The Wasabi 2023 Global Cloud Storage Index Summary of key findings from APAC 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
- 200 of those respondents are from APAC countries, including Japan, Singapore and Australia
- On average, APAC respondents allocated 13.3% of IT budgets to public cloud storage services
- 61% of APAC respondents have been using public cloud storage since 2019 or earlier
- 35% of APAC 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?





Cloud First

Traditional (majority of IT infrastructure is on premises)



Source: The Wasabi 2023 Global Cloud Storage Index Note: n = 1,000 global respondents, 200 APAC respondents. Totals may not sum to 100% due to rounding

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

- **85%** of APAC respondents expect the amount of data they store in the public cloud to increase in 2023
- 87% of APAC respondents expect their public cloud storage budgets to increase in 2023



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

- 1: IT initiatives (e.g., application or infrastructure migration/development)
- 2: Operational initiatives (need to offload infrastructure tasks to services providers)
- **3:** Business initiatives (e.g., digital xformation, cloud modernization)

85% Of APAC respondents expect the amount of data they store in the public cloud to increase in 2023

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

- cloud storage in 2022

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

key challenges:



> On average, 50% of APAC respondent's cloud storage bill is **allocated to FEES** – the highest proportion of any region

51% of APAC respondents exceeded their budgeted spend on

> A leading reason for budget excess among APAC respondents was higher data operations fees than expected



Multicloud deployments & cloud migrations are both pervasive in APAC, but create

61% of APAC organizations use more than one public cloud

storage provider. Higher than the global average of 57%. But onethird (32%) of APAC respondents note storage and apps in different clouds are not connected and managed independently.

93% of APAC respondents migrated storage from on prem to public cloud in the last year. Higher than global average of 89%. But APAC respondents noted their #1 challenge with storage migration was understanding cloud usage, cost, and fees.