

# Are your customers ready to transition to the cloud?

It is estimated that 1.5m UK businesses will move to cloud-based systems over the next two years.

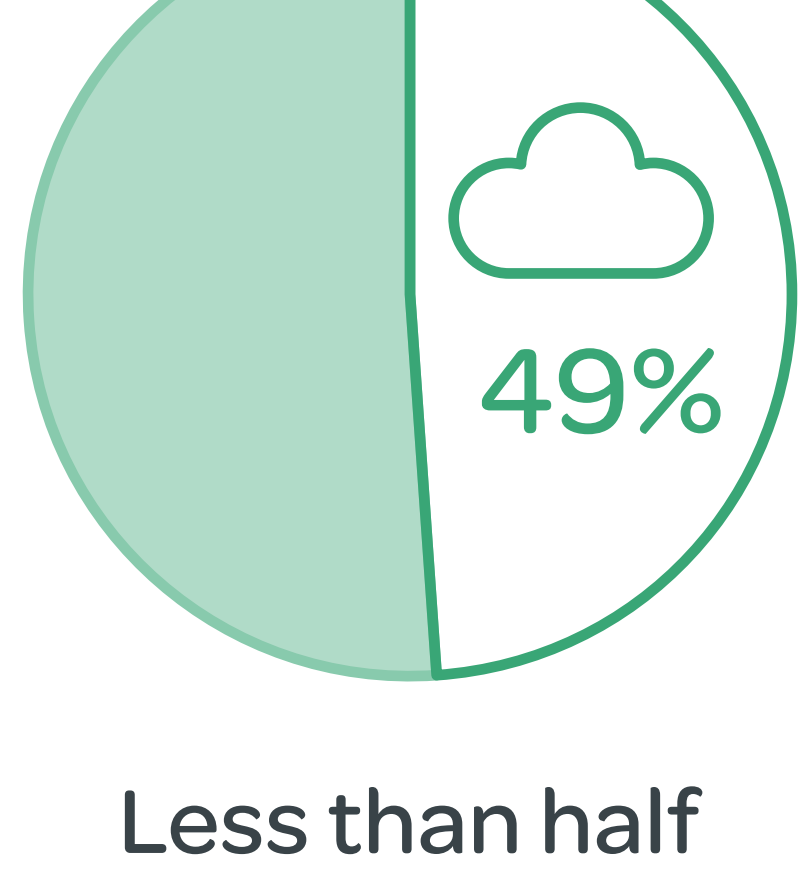
By 2019 80%\* of UK business will be cloud dependent. This movement will be all-inclusive, from large enterprises to the smallest business.



## But they can't do this without help

To investigate this trend further, we conducted a survey\*\* of SMEs to see how they intend to make the transition to the cloud.

