accenture

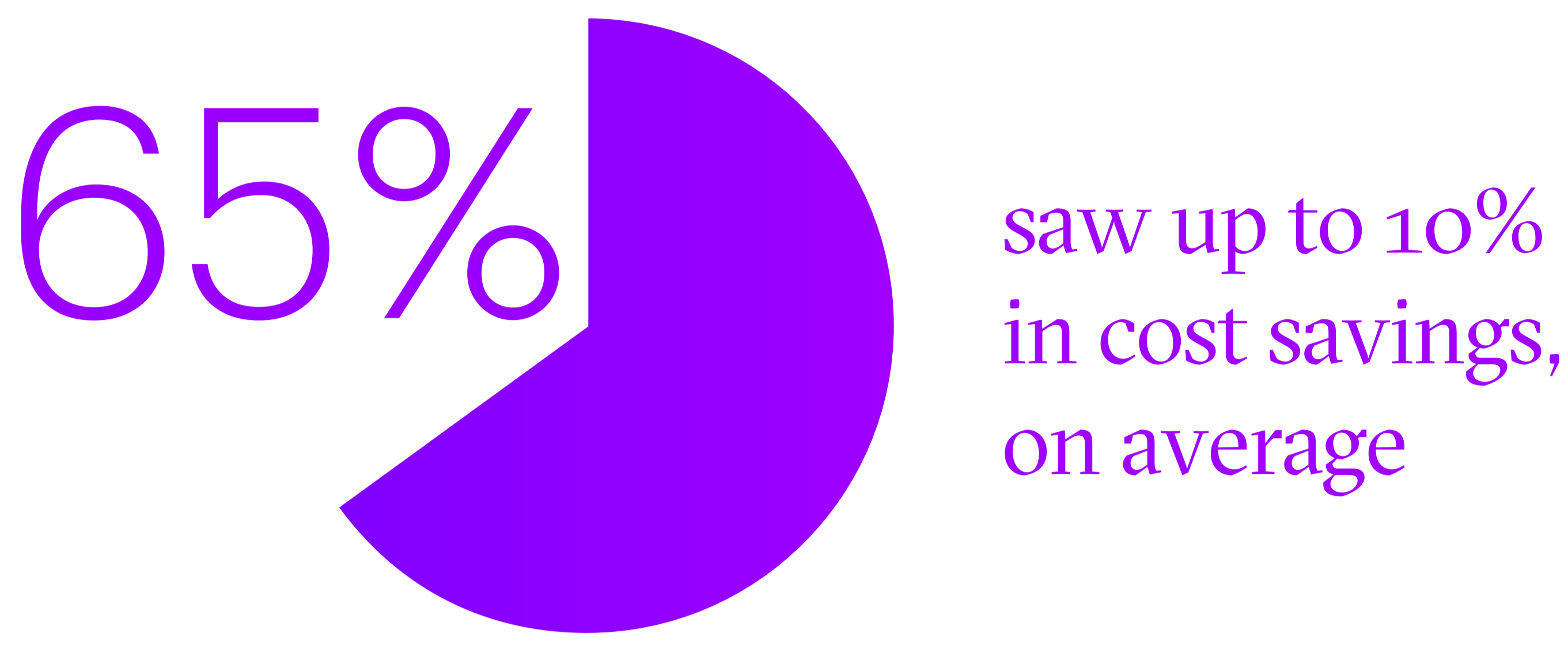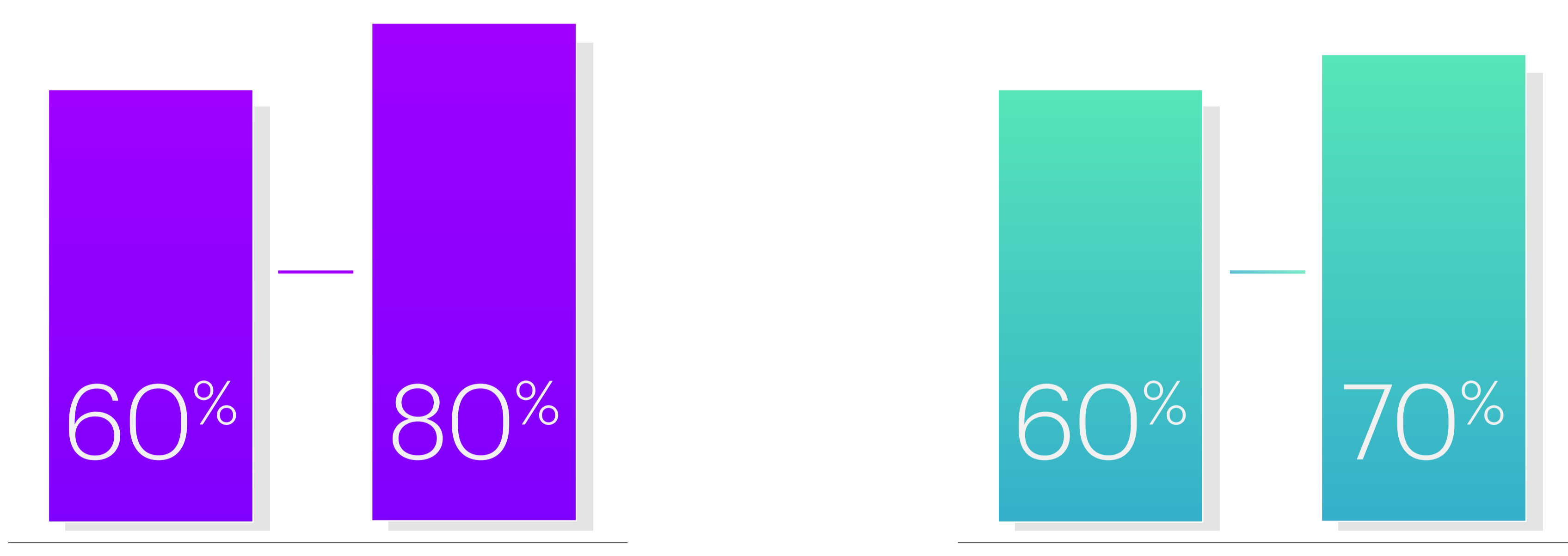# Ever–ready for every opportunity

