

**For immediate release****PRESS RELEASE**

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## 85% of enterprises say cloud has lived up to the hype

*More compute and storage in the cloud than on-premises by 2024 reveals Tata Communications' global survey*

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**London – 26th February 2015** – Research conducted by [Tata Communications](#), a leading provider of A New World of Communications™, has found that organisations with 500+ employees are seeing tangible benefits from cloud computing. 85% say cloud had lived up to industry hype, with 23% declaring that cloud had exceeded their expectations.

According to the global survey, this groundswell of positive opinion has been contributed to by enterprises experiencing tangible benefits when using cloud services – with 83% of enterprises feeling they have experienced benefits they did not expect to see. The most popular of these benefits cited by respondents were: increased productivity (69%), better access to data (65%), and reductions in costs (63%).

The findings also showed that by 2024 off-premises storage will have overtaken on-premises alternatives, with enterprises forecast on average to have 58% of their compute and data storage held in the cloud in ten years' time compared with 28% currently. When asked how much of their IT provision would be stored in private cloud specifically by 2024, respondents predicted an average of 52% - highlighting the dominance of private cloud storage. However, 94% of respondents say they would be more likely to adopt a hybrid cloud computing model if connections with the public cloud were more predictable.

Furthermore, the research suggests that enterprises are realizing competitive advantages from cloud deployments. Nearly two thirds (65%) of respondents said using the cloud had led to increased speed of access to technology. In terms of streamlining business processes, over two thirds (67%) have experienced reduced delivery times to clients and partners. 54% have seen the delivery time of new services to new markets and / or geographies reduced.

Julie Woods-Moss, CMO and CEO of NextGen Business at Tata Communications, says "This independent research shows that the cloud has exited the hype cycle and entered the real adoption phase for businesses globally. It is now a strategic investment and a competitive differentiator. As a result, the network that enables cloud adoption is critical, and new services, such as our [IZO™ network platform and partner ecosystem](#), are fundamental to creating a simple way for companies to adopt the cloud model most suited to business requirements – be that private, public or hybrid."

Today, over 24% of the world's internet routes travel over Tata Communications' network, which is [the largest wholly-owned subsea cable network in the world](#). Its Tier 1 IP network provides backbone connectivity to over 240 countries and territories across 400 points-of-presence, as well as nearly 1 million square feet of data centre and collocation space worldwide.

Tata Communications' IZO™ network platform ecosystem currently consists of over 20 service providers covering countries accounting for 85% of the world's GDP. It also covers three of the largest cloud platforms, including Microsoft Azure and Google Cloud Platform, with over 50 data centres across the globe. The IZO™ network delivers the most comprehensive cloud enablement platform available today.

**To view the research video, please visit [http://youtu.be/ DJSizMWYDk09870](http://youtu.be/DJSizMWYDk09870)**

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To read the complete report, please visit [www.tatacommunications.com/cloud](http://www.tatacommunications.com/cloud)

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## About the survey

Tata Communications conducted an online survey that comprised 36 questions. The survey totalled 1,000 respondents across eight countries: UK, France, Germany, USA, Singapore, Hong Kong, China, and India. Of the total number of respondents surveyed, 13% are from each of the eight countries. The number of employees at the respondents' organisation is: 500-1000: 25%, 1001-3000: 30%, 3001-5000: 30%, more than 5000: 15%. The sector of the respondent's organisation is: IT: 28%, manufacturing and production: 19%, financial services: 17%, retail, distribution and transport: 11%, construction and property: 4%, business and professional services: 4%, healthcare (private): 3%, energy, oil/gas and utilities: 3%, chemicals: 3%, telecommunications: 2%, entertainment, media or leisure: 2%, education (private): 1%, consumer services: 1%, mining: 1%, agriculture: 0.4%, other commercial sector: 1% (air and space, engineering, logistics, pharmaceutical).

## About Tata Communications

Tata Communications Limited (CIN no: L64200MH1986PLC039266) along with its subsidiaries (Tata Communications) is a leading global provider of A New World of Communications™. With a leadership position in emerging markets, Tata Communications leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multi-national enterprises, service providers and Indian consumers.

The Tata Communications global network includes one of the most advanced and largest submarine cable networks and a Tier-1 IP network with connectivity to over 240 countries and territories across 400 PoPs, as well as nearly 1 million square feet of data centre and collocation space worldwide.

Tata Communications' depth and breadth of reach in emerging markets includes leadership in Indian enterprise data services and leadership in global international voice.

Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India.

<http://www.tatacommunications.com>

### Forward-looking and cautionary statements

Certain words and statements in this release concerning Tata Communications and its prospects, and other statements, including those relating to Tata Communications' expected financial position, business strategy, the future development of Tata Communications' operations, and the general economy in India, are forward-looking statements. Such statements involve known and unknown risks, uncertainties and other factors, including financial, regulatory and environmental, as well as those relating to industry growth and trend projections, which may cause actual results, performance or achievements of Tata Communications, or industry results, to differ materially from those expressed or implied by such forward-looking statements. The important factors that could cause actual results, performance or achievements to differ materially from such forward-looking statements include, among others, failure to increase the volume of traffic on Tata Communications' network; failure to develop new products and services that meet customer demands and generate acceptable margins; failure to successfully complete commercial testing of new technology and information systems to support new products and services, including voice transmission services; failure to stabilize or reduce the rate of price compression on certain of the company's communications services; failure to integrate strategic acquisitions and changes in government policies or regulations of India and, in particular, changes relating to the administration of Tata Communications' industry; and, in general, the economic, business and credit conditions in India. Additional factors that could cause actual results, performance or achievements to differ materially from such forward-looking statements, many of which are not in Tata Communications' control, include, but are not limited to, those risk factors discussed in Tata Communications Limited's Annual Reports. The Annual Reports of Tata Communications Limited are available at [www.tatacommunications.com](http://www.tatacommunications.com). Tata Communications is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements.

## About Vanson Bourne

Vanson Bourne is an independent specialist in market research for the technology sector. Our reputation for robust and credible research-based analysis, is founded upon rigorous research principles and our ability to seek the opinions of senior decision makers across technical and business functions, in all business sectors and all major markets. For more information, visit [www.vansonbourne.com](http://www.vansonbourne.com)

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