There is still a lack of understanding on cloud-based services



**Less than half** of SMEs say they use cloud technology today...

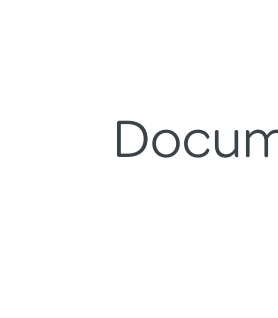
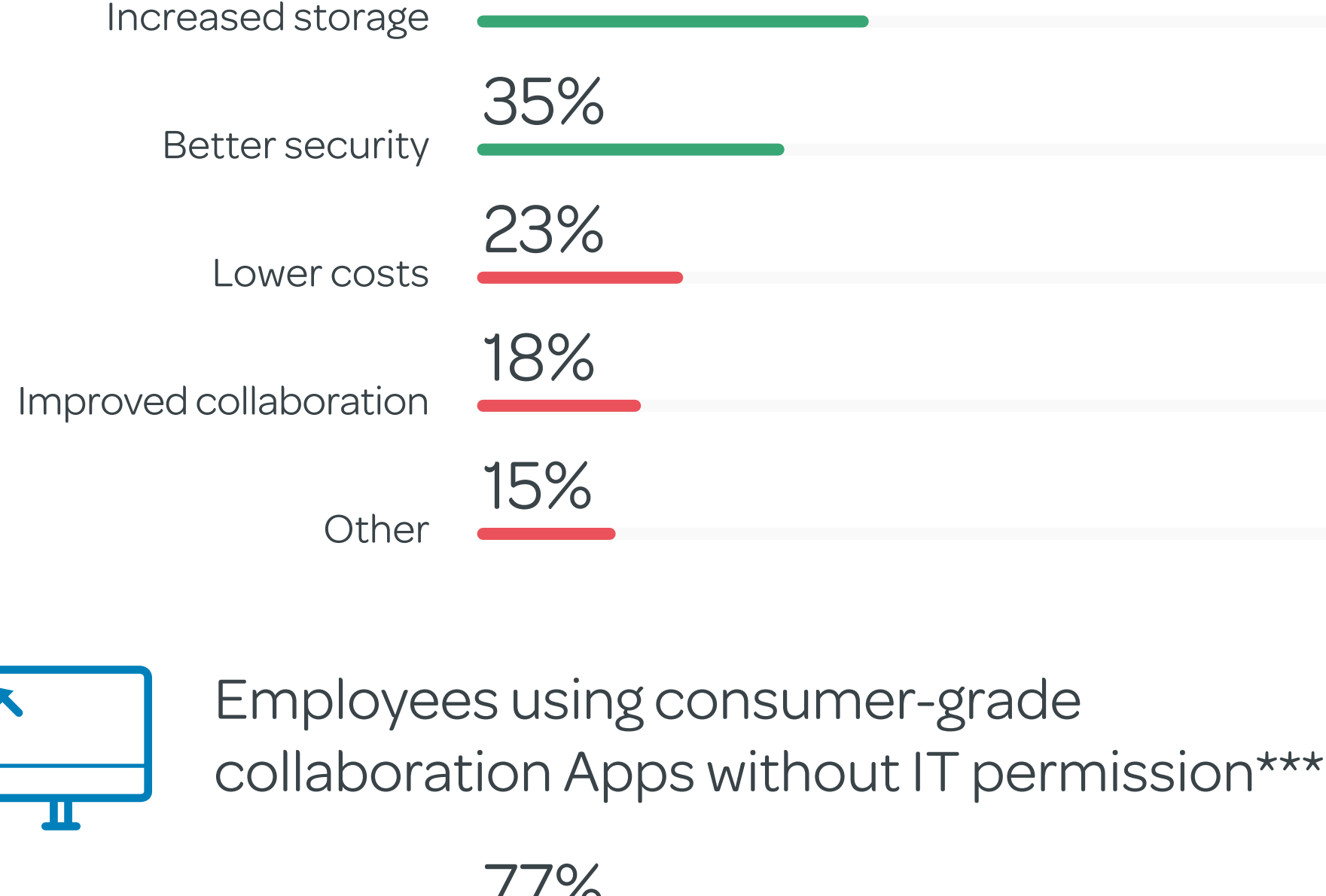


...however, when prompted to the types of cloud services available, the awareness of usage jumps to **nearly 3/4.**

