The Wasabi 2023 Global Cloud Storage Index

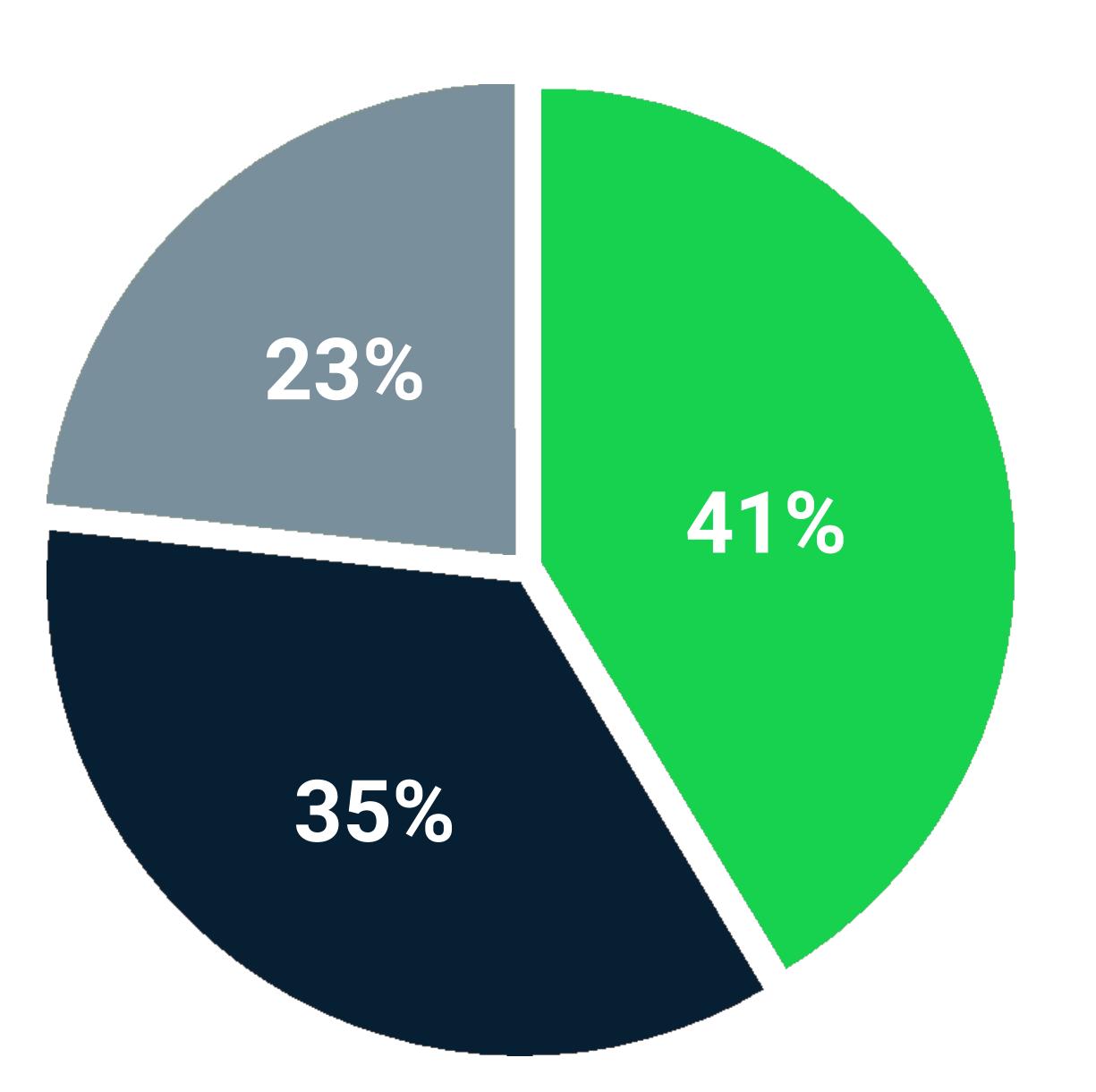## Summary of key findings from EMEA survey respondents

Survey Details:

> In late 2022, Wasabi commissioned research to better understand cloud storage market trends

> 1,000 IT decision makers involved in their organization's cloud storage purchases were surveyed

> 350 of those respondents are from EMEA countries, including the UK, France, Germany, and Netherlands

> On average, EMEA respondents allocated 14.4% of IT budgets to public cloud storage services

> 70% of EMEA respondents have been using public cloud storage since 2019 or earlier

> 41% of EMEA respondents identified their cloud IT services strategy & approach as "cloud-first"

How would you describe your organization's approach to "cloud" IT services adoption, including storage?

