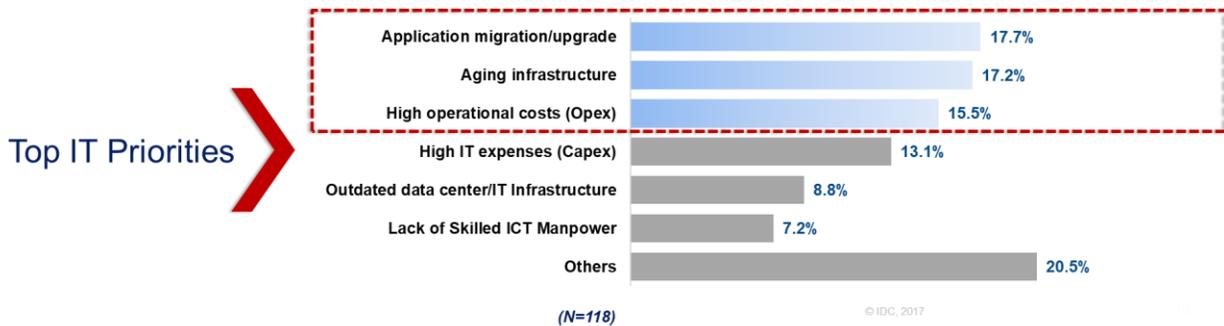


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*IDC predicts that by 2019 over 50% Small and Medium Enterprises (SME) will increasingly leverage an optimum mix of Cloud, along with traditional on-premise IT.*

In today's hyper-competitive era, Cloud has become the new normal when it comes to IT infrastructure transformation, especially amongst the SME segment in India. A 2017 IDC study on more than 100 SME organizations highlights that the top 3 IT priorities for over half of the organizations include taking care of their ageing IT infrastructure, application migration, and reduction of IT operational expenditures. These objectives merely reiterate the prominent use cases in which the SME enterprises have leveraged cloud over the last 2-3 years.



*Figure (1) – IDC Survey capturing the top IT priorities of SMBs in India  
 Source: IDC Digital Excellence Survey 2017 for Indian SMBs sponsored by Oracle*

SMBs are moving on their transformational journey with adoption of public cloud for non-critical workloads like collaborative applications or online storage. Co-existence of next-generation applications along with traditional or current-generation applications requires an ability to deploy and manages two sets of applications, each with vastly diverse infrastructure requirements and service-level objectives. SMBs not yet making use of cloud resources, are at a competitive disadvantage in provisioning new applications and supporting remote and mobile workers with the latest capabilities.

In conclusion, Cloud has turned out to be a boon in optimizing the IT infrastructure of SME organizations in India. However, the real benefits are unlocked when you have the right roadmap in place to drive this Infrastructure transformation. It is critical for the CIOs to define the use cases along with their IT partners to help derive maximum value from Cloud investments.

**References:**

1. IDC FutureScape: Worldwide SMB 2018 Predictions
2. IDC Digital Excellence Index for SMBs in India 2017

## About IDC

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