How to unleash competitiveness on the Cloud Continuum

Cloud migration shows impressive results

65% saw up to 10% in cost savings, on average

Yet most organizations are limited by a migration mindset, seeing cloud as a destination with a fixed endpoint

60% — 80%

60% — 70%

Note: Share of "not strongly adopting" for each approach or initiative

Do not actively manage and optimize their IT estate continuously

Do not actively prioritize the use of cloud-native architectures, applications, and data for new initiatives

Are not using cloud actively to modernize IT infrastructure and applications at a higher speed than on-premises

A small subset of organizations, however, are seeing substantial gains by viewing cloud as a launchpad for innovation and new ways of operating.
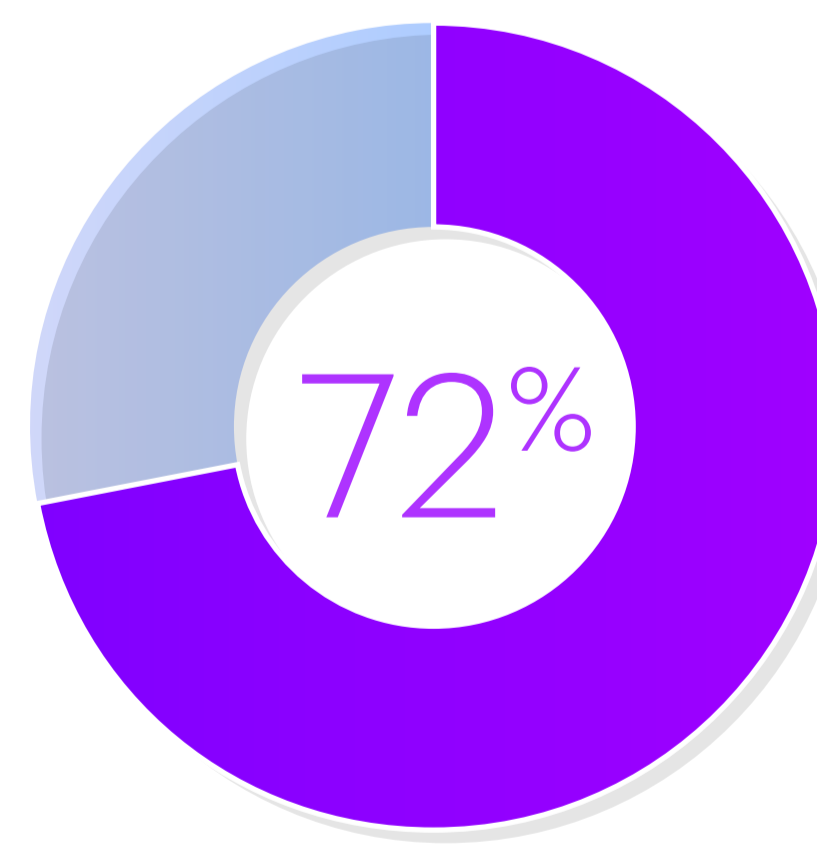
Continuum Competitors are:

