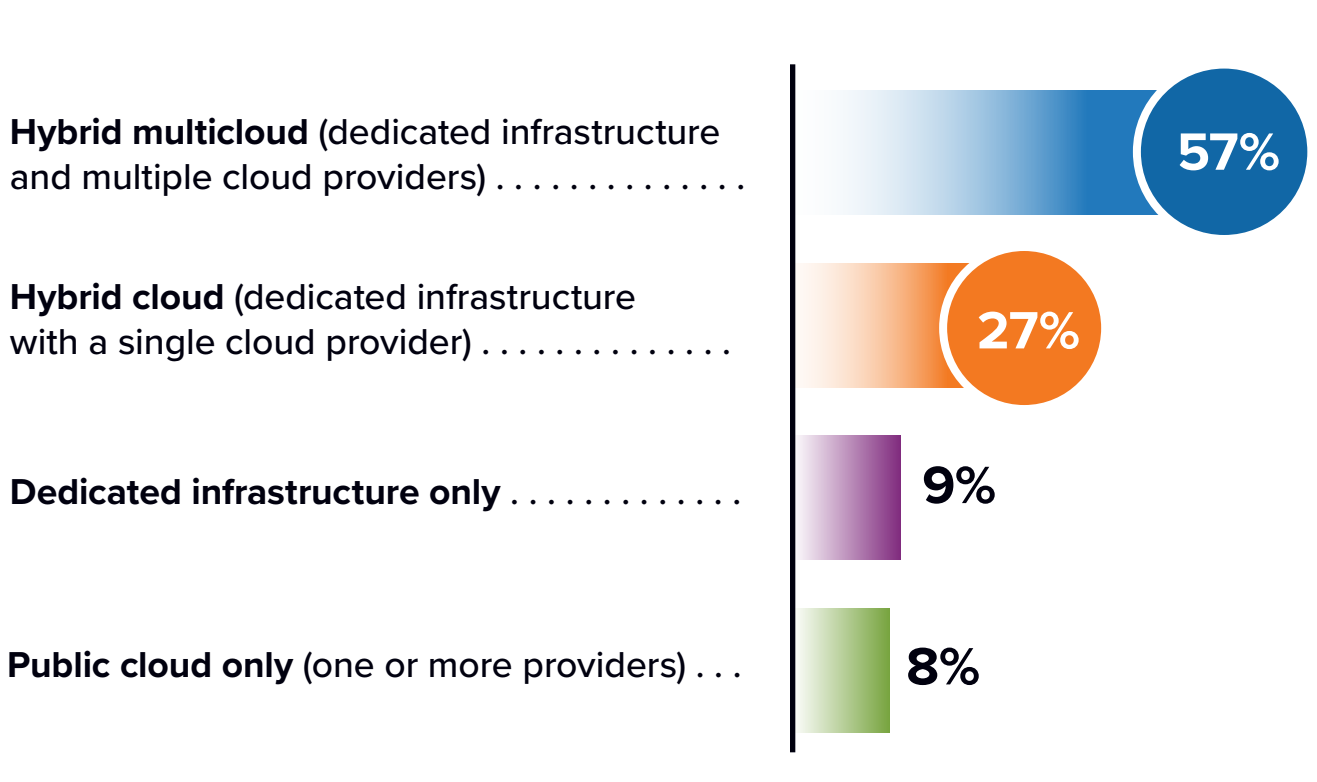
Top 3 Business Outcomes Shaping Digital Strategy