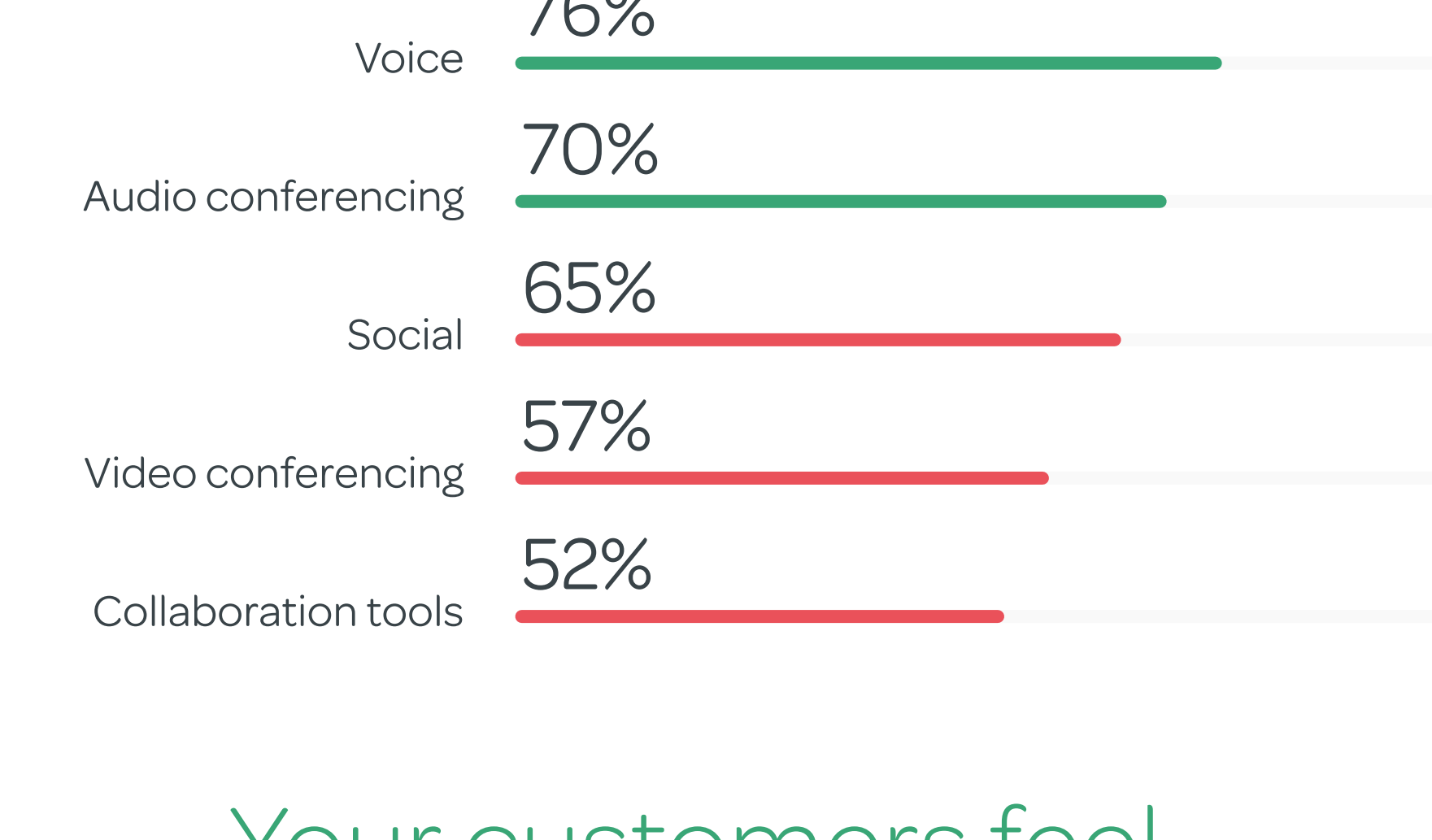
SMEs are looking for more flexible ways of working, and they are finding their own solutions to enable this



## Benefits of moving your business services to the cloud



## Employees using consumer-grade collaboration Apps without IT permission\*\*\*



## Your customers feel unprepared and have concerns about moving to the cloud

**Only 29%** feel confident about moving to the cloud



**17%** expressed some concern in moving to the cloud

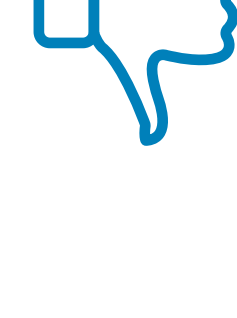


**17%** think cloud services are irrelevant for their company

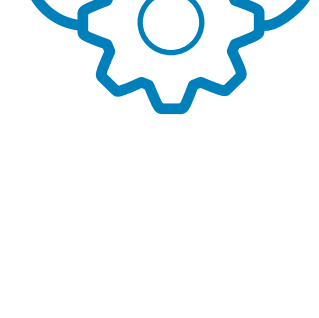


## How can you help your customers?

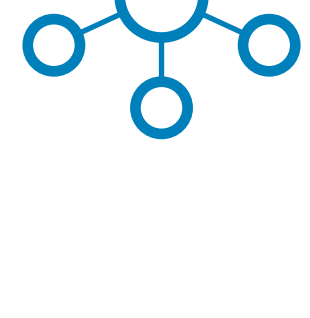
**Only 3%** would feel comfortable managing their own migration directly with a cloud provider



