

The Next-Generation Cloud Trends Report

The Next-Generation Cloud Trends Report is an independently conducted research commissioned by Alibaba Cloud. It looks at the status of and emerging trends in cloud adoption across eight Asian markets and key industries to generate insights into cloud investment, product development and service delivery. In doing so, it helps businesses identify opportunities and address challenges.

Cloud Adoption Status in Asia



To adopt or not to adopt is no longer the question. Businesses now ask: What is the most appropriate cloud strategy for our organization?

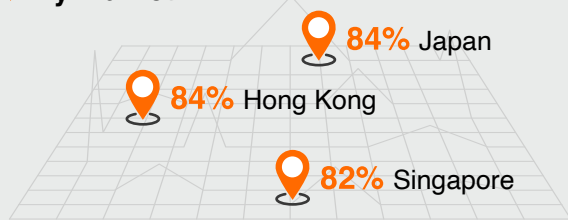
Cloud maturity



69% have used cloud for over **three years**

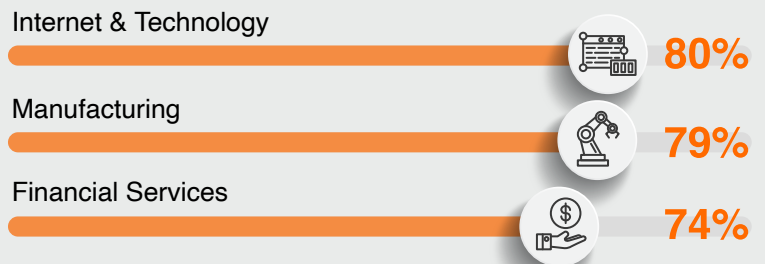
Early adopters*

By market:



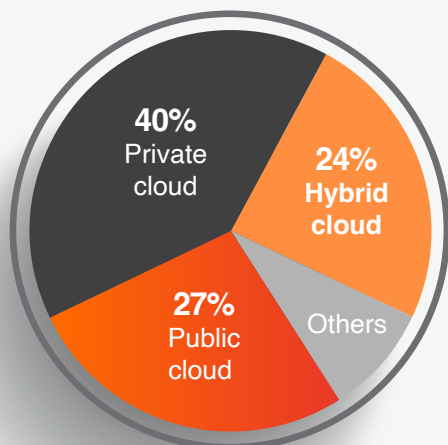
*Have used cloud for at least three years

By sector:



A strategy towards more diverse cloud adoption

Which cloud strategy are businesses in Asia using now?



Public cloud remains a popular strategy

▶ **South Korea** has the highest public cloud adoption rate

Reason for choosing public cloud



Security



Reliable local support



Attractive pricing

Hybrid cloud adoption is on the rise

▶ **39% of cloud strategy switchers** have moved to hybrid cloud

▶ **Singapore** has the highest level of hybrid cloud adoption

Looking Forward - A continued evolution in cloud strategy



Adapting to the future: Staying ahead with a robust cloud strategy

Cloud migration

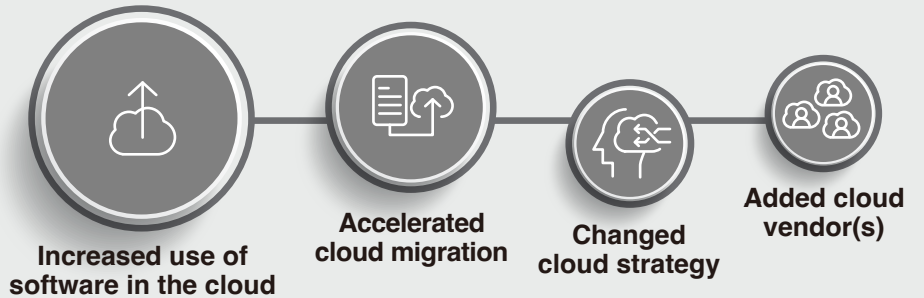


expect full cloud migration within the next two years

▶ 95% plan to evolve their cloud strategy

▶ 41% plan to use more vendors

COVID-19 as a catalyst for business cloud adoption



Cloud investment

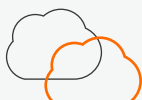


plan to boost investment in cloud in the coming year

▶ Increase investment by more than 20%:



Private cloud
45%

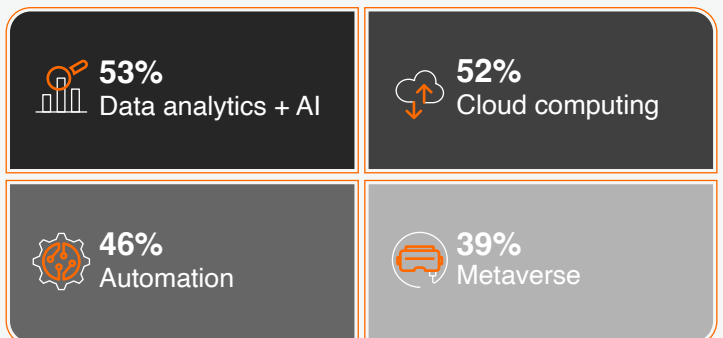


Hybrid cloud
39%



Public cloud
38%

▶ Areas of investment:



About the survey:

- Survey period: End of September to early October 2022
- Sample: 1,000 cloud strategy decision-makers in small to large-sized businesses that have already adopted cloud services
- Markets: Hong Kong, Indonesia, Japan, Malaysia, the Philippines, Singapore, South Korea, Thailand
- Industries: Financial Services, Gaming, Internet & Technology, Manufacturing, Media & Telecommunications, Public Sector, Retail
- Methodology: Online questionnaire