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

Organizations Are Choosing Hybrid Deployments to Support Digital

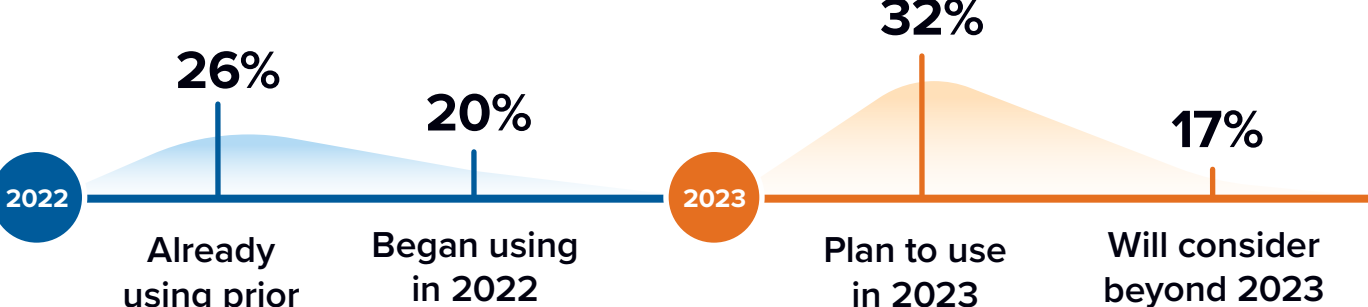
What best describes organizations' approaches to data infrastructure?



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

As-a-Service Infrastructure Attractive to Buyers

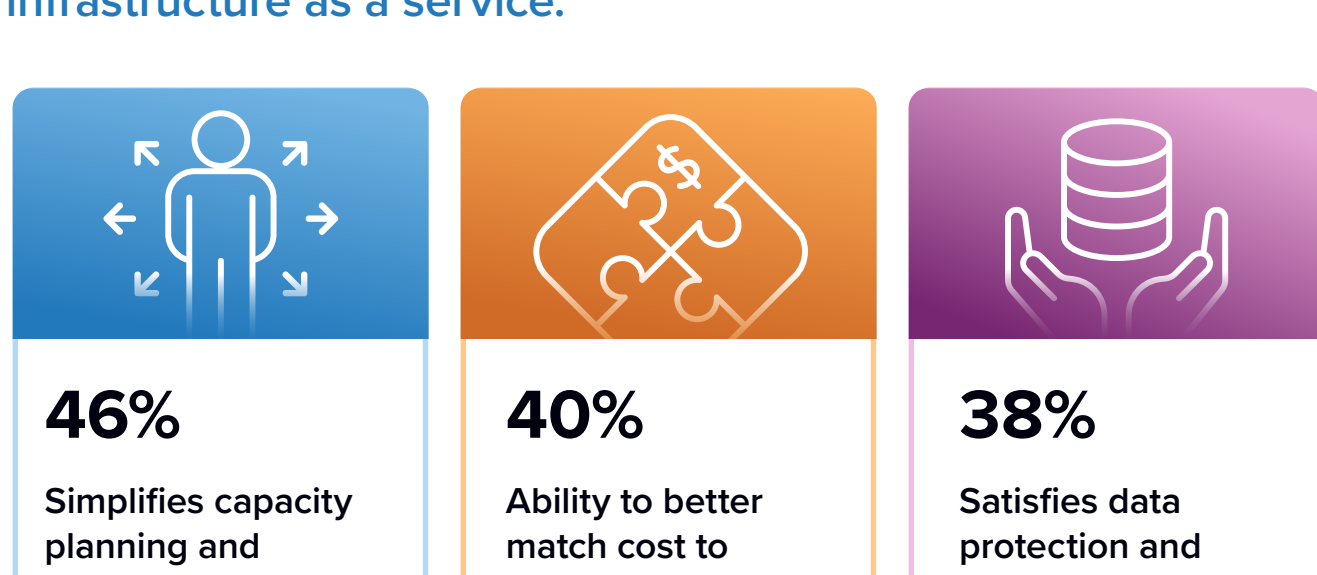
Organizations are receptive to storage-as-a-service (STaaS) models that provide a cloud-like experience for dedicated infrastructure.