**35%** said they would need support with cloud migration

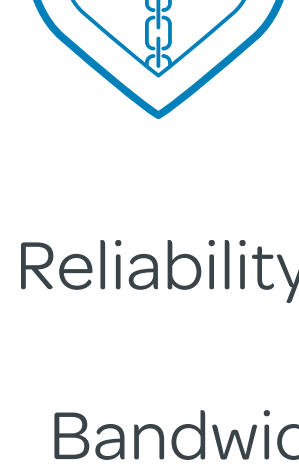


**45%** said they would like on-going network-centric management

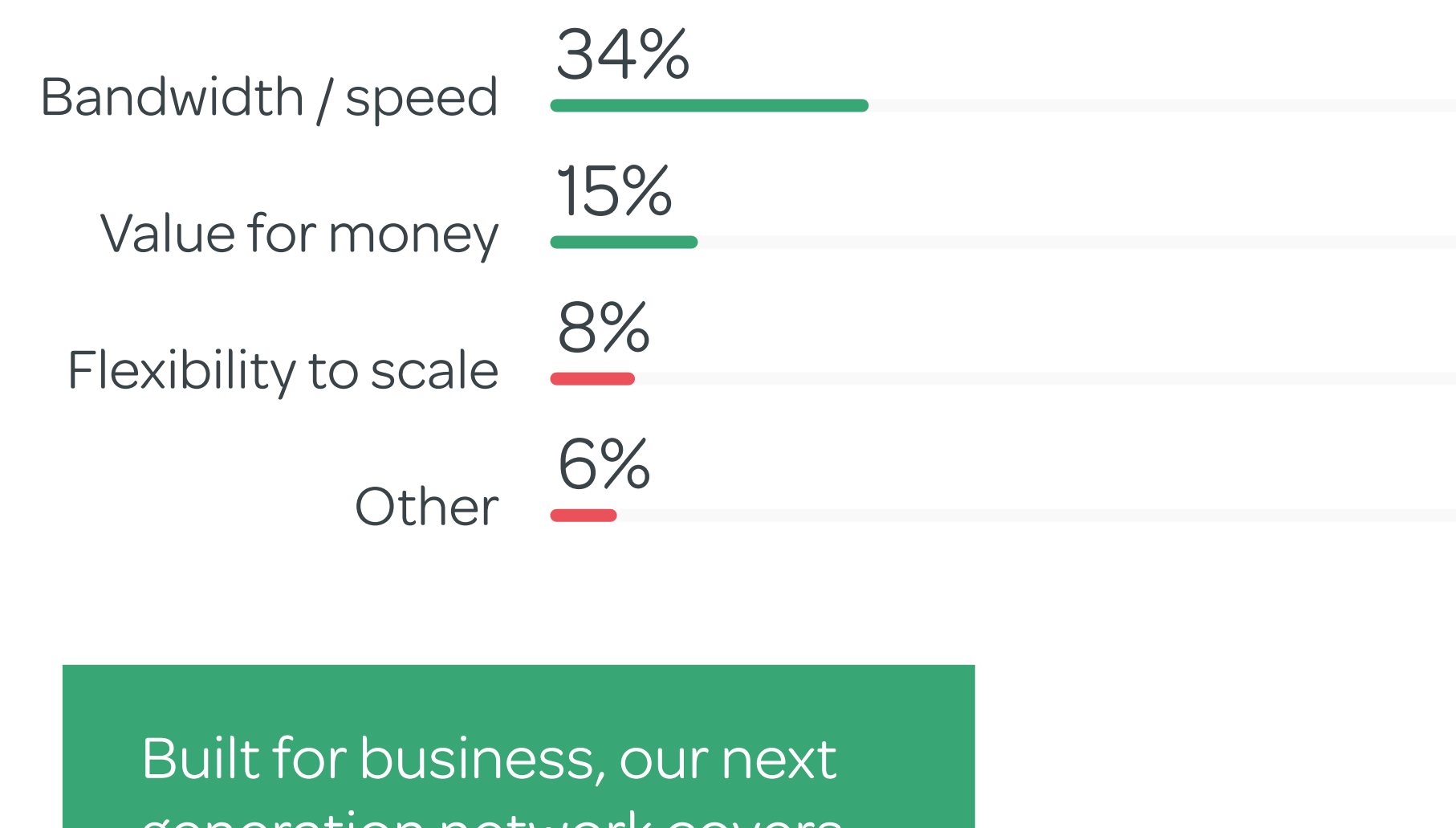


## A reliable network connection is key to delivering an effective cloud solution.

38% of SMEs said that reliability is their main consideration for cloud connectivity.



## What would be the most important consideration for your connectivity?



Built for business, our next generation network covers 95% of the UK, with almost 60% more Ethernet coverage than BT Wholesale.

With our 99.995% core network reliability you can be reassured we will keep your customers connected to the cloud.

Get in touch and see how we can transform your business.

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