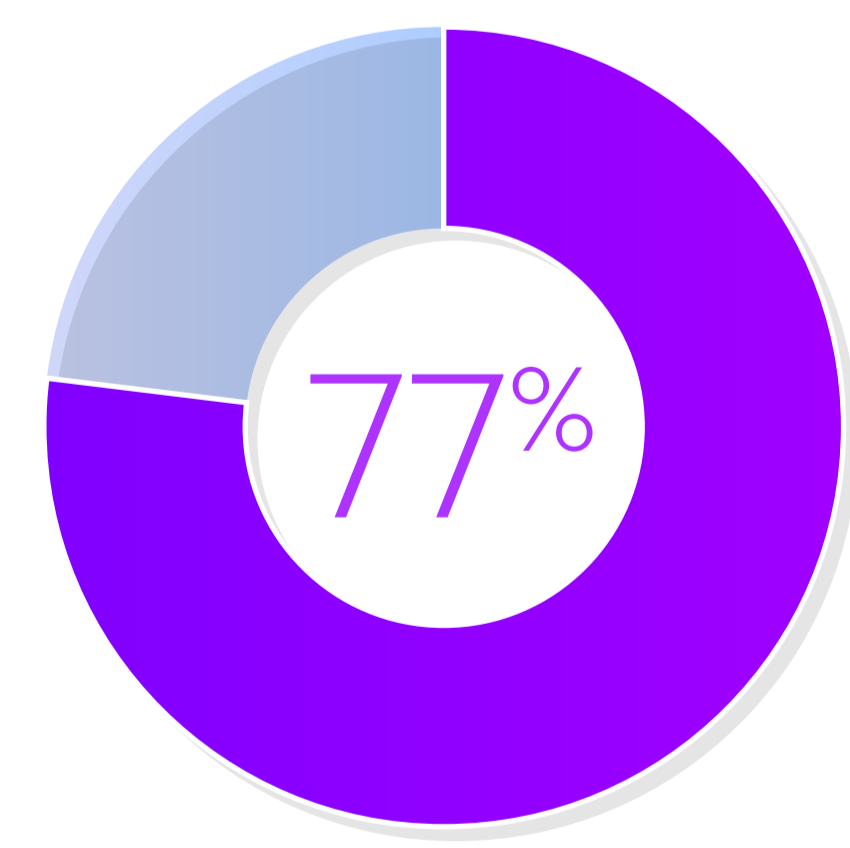**2to3x** more likely to innovate and re-engineer knowledge work

Achieving between **1.2x** (North America) to **2.7x** (Europe) greater cost reduction than migration players

Up to **3x** more likely to use the cloud for at least 2 sustainability goals, such as using green energy sources, architecting for lower power consumption, and utilizing servers better for a lower energy footprint

Continuum Competitors deliberately pursue a continuous commitment to reinvention with technology and practices

72% Cloud and Cloud-enabled Tech Adoption

77% Cloud Continuum Practices

Continuum Competitors

"Continuum Competitors" see cloud as a continuum of capabilities that span from public to edge—and everything in between. The Cloud Continuum includes different types of ownership and location, seamlessly connected by cloud-first networks, and supported by advanced, Cloud Continuum practices.

These organizations harness the Cloud Continuum to advance in their journey—from on premises to cloud migration to growing and innovating with the cloud. They are able to extend the Continuum vision to their entire technology stack, from infrastructure, to network, to their applications, and beyond.