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

Driving the Adoption of Consumption-Based Subscription

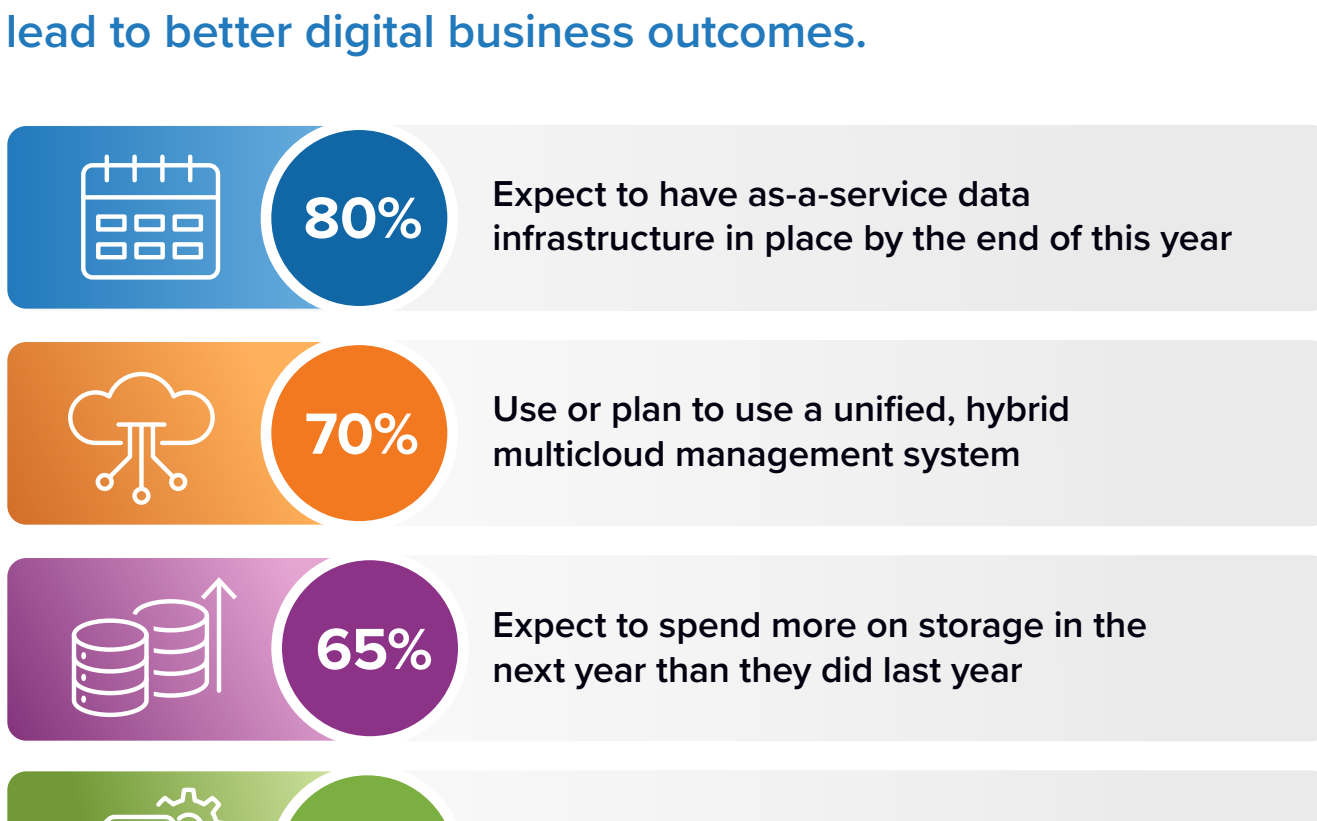
Factors driving the use of dedicated digital infrastructure as a service:



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

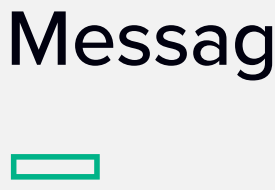
Now Is the Time for As-a-Service Infrastructure

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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