41%
35%
23%

- ■ Balanced
- ■ Cloud First
- ■ Traditional (majority of IT infrastructure is on premises)

Results indicate a positive outlook for EMEA cloud storage adoption and spending through 2023:

> **83%** of EMEA respondents expect the amount of data they store in the public cloud to increase in 2023

> **81%** of EMEA respondents expect their public cloud storage budgets to increase in 2023

83%

83% Of EMEA respondents expect the amount of data they store in the public cloud to increase in 2023

Top 3 reasons why EMEA cloud storage budgets are growing (Rank Order):

1: IT initiatives (e.g., application or infrastructure migration/development)

2: Business initiatives (e.g., digital xformation, cloud modernization)

3: New data security, backup, and recovery requirements

However, many EMEA orgs struggle to manage and control their cloud storage spending:

> On average, **48% of EMEA respondent's cloud storage bill is allocated to FEES**

> **52%** of EMEA respondents exceeded their budgeted spend on cloud storage in 2022

> **37%** of EMEA respondents incurred higher data operations fees than expected

More than half of EMEA respondents spent more than they budgeted for public cloud storage in 2022

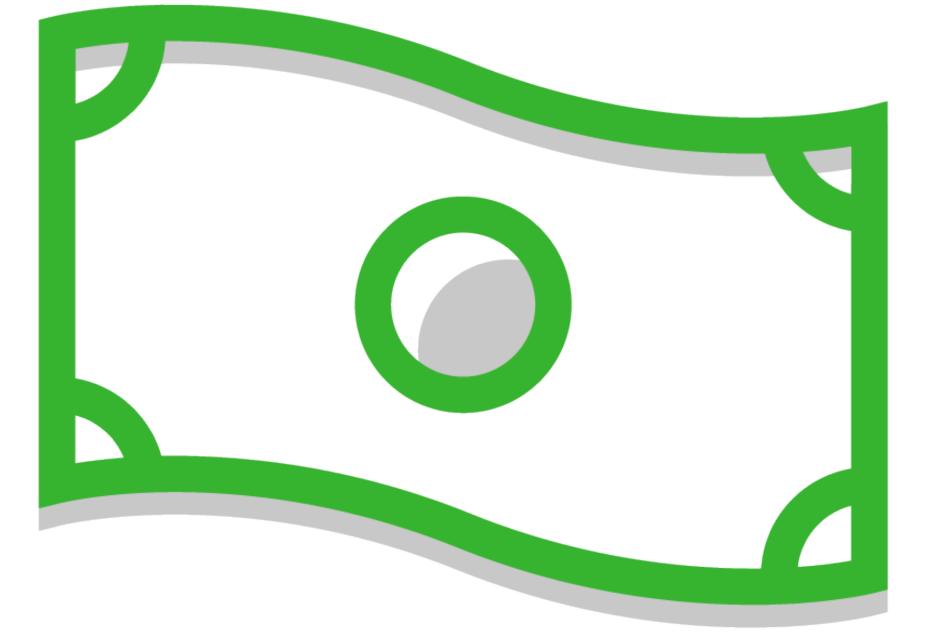### Security, data protection, and compliance are key drivers of the EMEA cloud storage market:

> EMEA respondents ranked **native data protection, security, and compliance features as their #1 most important consideration** when it comes to choosing a vendor. Features like built-in backup, replication, immutability, and disaster recovery are key to EMEA decision makers.

> **87% of EMEA respondents migrated storage from on prem to public cloud in the last year.** But their #2 challenge associated with cloud data migration was meeting compliance and regulatory requirements.